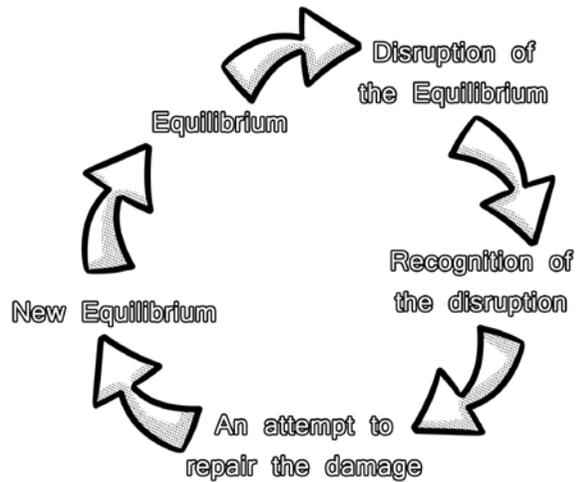


GCSE Key Concept: Narrative



PiXL Media Studies



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ThinkIT

Narrative and Structure

- In order to consolidate your understanding of **narrative structure** you should produce your own media text that follows the conventions of a classic **Hollywood narrative**, you should storyboard the key scenes that show the narrative developments and include plenty of **iconography** linked to the genre you have chosen to work in.
- To now develop your understanding of narrative and move your creative skills forward you should produce a media text that challenges **conventional** narrative structures and offers the **target audience** something new and innovative that they haven't seen before.

Narrative and Genre

- In your opinion does every media text need a narrative? Can you think of any media texts that do not have a clear narrative? How do these media texts **engage** the audience? In your opinion are these texts more enjoyable to a **modern audience**? Are there any specific audience **psychographics** that would prefer a text of this sort? Explain why.
- Part of the concept of **intertextuality** explores how media texts refer to other media texts. Focusing on narrative, can you find examples of print advertisements that refer to **characters** or **iconography** from specific narratives linked with film and TV?

Narrative and Theory

- Referring to the following audience theories:
Abraham Maslow's Hierarchy of Needs theory
Blumler & Katz's Uses and Gratifications theory
Explore the audience appeal of specific narratives across different genres, explaining the appeal of **enigma codes** and **narrative closure** to the audience.

NARRATIVE

noun: the construction of elements to create a story

Narrative and Codes

- How important are **linear narratives** within the medium of **music video**? Carry out research into the medium to explore how important narrative is. Are there genres of music videos that stick to linear narrative structures? Explain why you think this is and refer to any specific examples that you find during your research that interest you.

Narrative and Terminology

Produce a lesson that teaches GCSE Media Studies students the following narrative key terms:

- **Exposition**
- **Disruption**
- **Complication**
- **Climax**
- **Resolution**
- **Open and closed structure**
- **Linear and non-linear**
- **Multi-strand narrative**
- **Enigma**

Your lesson should be creative and engaging. You should also add a task that tests the students' knowledge of these terms and how they are used.

Narrative and Characters

- Research how characters are used within a media text to move the narrative forward, you should think about how they fit into Levi Strauss's binary oppositions theory.
- Many computer games are driven by narrative quests featuring strong characters that clearly fall into Propp's character roles. Can you find examples of these? Now can you create your own computer game that has a clear engaging narrative?