

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?

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

4. Neale argues that genre labelling is an important marketing tool used by media producers. Answer these questions to help you understand how and why.

answers:
page 45



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.

answers:
page 47