Neale: worksheet

Concept one: repetition and difference

1. Using your own knowledge and research give definitions for the following terms:

Genre	Sub genre	Genre hybridity

2. Neale suggests that genres are traditionally constructed for fixed target audiences. Match the following audiences to the genres they are normally associated with:

(a) Teens (b) Socio economic groups C2DE (c) Males
(d) Females (e) Age 45+ (f) Socio Economic groups ABC1

Genre	Target audience normally associated with this genre
Romantic comedy	
Broadsheet newspapers	
Historical drama	
Tabloid newspapers	
YouTuber vlogs	

Match the products listed above to their target audiences.

www.**essentialmediatheory**.com

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3. Neale suggests that media products can be categorised through the presence of shared features. He suggests that analysis of **verisimilitude**, **narrative**, **character** and **iconography** can help us determine the genre of a given product.

Complete the following table to help cement your understanding of these features and their role in determining the categorisation of genres.

answers:
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Feature	Explanation	Exemplification
Verisimilitude	**Verisimilitude** refers to:	Which genres demonstrate a high degree of verisimilitude? Examples of products in those genres: Genres that stereotypically lack verisimilitude:
Narrative	What aspects of **narrative** might be determined by genre?	Give an example of **one** media genre that uses fixed narrative conventions: Identify the narrative expectations that are often found in that genres: Examples of products that use those narrative features:
Character	What sorts of **character** features determine a genre?	Give an example of **one** genre in which character based conventions are important: Identify the character based expectations that are normally applied in that genre: Examples of products in the genre given above:
Iconography	To what does **iconography** refer?	Give an example of **one** genre that uses fixed iconography, identifying the mise en scene, costuming and props that are applied by that genre: Examples of products in the genre given above:

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4. Challenge question: is it too simplistic to argue that genres have fixed target audiences? Why?

5. Neale argues that genres are constantly adapting as a result of **audience needs**, **contextual in luences** as well as **economic factors**.

Complete the following table to help you understand the potential effect of these three factors on genre driven output.

Factors that prompt genre subversion	Explanation and definition
Audience needs	How do **audience needs** shape genre driven products?
Contextual factors	How do **contextual** factors shape genre driven products?
Economic factors	How do **economic** factors prompt media makers to repurpose genre driven output?

6. Identify **three** set text products and explain how audience needs, context and economic factors have shaped them?

Set text	Effects of audience needs	Contextual factor effects	Economic influences
1			
2			
3			

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7. Neale argues that contemporary media products use **genre hybridity** for the following reasons - use your revision guide to provide detailed explanations.

Purposes	Explanation of this advantage	Products that use this technique
Enables tonal shifts		
Piggybacking		
Creates product identity		
Allows for high/low culture remixing		
Expands audience appeal		
Invokes nostalgia		
Rewards knowing audiences		

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