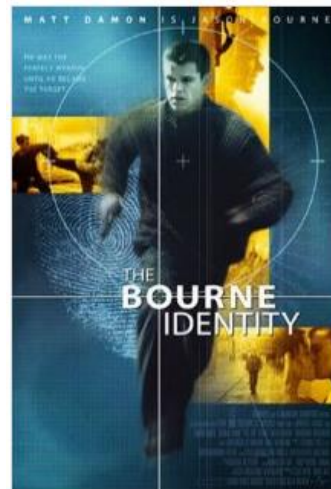# Types of Movies
# Movie Genre

# Four Basic Types of Movies

- **Narrative**

- **Documentary**
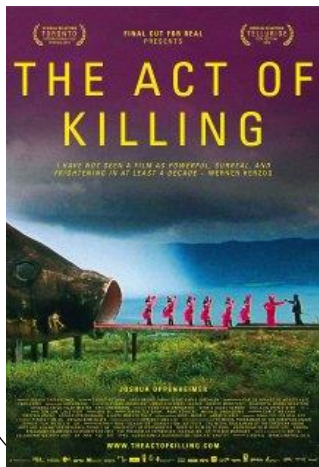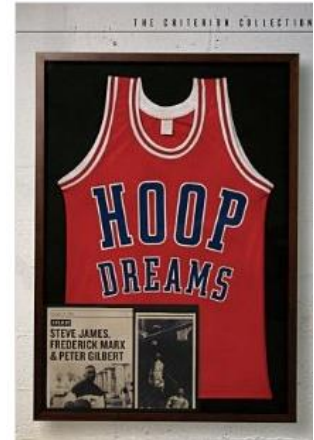
- **Experimental**

- **Hybrid**

# Narrative

- Mostly fiction, purpose is to engage and entertain

- Many genres/subgenres – will discuss (ex  ex)

# Documentary

- more concerned with recording reality, to educate, presentation of political/social analysis
- the unavoidable act of making a movie removes the possibility of a purely objective truth
  - "creative treatment of actual reality" – John Grierson (coined the term, 1926)
    - even documentary filmmakers who aim to avoid influencing the events they record still have a great deal of narrative influence

      ie: camera as narrator and editing creates meaning

# Documentary...

- four basic approaches:
  - factual (*Hoop Dreams, Touching the Void*)
  - instructional
  - persuasive (*An Inconvenient Truth, Bowling for Columbine*)
  - propaganda (*Battleship Potemkin, Triumph of the Will*)
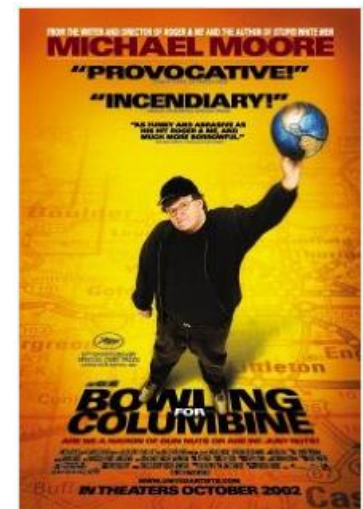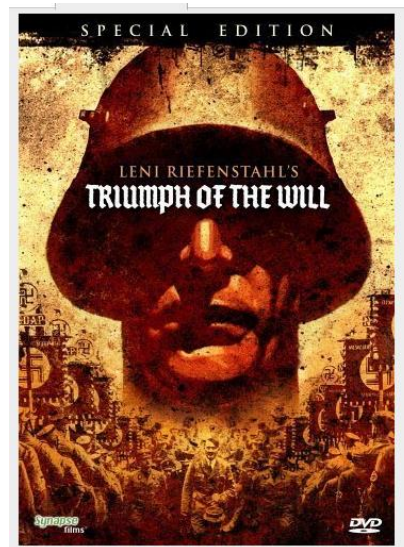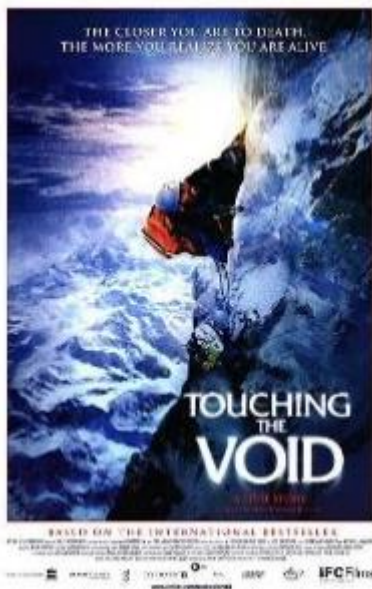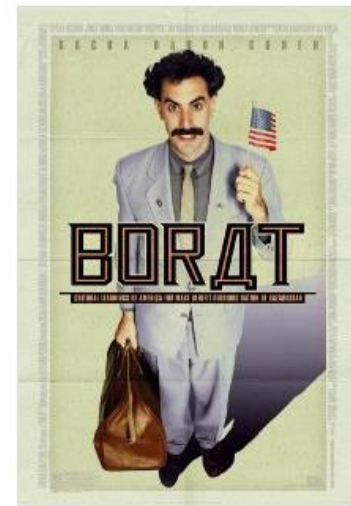
# Experimental Movies

- actively seek to defy categorization and convention
  - Began with…
- [Examples](#)

# Hybrid Movies

- part of cinematic evolution, mixing documentary, experimental, and narrative films
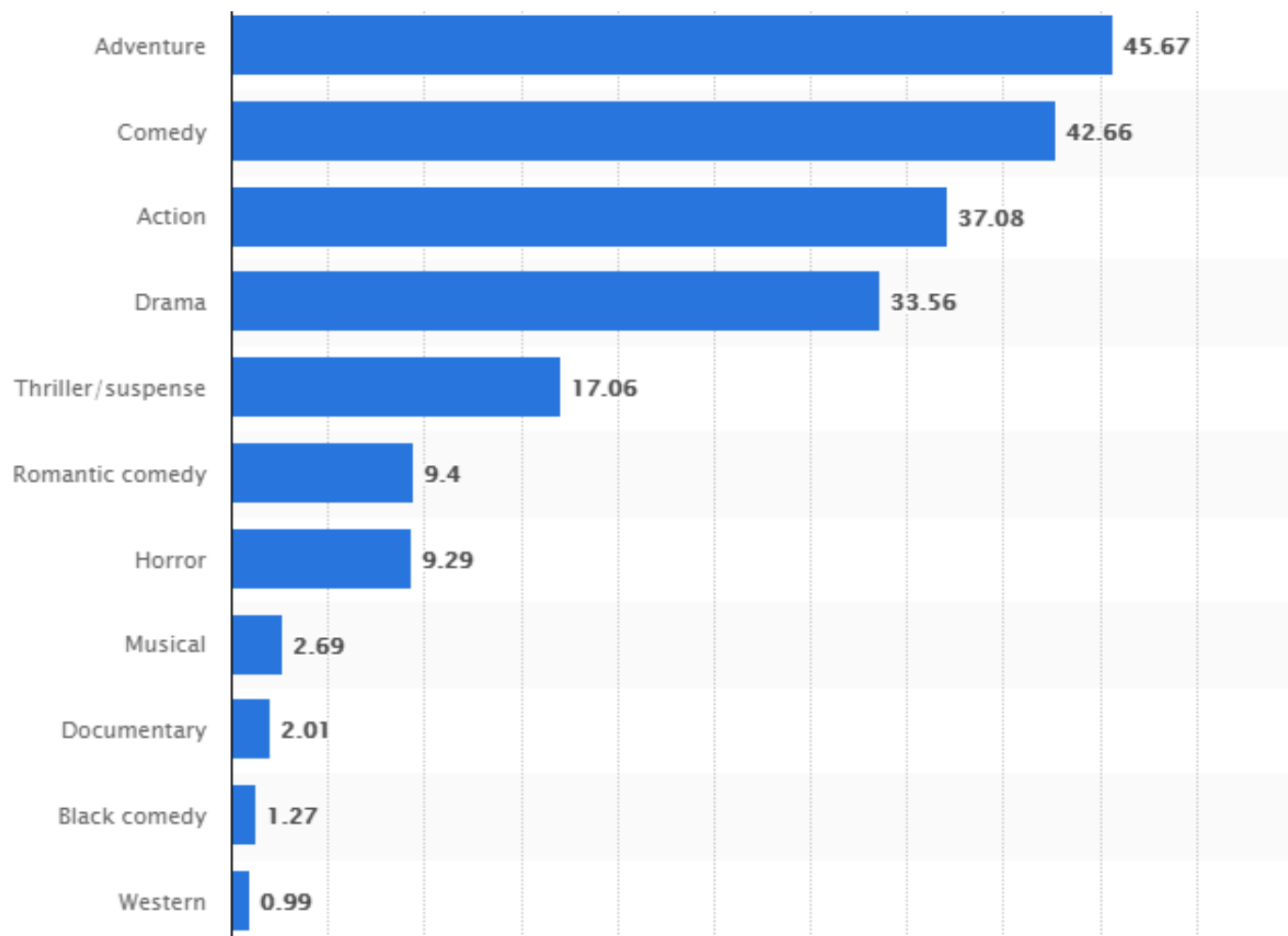
# Movie Genres

- few movies are strictly one genre today
- genre has a significant effect on how audiences choose the movies they go to/buy/rent
  - And people who finance movies often choose them by genre
- give people what they want (and expect), and they will buy it
- cultural conditions contribute to genre changes (ie: a western made during WWII v. one made during the Vietnam War)
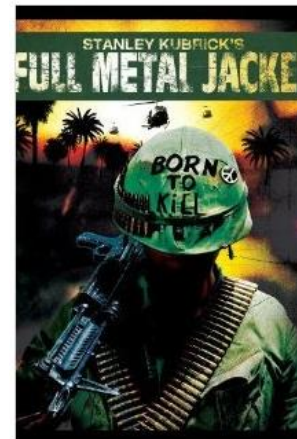
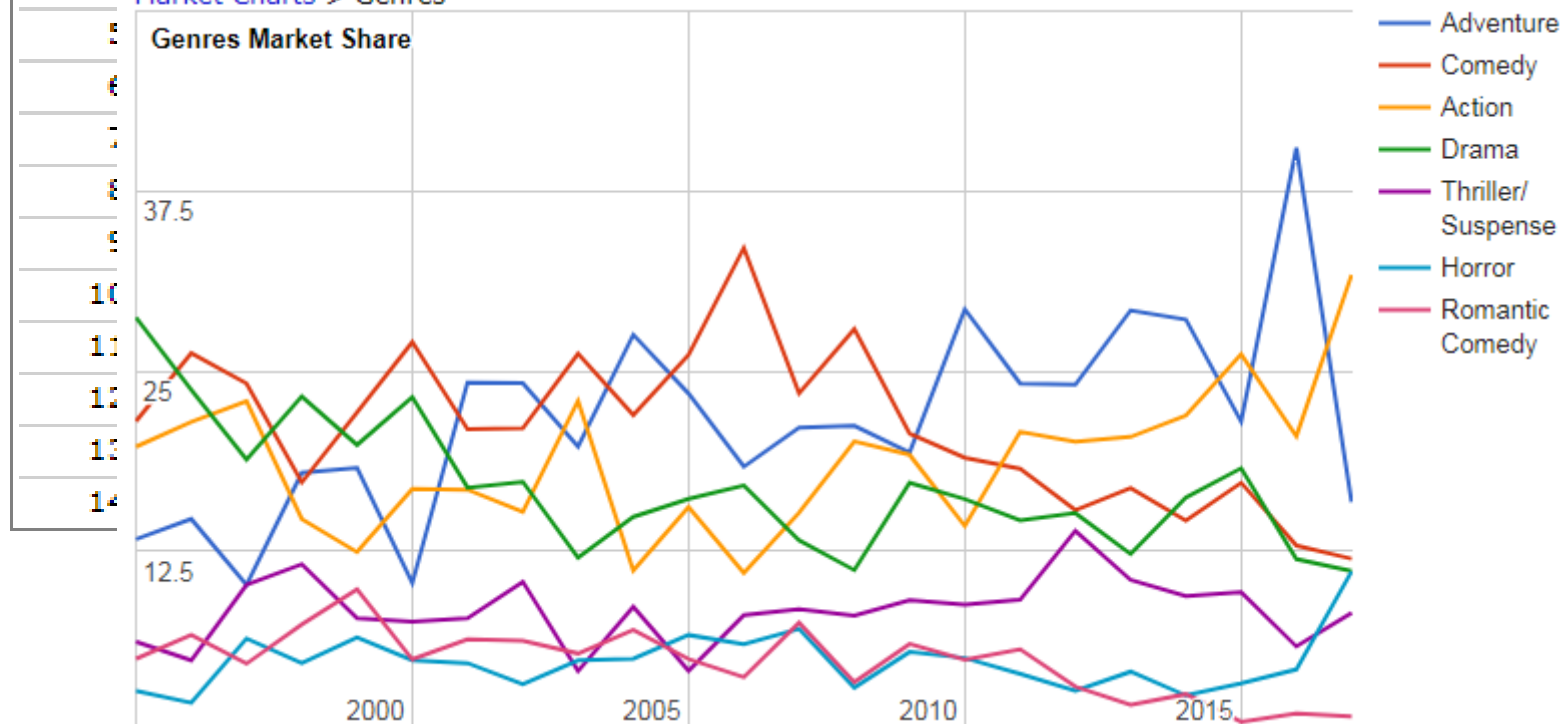# Most popular movie genres in North America from 1995 to 2017, by total box office revenue (in billion U.S. dollars)

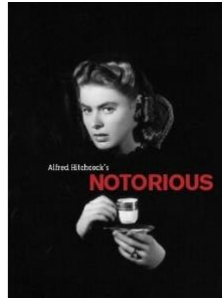| Genre | Revenue |
|---|---|
| Adventure | 45.67 |
| Comedy | 42.66 |
| Action | 37.08 |
| Drama | 33.56 |
| Thriller/suspense | 17.06 |
| Romantic comedy | 9.4 |
| Horror | 9.29 |
| Musical | 2.69 |
| Documentary | 2.01 |
| Black comedy | 1.27 |
| Western | 0.99 |

# Market Share for Each Genre 1995-2017

| Rank | Genre | Movies | Total Box Office | Tickets | Share |
|------|-------|--------|------------------|---------|-------|
| 1 | Adventure | 727 | $46,723,957,790 | 6,804,943,715 | 22.54% |
| 2 | Comedy | 2,340 | $43,048,092,724 | 6,713,270,319 | 20.77% |
| 3 | Action | 852 | $39,023,050,229 | 5,806,884,858 | 18.82% |



Market Charts > Genres

Genres Market Share

Legend: Adventure, Comedy, Action, Drama, Thriller/Suspense, Horror, Romantic Comedy

# Genre Conventions

- **Narrative/Story Formulas**
  - The structure of the story: what's the conflict/type of conflict? How resolved?
  - 'Narrative moments' help define genres
    - chase sequences, shootouts, romance…
- **Theme (or topic)**: the unifying idea expressed through story and visuals (Western: man v wilderness)
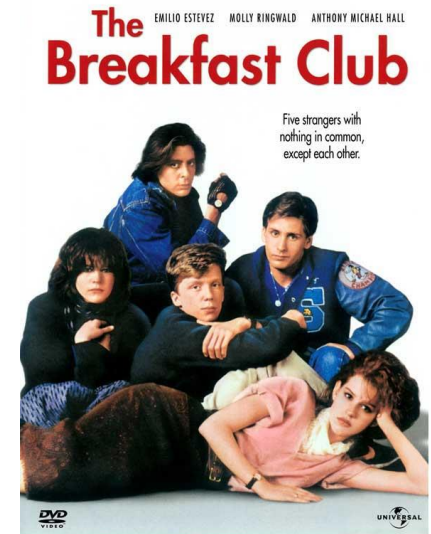
- **Character Types** (ex)
  - genres become associated with different heroes and villains

- **Stars**
  - actors factor into how a genre is classified, analyzed and received

- **Setting**: where is the action or what is the environment?
- **Iconography:** identifiable key images or icons?
  - images or iconic elements are usually immediately recognizable (gangster films = machine gun) (ex)
  - costumes, sound, and music can also be iconic features
- **Mood/Style**: certain elements of cinematic language that communicate tone and atmosphere
  - *iconography refers to actual objects/sound in a film, style refers to how these are presented (camera angles, lighting, color, etc)*
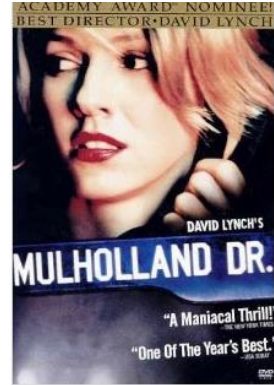
- **Audience Response:**
  - Every film has a "mode of address", a particular way in which it speaks to target audience
    - horror films = to "horrify"; action films = feel tense
  - Think: "teen pics" and "chick flicks"
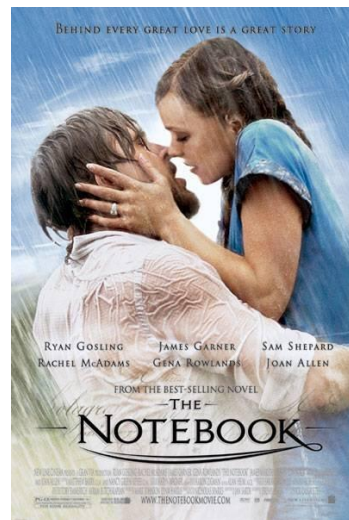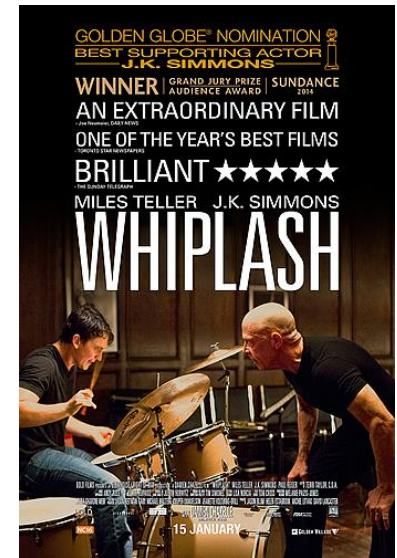
# *Significance? Why useful?*

- Economy of story telling
  - Meaning?
- Genres often reflect the attitudes and values of the society in which they are produced
- Has a significant effect on how audiences choose the movies they go to/buy/rent
  - And people who finance movies often choose them by genre
  - give people what they want (and expect), and they will buy it

- **Narrative**

  - structure of story; conflict/ type of conflict

- **Theme**

  - topic, subject, idea

- **Character Types**

  - stars; anticipated or against expectations

- **Setting**

  - location/time period/ environment

- **Iconography**

  - key images, icons - including costumes, sound, and music

- **Mood/Style**

  - cinematic language/ techniques that communicate tone & atmosphere

- **Audience Response**

  - reaction; intended reaction

- *Jaws, Children of the Corn, It Follows, Ghost Ship*