



Genre: Categorising texts

This Factsheet introduces the concept of genre by focussing on:

1. How texts are categorised
 - a. The importance of visual iconographies
 - b. The links between genre and other media concepts such as narrative, representation and ideology
2. How Genre is used by audiences
3. How Genre is used by media producers
4. Why genres are subject to change

Body Text

Genre refers to the labelling of texts through the identification of **shared characteristics**. Texts within certain genre categories will have certain things in common that will enable the audience to see similarities between texts.

Genre categories are used outside Media Studies all the time. For example, DVD sellers use categories to group their products to help purchasers locate what they want to buy. Many TV listings descriptions begin with an identification of the genre of the text. Grouping and categorising enables the audience to have a broad general idea as to what the content and style of a media text will be.

Activity

Go to an on-line DVD retailer's website (amazon.co.uk or play.com for example) and look at the categorisation that is used to help find DVDs. Browse through some of these genre categories and see if you can identify what aspects of the films are used to decide where they should be 'filed'.

Newspaper Genres

The genre of a text is usually identifiable simply its appearance by the way it looks. A tabloid newspaper looks a certain way and it is significantly different to the look of a broadsheet – even when broadsheet newspapers are moving towards being produced using paper roughly the same size as a tabloid. It is not, however, simply the look of these types of newspaper that defines their genre type. Tabloids and broadsheets also have many other differences in the way they use language, select stories that they will publish and have different attitudes and values. However, the visual clues are often the first things that assist the audience when identifying the genre of a media text.

1. How Texts are Categorised

a) The importance of visual iconographies

Genres are categories or types of media text. Genres are recognisable through the repeated use of generic codes and conventions.

Generic codes and conventions are the aspects of a text which the audience recognises as the shared characteristics of a genre. Film westerns will share codes and conventions with TV westerns. Although there are many differences between films and television programmes – they have different production values and often use different narrative structures – there are certain elements within the genre that are shared that enables the audience to recognise a western regardless of the form.

Most commonly, codes and conventions are considered as coming from the **iconographies** (specific visual or aural media language choices). Sometimes these iconographies are enough to act alone, e.g. the mise en scene of deep space, usually indicates the genre of sci-fi. Sometimes, however, the iconographies work together to indicate the genre. Someone sitting behind a desk is not genre specific. However, add high key lighting, a modern mise en scene and a screen behind the character at the desk and the combination of media language choices creates an image we associate with a news broadcast.



What are the visual differences between a tabloid and a broadsheet newspaper? Consider the use of colour, images, layout and design choices, as well as the use of text. What other differences are there that distinguish 'tabloid' and 'broadsheet' newspapers?

Categorising Texts Example Answer

Xiaolong Qi



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