

Video Genres used in TSN Digital Broadcasting

Narrative

A video that tells a story. It has a protagonist, antagonist and conflict. It has a definite beginning (introduction of conflict), a list of middle incidents and an ending (resolution of conflict)

Promotional

Persuade: Provide viewer with information and try to get them to change their mind / opinion about something.

Promote an item or event that is occurring within the school or community

ENG

Electronic News Gathering: making use of electronic video and audio technologies for gathering and presenting news. Consists of interviews, B-roll, and on camera reporting

Instructional / Informative

Provides the viewing audience information that's purpose is to teach them about something

Trailer

An advertisement or a commercial for a film that will be exhibited in the future. It consists of a series selected shots from the **film** being advertised.

Montage

A collection of camera shots and angles timed to a piece of music.