

Discuss how genre has developed over time and the impact audience has on genre.

### **Intro:**

The action genre is one of the most popular and lasting in cinema and television, with high-energy scenes, spectacular stunts, and larger-than-life characters. The genre has developed greatly over time, influenced by technological breakthroughs, shifting audience tastes, and socio-cultural factors. This essay will look at how the action genre has evolved over time, with an emphasis on the impact of new technology, shifting audience expectations, and social and cultural factors that have shaped its growth. By considering these features, we might get a clearer understanding of how the genre has changed to stay relevant and entertaining for contemporary audiences.

### **Main Body Paragraph 1: Impact of Improving Technologies**

Technological improvements have had a major impact on the action genre. In the initial years of cinema, action films were restricted by technology, relying on real effects and stunts to generate excitement. For example, in the 1920s and 1930s, action sequences in films such as *The Adventures of Robin Hood* (1938) relied heavily on scripted sword battles and physical stunts. However, as technology developed, filmmakers were able to push the limits of what was possible on screen. The emergence of CGI in 1958 transformed the genre, allowing for more sophisticated and visually dazzling action scenes. CGI's promise was demonstrated by films like *The Matrix* (1999) and *Avatar* (2009), which featured pioneering special effects and immersive environments. These technical improvements have not only improved the visual appeal of action films, but they have also opened up new storytelling opportunities. With these developments, fans now anticipate more complex and visually attractive action sequences, driving directors to take risks and increase the genre's the industry standard.

### **Main Body Paragraph 2: Impact of Changing Audience Preferences**

In modern times, audiences expect a certain set of codes and conventions when viewing an action film. These conventions include fast-paced storytelling, high-stakes scenarios, and charismatic protagonists. However, audience preferences have changed over time, influenced by shifts in societal values and cultural trends. For example, in the 1980s, action films like *Die Hard* (1988) and *Rambo: First Blood* (1982) often featured lone heroes who relied on brute strength and firepower to overcome their enemies. These films reflected the cultural climate of the time, with their emphasis on individualism and Cold War-era politics. In contrast,

contemporary action films like *Mad Max: Fury Road* (2015) and *Black Panther* (2018) place greater emphasis on teamwork, diversity, and social issues. The change in audience expectations is likely to have come from a growing demand for more inclusive and socially relevant storytelling. As audiences have become more diverse and socially conscious, the action genre has adapted to reflect these values, resulting in a broader range of characters and narratives.

### Main Body Paragraph 3: Socio-Cultural Influences

A key socio-cultural influence on the action genre is the changing role of gender and representation in media. Traditionally, action films were dominated by male protagonists, with female characters often relegated to supporting roles or love interests. However, as society has become more aware of gender inequality, there has been a push for greater representation of women in action films. This influence can be seen in films like *Wonder Woman* (2017) and *Captain Marvel* (2019), which feature strong, independent female leads. These films not only challenge traditional gender roles but also resonate with audiences who are seeking more diverse and empowering representations of women. Another socio-cultural influence is the rise of global audiences, which has led to the inclusion of more international settings and characters in action films. For example, the *Fast & Furious* franchise has increasingly incorporated diverse casts and global locations, reflecting the interconnected nature of modern society. It is important for the industry to respond to these changing cultural dynamics because it ensures that the genre remains relevant and appealing to a wide range of audiences.

### Conclusion

In conclusion, the action genre has undergone significant development over time, shaped by advancements in technology, changing audience preferences, and social/cultural influences. Technological innovations have allowed filmmakers to create more visually stunning and immersive action sequences, while changing audience expectations have led to more diverse and socially relevant storytelling. Socio-cultural factors, such as the push for greater gender representation and the rise of global audiences, have also played a crucial role in shaping the genre. As the action genre continues to evolve, it will be important for filmmakers to remain responsive to these influences in order to keep the genre fresh and engaging for future audiences. By doing so, the action genre can continue to captivate audiences and remain a dominant force in the world of entertainment.

Reference List: The Adventures of Robin Hood (1938) The Matrix (1999) Avatar (2009) Die Hard (1988) Rambo: First Blood (1982) Mad Max: Fury Road (2015) Black Panther (2018) Wonder Woman (2017) Captain Marvel (2019) Fast & Furious franchise