Television and film genres have developed over time as the result of technology improving, changing audience preferenc es and social and cultural factors. These elements influence how genres are presented consumed, and valued. This paper discusses how technology has impacted genre formation how audience expectations have evolved, and how social and cultural shifts have changed genres.

Technological developments have had an extensive effect on genre evolution. For example CGI and special effects has had a majorly significant impact on the genre science fiction. Early sci-fi films like Metropolis 1927 used real effects while recent sci-fi blockbusters like Avatar 2009 use modern motion capture and CGI to create hyper realistic scenes. The developments have widened the storytelling possibilities making genres more visually appealing and interesting to audiences.

 Additionally, streaming platforms such as Netflix and Disney+ are changing how genres reach consumers. The horror genre for example has profited from high quality production values and global distribution allowing small horror films to gain appeal. The rise of technology has increased genre accessibility and variety.

Audience expectations have changed dramatically over time, influencing how genres rise for example the superhero genre has shifted dramatically in response to fan demand, Superman 1978 was an early example of a funny superhero, furthermore , modern audiences choose darker, more sophisticated stories, resulting in films such as The Dark Knight 2008 and Joker 2019, this trend reflects the need for more detailed narrative and authentic character development.

 Furthermore, the growing number of streaming platforms has changed the way people watch. Audiences now expect on demand services, which influences how genres are structured. For example the thriller genre has adapted to shorter and binge-able form to keep the audience interested, as seen in Stranger Things (2016).

Genres are strongly influenced by society and culture. Changes in society and changes in culture often influence the themes and illustration in movies and television shows. The action genre for example has long been dominated by men but recent films like as Wonder Woman (2017) and Black Panther (2018) demonstrate a growing demand for diverse representation.

 Similarly, the horror genre has evolved to reflect cultural fears . Old horror films like Psycho from 1960 focused on psychological horror to get people onto an edge, where as new horror films like Get Out 2017 include social perspective on racism and society anxiety. This transition illustrate how genres can ad apt to reflect current issues.

Technological developments audience preferences and cultural and social changes all impact genre growth. As technology advances, genres grow visually sophisticated. As audience preferences change genres adapt to match new demands. As civilisation evolves genres reflect contemporary issues and cultural behaviours. Finally genres are not consistant but rather evolve in order to remain popular in a constantly changing media world.

1927 – Metropolis

1960 – Psycho

1978 – Superman

2008 – The Dark Knight

2009 – Avatar

2017 – Wonder Woman

2017 – Get Out

2018 – Black Panther

2019 – Joker

2016 – Stranger Things