

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.

Narrative and Media

Helen Fulton
with
Rosemary Huisman
Julian Murphet
Anne Dunn



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Contributors

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On Defining Narrative Media. Author: Marie-Laure Ryan Published: February 2003. Abstract (E): Ryan's paper is a modified excerpt from the introduction to a forthcoming collection of essays. Starting from the entry for 'medium' in Webster's dictionary, she distinguishes a transmissive and a semiotic definition referring to the medium as a channel of communication and a means of artistic expression respectively. In VCE Media, the study of Narrative and Ideology involves an examination of how narratives are organised, structured and engage audiences. We also consider how these narratives comment on, reflect on, develop, reject or ignore ideologies present in the society that created them. In narrating, computers represent events either by directly outputting narrative text, graphics, and sound or by generating this from some underlying representation of what has happened. In simulating, computers determine what happens in some model world, using a system of rules.Â Digital media art is a brand-new course combining technology and art under the background of streaming media.