GCSE Key Concept: Genre

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 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?

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 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.

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