



## Genre task for Clueless and Submarine

Genre theory - Steve Neale

Genres may be dominated by repetition, but are also marked by difference, variation, and change.

Genres change, develop, and vary, as they borrow from and overlap with one another.

Genres exist within specific economic, institutional and industrial contexts.

Watch the opening sequences of *Clueless* and *Submarine*. How far does each sequence establish itself as a genre product?

**Use the table provided to comment on specific techniques that are used to create genre.** Make sure that as well as identifying media language, you are commenting on **how it is being used** and **what the effect is**.

Points for discussion

- » Both scenes attempt to express genre using sound and visual codes.
- » Is there a sense of repetition throughout both sequences?
- » How does each sequence differ?
- » *Clueless* immediately draws attention to how idealised the imagery is ('Okay, so you're probably going, "Is this like a Noxzema commercial or what?")- how does this position audience responses?
- » *Submarine* is similarly knowing ('Most people think of themselves as individuals')- how does this contribute to audience expectations?
- » How is identification- a vital audience pleasure for this genre- encouraged through media language?
- » Do the production values of each film make any difference to its use of genre?

**Task: Steve Neale argues that "Genres are instances of repetition and difference". How far is this true of the opening sequences you have watched?**

**Write a response in your exercise books, referring to the table, your notes and the screenshots provided.**