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 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.

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 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 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.