

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.

Cambridge University Press
0521617421 - Narrative and Media
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Helen Fulton
with
Rosemary Huisman
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CAMBRIDGE UNIVERSITY PRESS
 Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore, São Paulo
 Cambridge University Press
 477 Williamstown Road, Port Melbourne, Vic 3207, Australia

Published in the United States of America by Cambridge University Press, New York

www.cambridge.org
 Information on this title: www.cambridge.org/9780521617420

© Helen Elizabeth Fulton, Rosemary Elizabeth Anne Huisman,
 Julian Murphet and Anne Kathleen Mary Dunn 2005

First published 2005

Printed in Australia by Ligare Pty Ltd

A catalogue record for this book is available from the British Library

National Library of Australia Cataloguing in Publication data

Fulton, Helen Elizabeth.
 Narrative and media.

Bibliography.

ISBN 0 521 61742 1.

ISBN 9 780521617 420.

ISBN-13 978-0-521-61742-0.

ISBN-10 0-521-61742-1.

1. Mass media. 2. Narration (Rhetoric). 3. Structuralism.
 4. Poststructuralism. I. Title.

302.23

ISBN-13 978-0-521-61742-0 paperback

ISBN-10 0-521-61742-1 paperback

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Contributors

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Acknowledgements

The authors would like to thank the following people and publications who have given permission for work to be reproduced in this book: *Australian Women's Weekly*; *Daily Telegraph* (Sydney); Clare Dyer/*The Guardian* for 'Media will pay for trial collapse'; Lucy Gough, *The Mermaid's Tail*; *New Idea* cover of 6 October 2001; Jon Henley/*The Guardian* for 'Garçon! You're slow, surly and at last you've admitted it'; Alec Russell, 'Americans see war as mistake' copyright © Telegraph Group Limited 2004; Ben Sills/Reuters for 'Basque nationalists issue challenge to Madrid'; *Sydney Morning Herald*; Rhett Watson/*Sunday Telegraph* (Sydney) for 'Town living in fear over mining deal'; cover of *Who* magazine, 8 October 2001, reproduced with permission of *Who* magazine, Time Inc.; Miranda Wood for 'Pregnant women urged to take iodine'.