

Narrative and Media

Narrative and Media applies contemporary narrative theory to media texts, including film, television, radio, advertising and print journalism. Drawing on research in structuralist and post-structuralist theory, as well as functional grammar and image analysis, the book explains the narrative techniques that shape media texts and offers interpretive tools for analysing meaning and ideology. Each section looks at particular media forms and shows how elements such as chronology, character and focalisation are realised in specific texts.

As the boundaries between entertainment and information in the mass media continue to dissolve, understanding the ways in which modes of story-telling are seamlessly transferred from one medium to another, and the ideological implications of these strategies, is an essential aspect of media studies.

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Narrative and Media

Helen Fulton
with
Rosemary Huisman
Julian Murphet
Anne Dunn



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Contributors

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Narrative and Media, first published in 2006, applies narrative theory to media texts, including film, television, radio, advertising, and print journalism. Drawing on research in structuralist and post-structuralist theory, as well as functional grammar and image analysis, the book explains the narrative techniques which shape media texts and offers interpretive tools for Narrative and Media, first published in 2006, applies narrative theory to media texts, including film, television, radio, advertising, and print journalism. Drawing on research in structuralist and post-structuralist theory, as well as functional grammar and image analysis, the book explains the narrative techniques that shape media texts and offers interpretive tools for analysing meaning and ideology. Each section looks at particular media forms and shows how elements such as chronology, character and focalisation are realised in specific texts. Start studying Media - Narrative and Ideology. Learn vocabulary, terms and more with flashcards, games and other study tools. A fictional or non-fictional plot and story that has been written or spoken. the events that have been placed and viewed in a sequence. Plot. Story. the ideas that the audience infers from the plot. Ideologies. societies political, social and economic beliefs and values categories into natural, implicit and explicit types. Codes (narrative). used to convey story, meaning, themes and emotions in a narrative. Narrative and Media, first published in 2006, applies narrative theory to media texts, including film, television, radio, advertising, and print journalism. Drawing on research in structuralist and post-structuralist theory, as well as functional grammar and image analysis, the book explains the narrative techniques which shape media texts and offers interpretive tools for analysing meaning and ideology. "The video that Narrative Media produced for us was wonderful, but I was especially impressed with the initial script and concept. They clearly captured exactly how we wanted to present ourselves in a direct, clear, and understandable way." Kelly Christian Director of Operations <https://www.narrativemediallc.com/portfolio-item/the-middle-states-association-why-accreditation/> "Middle States Association of Colleges and Schools. Narrative Media did an amazing job working with us at Rowan University on our video."