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
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Novel to film</td>
<td>96</td>
</tr>
<tr>
<td>9</td>
<td>Film narrative and visual cohesion</td>
<td>108</td>
</tr>
<tr>
<td>Part 3</td>
<td>Television: narratives and ideology</td>
<td>123</td>
</tr>
<tr>
<td>10</td>
<td>The genres of television</td>
<td>125</td>
</tr>
<tr>
<td>11</td>
<td>Television news as narrative</td>
<td>140</td>
</tr>
<tr>
<td>12</td>
<td>Aspects of narrative in series and serials</td>
<td>153</td>
</tr>
<tr>
<td>13</td>
<td>Soap operas and sitcoms</td>
<td>172</td>
</tr>
<tr>
<td>Part 4</td>
<td>Radio and print journalism</td>
<td>189</td>
</tr>
<tr>
<td>14</td>
<td>Structures of radio drama</td>
<td>191</td>
</tr>
<tr>
<td>15</td>
<td>Radio news and interviews</td>
<td>203</td>
</tr>
<tr>
<td>16</td>
<td>Print news as narrative</td>
<td>218</td>
</tr>
<tr>
<td>17</td>
<td>Analysing the discourse of news</td>
<td>245</td>
</tr>
<tr>
<td>Part 5</td>
<td>Popular print culture</td>
<td>269</td>
</tr>
<tr>
<td>18</td>
<td>Magazine genres</td>
<td>271</td>
</tr>
<tr>
<td>19</td>
<td>Advertising narratives</td>
<td>285</td>
</tr>
</tbody>
</table>
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
2.2 Differences of voice
16.1 ‘Media will pay for trial collapse’ (Guardian (UK), 16 September 2004)
16.2 ‘Garçon! You’re slow, surly and at last you’ve admitted it’ (Guardian (UK), 16 September 2004)
16.3 ‘Town living in fear over mining deal’ (Sunday Telegraph (Sydney), 29 August 2004)
16.4 ‘Roosters claim NRL minor premiership’ (Daily Telegraph (Sydney), 6 September 2004)
17.1 ‘Americans see war as mistake’ (Weekly Telegraph (UK), 29 December–4 January 2005)
17.2 ‘Pregnant women urged to take iodine’ (Sun-Herald (Sydney), 5 December 2004)
17.3 ‘Moving forward . . . riot police charge pro-independence demonstrators outside the Basque parliament’ (Sydney Morning Herald, 1–2 January 2005)
18.1 Cover of Who Weekly, 8 October 2001
18.2 Cover of New Idea, 6 October 2001
19.1 Advertisement: Giorgio perfume (Australian Women’s Weekly, October 2001, p. 93)
19.2 Advertisement: Schwarzkopf Extra Care (Australian Women’s Weekly, October 2001, p. 75)
19.3 Advertisement: Chrysler car (Australian Women’s Weekly, October 2001, p. 9)
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
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