

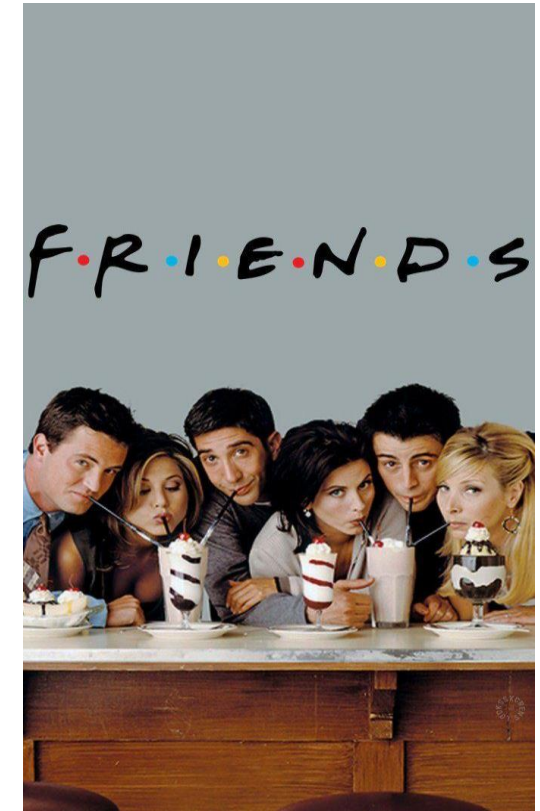


modernfamily

<u>Modern Family</u>	<u>Friends</u>
First released October 2009.	First released April 1995.
Created by Christopher Lloyd and Steven Levitan	Created by David Crane and Marta Kauffman
A Mix of well known and new actors	An ensemble of relatively new actors
One of the first sitcoms to follow diverse families on TV.	Netflix's first release in the genre of Comedy.

Subject Specific Terminology

- **Music:** Consider the connotations of music.
- **Canned Laughter** - where we can hear the laughter of an audience.
- **Diegetic:** sound the characters and you can hear
- **Non-Diegetic:** sound only the audience can hear.
- **Narrative arc** - Each of the main characters has a mini narrative arc running through the show – typical of a Sitcom.
- **Problem and look to resolve** them over the course of the episode. Consider how each character is framed.
- **Mise en scene** – everything in the frame
- Costumes - Props - Setting - Lighting - Facial expressions - Body language.
- **Camera angles and editing techniques** – multiple different ones are used in each episode; these can be analysed for effect.



Key Theories

Blumler and Katz's Uses and Gratification Theory:

- **Escapism** – mockumentary style show for Modern Family.
- **Personal Identity** – life like realism of both shows links to the everyday life of the viewer.
- **Education:** The need or satisfaction of getting information from the media product)- Learning about other people's way of life e.g. in NYC learning about the different themes
- **Social Identity** – Fandom and branding as part of people's social lives – companies regularly do Friends inspired T-shirts and coffee cups.

Modern Family Clip



Friends Clip



Modern Family Website

Blumler & Katz
Uses &
Gratifications

