



Reception Context

- What factors influenced how you viewed this text?

- What other factors may influence how you see a film?

DEFINITION: “Reception Context”

“The circumstances in which a text is consumed including physical location, method and quality of broadcast or reproduction, reason for consuming the text, impact of other audience members on the consumption of the text and any other factors that may alter an audience’s reading of a text.”

Jo Flack, Nelson Media

Explain how the following factors may influence how you see a film:

Physical Location

Method of Broadcast

Quality of Broadcast

Reason for Consuming the Text

Impact of other audience members

Other Factors

Rate the following factors that you take into account when you decide to see a film. (/10)

- (/10) *Film Classification*
- (/10) *Trailer*
- (/10) *Poster*
- (/10) *TV Advertising*
- (/10) *Newspaper Review*
- (/10) *TV Review*
- (/10) *Online review*
- (/10) *Conversations from friends / family*
- (/10) *Advice from Mr Young*

Choose one of the factors that you rated highly. How may that factor affect how you the view?

Name a film you were disappointed in or surprised by because it was not what you expected. How was the film different to what you expected and why did you think it in the first place?
