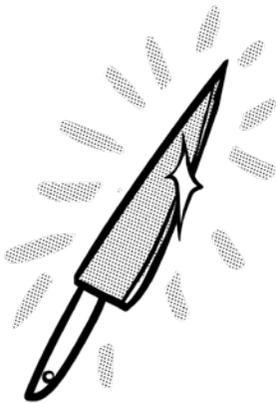
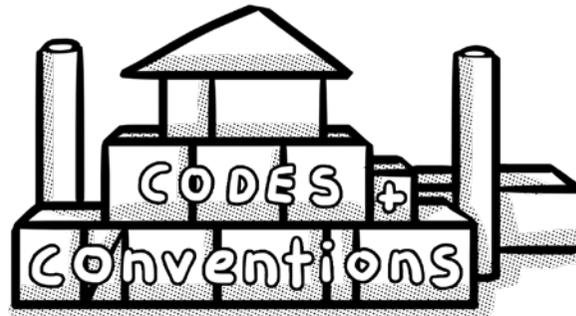


GCSE Key Concept: Genre



PIXL
Media Studies



ThinkIT

Genre and Pleasures

- Produce a **short film** comprising of clips from a specific genre that highlight the **pleasures** on offer within that genre, you should remember to explore the following elements:
 - Characters.**
 - Iconography.**
 - Themes.**
 - Narrative.**

Genre and Iconography

- Produce a trailer for a genre-driven film that includes all of the **iconography** that fans of the genre would expect to see. In order to produce a professional looking text you should analyse other media texts within that genre first and carry out your own **primary audience research**.

Genre and Audiences

- Carry out your own **primary research** into why audiences enjoy engaging with **different genres**. You should ask a variety of open and closed questions that will allow you to obtain a deep understanding of why different **socio-demographic groups** enjoy different genres. To really extend your understanding you should conduct a focus group as well as producing an on-line survey (giving you both **qualitative** and **quantitative** results).
- Genres offer audiences various **emotional pleasures**. Explain what **psychological** role genre films have in fulfilling the needs of audiences. In your informed opinion, explain what emotional needs are fulfilled by **specific** genres. Remember to refer to specific examples.

Genre and Codes & Convention

- Create your own film poster for a new film that **combines** two different genres. You should pay attention to the **technical codes** in the media text, along with the **symbolic codes** you choose to include. Once you have created your film poster you should carry out a **radical analysis** of it exploring how the text communicates the genre with the audience. To develop your production skills, produce a film or computer game trailer that develops your **hybrid genre concept**.
- Produce a guide to film and TV genres that educates students about the **codes** and **conventions** within each genre, you should make your guide visually interesting and engaging using a variety of icons.

GENRE

noun: a type, or category, of media text

Genre and Themes

- Discuss the key themes prevalent in **British cinema**. How have British **social realist** directors, such as **Ken Loach**, used the medium of film to raise awareness around issues within British society?
- **David Bordwell** argues 'any theme may appear in any genre'. Do you agree with this? Explain why.

Genre and Industries

- In your opinion, is genre more important to **industries** or **audiences**? Explain your response.
- What are the benefits to **producers** when a specific genre becomes considered a **classic**? Can you think of any genres and texts within these to use as case studies to support your response to this point?
- Can a film ever be a **blockbuster** if it does not clearly fit into a genre? Why do you think this is the case?