**Why Do we Care About...?**

- **Genre**, and **sub-genres**, provide audiences with a specific set of **uses** and **gratifications**; this is key to understanding WHY audiences choose to engage with a media text. However, genre is not only important for audiences, it is vital for **producers** and institutions, as it allows them to shape and sell their media texts through recognisable elements.

**Genre Theory: Steve Neale**

Repetition and Difference

- Steve Neale is a key theorist when exploring the concept of GENRE, he argued that ‘genres are instances of repetition and difference’, audiences require a certain level of **familiarity** within a genre, however they need an element of **originality** to keep the text engaging. Elements of familiarity might include:
  - Character types.
  - Narrative structure.
  - Location.
  - mise-en-scene.
  - Star personas.
  - Music.

Choose three different genres and find out what the key genre signifiers are for that genre. Explain what pleasures audiences might gain from recognising these.

**Genre Theory: Rick Altman**

**Semantics and Syntactics**

In his book Film/Genre Altman explores the role audiences and producers play in shaping and redefining different genres, identifying the fact that the term genre has different meanings for different groups of people. He discusses two elements that are fundamental to genre study:

- **Semantic elements** - elements within the text that are used to communicate the genre e.g. props, locations, camera work, sound.
- **Syntactic elements** - the way elements interact within the text to communicate messages and values to the audience e.g. narrative expectations, themes, plot structure.

**Genre Theory: Henry Jenkins**

- Jenkins writes that ‘all works are born from a mixture of invention and convention’, due to the **digitalisation of the Media**, audiences are now able to **manipulate** genres and feed into genre development. Institutions further add to this through producing their own **hybridised** versions of traditional genre texts; think about the **zom-rom-com** film Shaun of the Dead that is a hybrid of 3 traditional genres.

**Genre Key Terms**

- **Iconography**
- **Codes**
- **Conventions**
- **Signifiers**
- **Gratifications**
- **Signs**
- **Parody**
- **Pastiche**
- **Semantic**
- **Syntactic**
- **Hybrid**
- **Sub-genre**

Research the definitions of these key terms then produce an infographic explaining their meaning. Add a range of GENRE SIGNIFIERS to your product and highlight the pleasures associated with these.