Jenkins: worksheet

Key concept one: fan based appropriations

1. Jenkins tells us that media fan cultures formed in the 1960's as a result of which one of the following statements?

a. Because audiences weren't satisfied with the quality of television programming.

b. Because audiences were dissatisfied with the kinds of stories constructed by media producers and also because they didn't represent their interests or identities.

c. Because fans wanted to write material that was more creative than television scriptwriters. .

learn it: page 199

2. Use the Media Theory book to help you define the following types of fan fiction.

Type	Notes and explanation
recontextualisations	
expanded time lines	
refocalisations	
moral realignments	
crossovers	
personalisations	
eroticisations	

Above: early fan fiction centred particularly around cult TV shows like Star Trek.

media **audiences**

www.essentialmediatheory.com

Jenkins: worksheet

Key concept one: fan based appropriations

3. What function does fan fiction serve female fans according to Jenkins?

4. Jenkins suggests that fan fiction is used by marginalised groups to explore issues that aren't explored by mainstream media? What are these issues and why aren't they explored?

Above: Ron and Harry accidentally drink a love potion in the Cursed Child.
Jenkins suggests that fans often use cues within texts to construct alternative readings. Sometimes those cues are knowingly included by producers to prompt alternative fan responses.

18.1 Think about it: fan fiction and textual poaching in your set texts

- Is the media landscape dominated by a narrow range of character oriented representations? Think about the stock characters used in TV drama in terms of gender, class, age or ethnicity.
- Explore, with care, the online fan fiction that uses your TV set texts. In what ways does this fan activity evidence the idea that audiences are active consumers?
- Does fan activity fill in any representation gaps present in the set text?

Your thoughts:

media audiences