GCSE Key Concept: Genre

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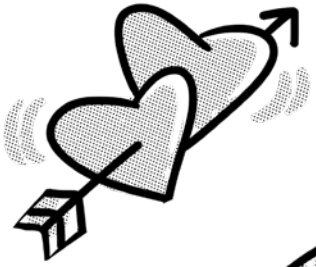

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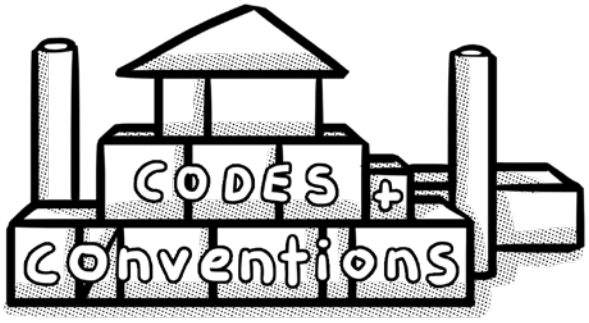
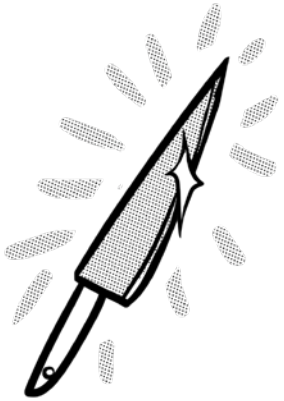
Media Studies





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Genre and Pleasures

- Choose three different ***genres*** to research how they have ***changed*** and ***developed*** over time; you should explore how their changes reflect the ***historical context*** at the time and how the popularity of the genre was linked with society and any issues that were prevalent at the time.
- ***Steve Neale*** argued that genres are *'instances of repetition and difference'*, explore which elements within a genre tend to ***stay the same*** (repetition) and which elements tend to change and introduce ***innovation*** into a genre (differences). You should refer to specific examples in your response.

Genre and Codes & Convention

- Discuss the role ***actors*** and ***star personas*** play in shaping genres. Can you think of any specific actors that are associated with genres? Why do you think audiences enjoy watching certain actors play similar roles in genre-driven films?
- What methods do producers use to ensure genres ***survive*** and ***maintain their popularity***?

Genre and Audiences

- Explore why audiences enjoy watching genre-driven films. Why do you think they don't get bored watching ***repeated narratives*** and ***character roles***?
- Referring to the ***Uses and Gratifications theory***, explain why audiences enjoy different genres. Look at the listings for your local large cinema and note which genres are most popular in contemporary society. What ***uses*** and ***gratifications*** would audiences gain from these genres?
- What role does genre play in ***engaging an audience*** across the nine different media forms? Which form uses genre the most when it comes to engaging an audience?

GENRE

noun: ***a type, or category, of media text***

Genre and Iconography

- Iconography refers to ***visual signs*** that are associated with a specific genre, to gain a broader understanding of this you should produce a collage of ***genre signifiers*** linked with three different genres (that you are studying within your GCSE course), you can produce this as a physical visual collage or a digital poster.
- Iconography is often a key ***communicator*** for producers. Explain how iconography and the inclusion of signifiers can speak to an audience.

Genre and Themes

- ***David Buckingham*** argues that genres constantly change to ***reflect the social period*** in which they are produced. Choose a ***film genre*** to research how it has changed over time: you should choose media texts within the genre that illustrate the ***key changes***.

Genre and Industries

- Film production is a big business with potentially large amounts of ***profits*** to be made, however funding needs to be secured before any film can reach the ***production phase***. Explain how genre is key in securing funding for films.
- Film producers and distributers use genre as a key tool in ***marketing*** their films to potential audiences, explain the role genre plays in marketing new media texts. Choose a case study of a new media product to illustrate this.

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