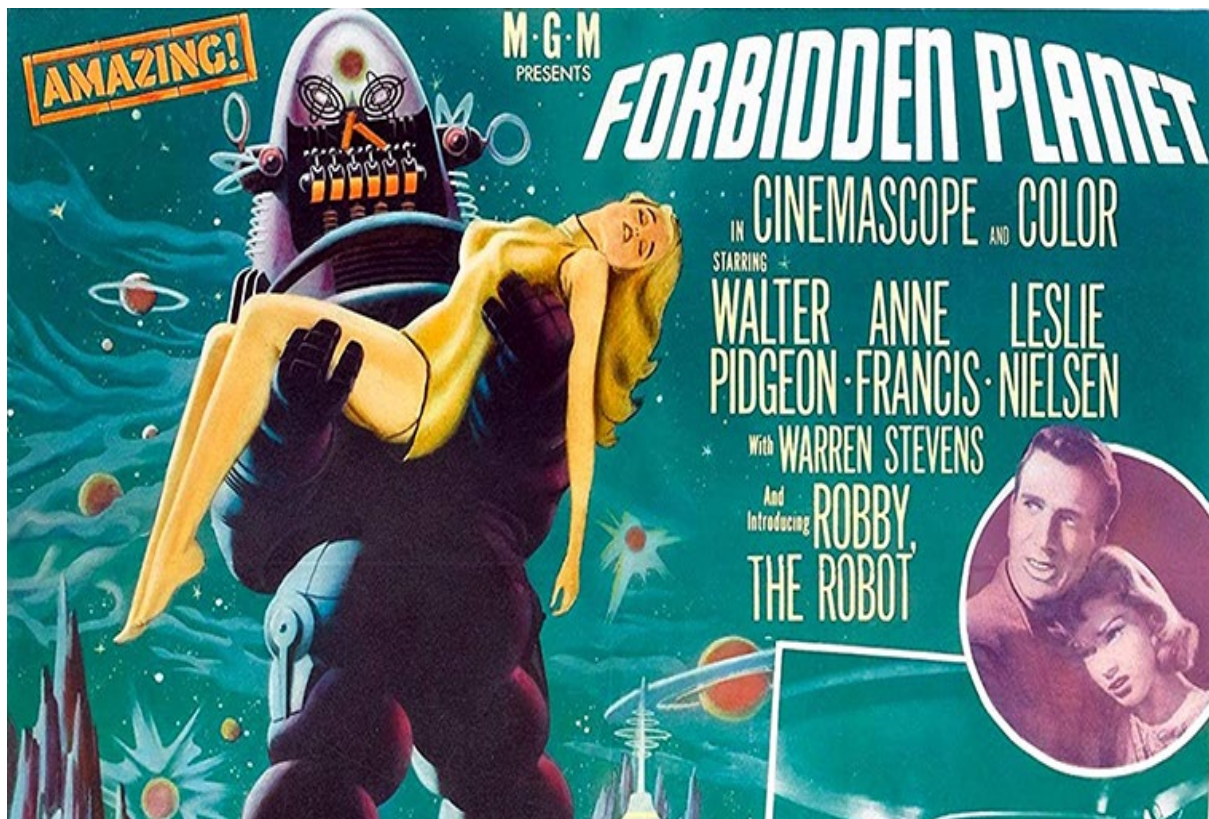


Narrative, Style & Genre

Unit 2:

Area of Study One



FROM THE STUDY DESIGN:

How do media creators develop their style?

In this area of study, students explore and examine how narratives construct realities and meaning for audiences. Narratives are constructed and shaped referencing a rich production history. This includes the personal and distinctive style of media professionals who play leading roles in the construction of the narrative, the selection and manipulation of media codes and conventions that stem from a range of cultures and histories, and the influence and constraints of contextual factors affecting the creation, construction and distribution of the narrative. Genre is an important concept that goes beyond the categorisation of media narratives. Students understand how genres are subject to debate and change. The definition of genres goes beyond their established use of media codes and conventions, revealing cultural assumptions about their significance, viewership and the media industry.

Notions of audience, engagement, consumption and reception play a key role in understanding how a narrative is formed. Audiences are able to articulate their personal preferences in the types of narratives they engage with, consume and read. These preferences are related to the construction of narratives.

Print Production: Facebook Series by Paul Kuczynskie



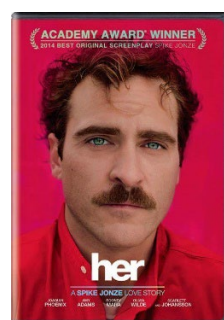
Questions relating to the Facebook Print Images above

1. How do the print images construct a narrative for the audience?
2. Is there more than one narrative being told in these printed images? Discuss the different narratives being revealed.
3. What code and conventions are being employed by the creator of this print image to convey the narrative?
4. How has the audience influenced the creation of this narrative?
5. What code and conventions are not seen in this print image?
6. How is the theme of 'likeability' reflected in these images'?

Note: Images By: Pawel Kuczynski The Facebook Series

As part of this Area Of Study you will completing TWO assessment tasks:

- Print Production – this will be created ALL by yourself. All images will be taken by you or drawn by you. Your job will be to create a Print Product that reflects the changes in the Media that are impacting audiences both in a positive and negative way.
- Written SAC – Including short and long written responses. These will be demonstrating your understanding of the TWO film texts below. Both texts have been selected to reveal different Media Codes & Conventions that reflect the Narrative, Style & Genre. You will produce notes on both texts that will be used in the SAC to enhance your understanding and ensure you integrate the correct Media language.



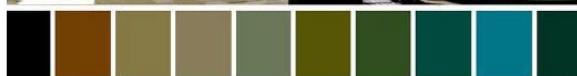
TWO FILM TEXTS:

The Social Network – 2010

Her – 2014

EXPLORING THE FOLLOWING CODE & CONVENTIONS:

- Structuring Of Time
- Character Development
- Colour
- Visual Composition
- Genre conventions



The Structuring of Time:

The Structuring of Time plays an important role in most narratives. While the duration of the story may be days, weeks or years, the duration of the plot occurs over hours for the audience.

The Structuring of narrative time is made up of a combination of three elements:

TEMPORAL ORDER: The order in which the story is screened, which may include chronological order, flashbacks and or flash forwards.

TEMPORAL DURATION: The manipulation of time from real time to reel time; that is, the foreshortening or expansion of time through editing of events on screen.

TEMPORAL FREQUENCY: The number of times and event or part of an event is shown to an audience.