

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
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Anne Dunn



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Contents

Figures and tables viii

Contributors x

Acknowledgements xi

1 Introduction: the power of narrative
Helen Fulton 1

Part 1 The basics of narrative theory 9

2 Narrative concepts
Rosemary Huisman 11

3 From structuralism to post-structuralism
Rosemary Huisman 28

Part 2 Film as narrative and visual mode 45

4 Stories and plots
Julian Murphet 47

5 Narrative time
Julian Murphet 60

6 Narrative voice
Julian Murphet 73

7 Point of view
Julian Murphet 86

vi *Contents*

8 Novel to film

Helen Fulton 96

9 Film narrative and visual cohesion

Helen Fulton 108

Part 3 Television: narratives and ideology 123

10 The genres of television

Anne Dunn 125

11 Television news as narrative

Anne Dunn 140

12 Aspects of narrative in series and serials

Rosemary Huisman 153

13 Soap operas and sitcoms

Rosemary Huisman 172

Part 4 Radio and print journalism 189

14 Structures of radio drama

Anne Dunn 191

15 Radio news and interviews

Anne Dunn 203

16 Print news as narrative

Helen Fulton 218

17 Analysing the discourse of news

Helen Fulton 245

Part 5 Popular print culture 269

18 Magazine genres

Rosemary Huisman 271

19 Advertising narratives

Rosemary Huisman 285

20 Conclusion: postmodern narrative and media

Helen Fulton 300

Glossary 307

Bibliography 313

Index 320

Figures and tables

Figures

2.1	Peirce's triadic understanding of the sign	pages 21
2.2	Differences of voice	26
16.1	'Media will pay for trial collapse' (<i>Guardian</i> (UK), 16 September 2004)	222
16.2	' <i>Garçon!</i> You're slow, surly and at last you've admitted it' (<i>Guardian</i> (UK), 16 September 2004)	227
16.3	'Town living in fear over mining deal' (<i>Sunday Telegraph</i> (Sydney), 29 August 2004)	235
16.4	'Roosters claim NRL minor premiership' (<i>Daily Telegraph</i> (Sydney), 6 September 2004)	236
17.1	'Americans see war as mistake' (<i>Weekly Telegraph</i> (UK), 29 December–4 January 2005)	248
17.2	'Pregnant women urged to take iodine' (<i>Sun-Herald</i> (Sydney), 5 December 2004)	250
17.3	'Moving forward . . . riot police charge pro-independence demonstrators outside the Basque parliament' (<i>Sydney Morning Herald</i> , 1–2 January 2005)	261
18.1	Cover of <i>Who Weekly</i> , 8 October 2001	282
18.2	Cover of <i>New Idea</i> , 6 October 2001	283
19.1	Advertisement: Giorgio perfume (<i>Australian Women's Weekly</i> , October 2001, p. 93)	289
19.2	Advertisement: Schwarzkopf Extra Care (<i>Australian Women's</i> <i>Weekly</i> , October 2001, p. 75)	292
19.3	Advertisement: Chrysler car (<i>Australian Women's Weekly</i> , October 2001, p. 9)	293

Tables

2.1	Cortazzi's transcription of the most typical narrative structure	25
3.1	Lévi-Strauss: paradigm and syntagm in the myth of Oedipus	34
3.2	Storyline and plotline	37
3.3	Genette's set of categories for analysing narrative	41
8.1	Novel and film	99
9.1	Summary of focalisation	115
9.2	Technical devices	116
9.3	Types of edit	122
15.1	Triple J news opening	210
15.2	Triple M news opening	211
15.3	2UE news opening	212
15.4	2BL 702 news opening	213
17.1	Constructing a 'public idiom' in news journalism	253

Contributors

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