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
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

Cambridge University Press
0521617421 - Narrative and Media
Helen Fulton
Frontmatter
More information
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’ (Guardian (UK), 16 September 2004)  222
16.2 ‘Garon! You’re slow, surly and at last you’ve admitted it’ (Guardian (UK), 16 September 2004)  227
16.3 ‘Town living in fear over mining deal’ (Sunday Telegraph (Sydney), 29 August 2004)  235
16.4 ‘Roosters claim NRL minor premiership’ (Daily Telegraph (Sydney), 6 September 2004)  236
17.1 ‘Americans see war as mistake’ (Weekly Telegraph (UK), 29 December–4 January 2005)  248
17.2 ‘Pregnant women urged to take iodine’ (Sun-Herald (Sydney), 5 December 2004)  250
17.3 ‘Moving forward . . . riot police charge pro-independence demonstrators outside the Basque parliament’ (Sydney Morning Herald, 1–2 January 2005)  261
18.1 Cover of Who Weekly, 8 October 2001  282
18.2 Cover of New Idea, 6 October 2001  283
19.1 Advertisement: Giorgio perfume (Australian Women’s Weekly, October 2001, p. 93)  289
19.2 Advertisement: Schwarzkopf Extra Care (Australian Women’s Weekly, October 2001, p. 75)  292
19.3 Advertisement: Chrysler car (Australian Women’s Weekly, October 2001, p. 9)  293
## Tables

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