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***NEW ZEALAND FILM POSTERS:***

***THE CINEMA (posters)  
OF 'UNEASE'***

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A thesis  
submitted in partial fulfilment  
of the requirements for the Degree of  
Master of Arts in Media Studies

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**Advertising -  
the most unobserved of film arts,  
yet ironically,  
the most commonly seen -  
must grab,  
imprint,  
impress.**

*Peter Wells (1986) p 109  
Content/Context: A Survey of Recent New Zealand Art  
Editor: Luit Bieringa  
National Art Gallery: New Zealand*

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*ABSTRACT*

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This treatise is an analysis of selected New Zealand film posters. The research undertakes to consider that the representation of the 'dark-side' of New Zealand culture is portrayed through a semiotic analysis of contemporary New Zealand film posters. The research method is based in the semiotic praxis of Roland Barthes, Ferdinand Saussure, Christian Metz, Umberto Eco and the associated 'science' of semiotics. Essentially it is argued that the bleak undertones and sense of 'unease' that exist in New Zealand culture is evident in New Zealand film and thus will be implicitly reflected in the publicity posters for these films.