Neale: worksheet

4.5 Apply it: diagnose the use/effects of intertextual-relay on set texts

Revise it: prepare your own set text analysis the impact of marketing decisions on genre labelling

Set text name	Where is genre labelling applied?	Effects of genre labelling on the products audience
1		
2		

Locate genre labelling in promotional material

- How is genre foregrounded within publicity material?
- How does imagery, mise en scene, costume, colour, setting and so on construct genre driven expectations for the target audience?
- In what ways is genre foregrounded within language components of intertextual-relay?
- Is genre labelling applied through reviews, credits, headers or tag lines?
- In what ways is genre inferred through star power?

Explain why genre labelling is used

- What narrative pleasures does genre labelling suggest to the audience?
- In what ways does genre labelling help create a recognisable identity for the product?
- Does genre labelling take advantage of cultural trends through piggybacking effects?