## **Neale: worksheet**

Concept two: industry effects on genre output

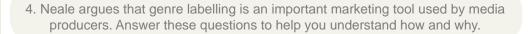
1. What is an auteur and how can auteurs effect genre driven output?

2. In what ways is genre used as a planning and scheduling tool by media producers?



Learn it: chapter 4 page 45-47

3. What effects does institutional mediation have on genre driven products?



What does the term 'intertextual relay' cover?

What effects does Neale suggest marketing has on the narrative image of a product?

How might marketing effect audience readings of a product?









**Institutional mediation: two** products might belong to the same genre but that does not necessarily mean that they relay the same sorts of messages.