

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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Helen Fulton
with
Rosemary Huisman
Julian Murphet
Anne Dunn



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Contributors

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A narrative or story is an account of a series of related events, experiences, or the like, whether true (episode, vignette, travelogue, memoir, autobiography, biography) or fictitious (fairy tale, fable, story, epic, legend, novel). The word derives from the Latin verb *narrare* (to tell), which is derived from the adjective *gnarus* (knowing or skilled). Along with exposition, argumentation and description, narration, broadly defined, is one of four rhetorical modes of discourse. More narrowly defined Emerging understandings of narrative functions in new media also intersect with film study, while the recognition of narrative traditions in non-Western and minority cultures has begun to receive detailed consideration. For more than a century, filmmakers and critics have offered their own descriptions of film narrative, often directly or indirectly influenced by literary models and theories. There are many anthologies on literary narrative and literary theory, but relatively few exclusively cover film narrative as such. *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.