Some films which contain zombies are not usually seen as being part of the zombie genre (because of conflicting generic affiliations) while several films without zombies are linked to the genre (such as George Romero’s The Crazies, 1973, known in France as La nuit des fous vivants, “Night of the living crazies”) or even part of its modern canon (Danny Boyle’s 28 Days Later, 2002). Here I argue that our perception of genre in those cases relies on various discourses that frame our reading of the texts themselves, and that this framing operation is at once the function and the nature of genre.

Reading Rick Altman’s Film/Genre (1999) a few years ago provided me with the theoretical apparatus I needed to approach genres in a suitably nuanced way. At that point, I had become increasingly frustrated with prescriptive approaches to genres, in which authors set out to delineate what was part of the genre and what was not. I am of course not going to enumerate examples these approaches, but I have in mind Pete Coogan’s attempt to remove Nick Fury from the super-hero genre in his otherwise valuable approach to super-heroes (2009: 86–87).

It seemed to me that at the very least, these text-based approaches missed the role of the various cultural institutions that frame our consumption of these texts. To come back to Nick Fury, surely the fact that it was published as a super-hero comic in the late 60s and 70s had to play a role in our description of the character’s generic alignment? I was also wary of anyone presuming to “rule in” or “rule out” anything from such a collective notion as the super-hero genre. While it is perfectly acceptable to cast aside these considerations for a while and focus on a text – all the more so since reception studies are notoriously rare and difficult to conduct – doing so has to be a deliberate choice as opposed to an unacknowledged blind spot.

Rick Altman’s approach not only includes the various institutions and interpretative communities that shape genres, but it describes their various interactions, based on specific historically located examples. It still constitutes the core of my conception to genre and I have seen it put to great use by other scholars, such as Grégoire Halbout (2013) in his study of Hollywood screwball comedies. Though it focuses on cinema, Altman’s approach can be applied fairly directly to comics and probably other forms as well.

This comic was an attempt not to reiterate Rick Altman’s nuanced demonstrations, but to point to the aporias of a prescriptive approach to genre for readers unfamiliar with the underlying theory. It was thus conceived as a teaching tool, an introduction rather than as a truly scholarly exploration. As such, it skims over some difficulties and may oversimplify some points. I do hope it is useful and convincing, though.

This piece echoes a scholarly article in comics form about genre(s) in the movie Shaun of the Dead (E. Wright 2004) co-written with Jean-François Baillon, which puts to use some of these theoretical considerations. It is to appear soon in Angles.
GENRE, DISCOURSE (and zombies)
A BRIEF INTRODUCTION, IN PICTURES

SORRY KIDS, BUT GENRES SIMPLY DO NOT LIVE IN TEXTS
WE PRETEND THEY DO BECAUSE THAT MAKES THEM EASIER TO USE
AND THAT'S FINE!

IF WE WERE TO SEE THIS SCENE IN A FILM
WE WOULD PROBABLY AGREE THAT THIS IS A ZOMBIE MOVIE
How do we know that?

Well, we identify an element from a catalogue of protagonists and a specific narrative dynamic.

A pairing which corresponds roughly with our mapping of the genre.

Alien

Zombie

Giant Lizards

Vampire

Fear/Attack

Love/Attraction

The Zombie Genre

Modern Vampire Genre

But even the crude 2D mapping sketched here reveals itself as a social construct.

Tied to a specific mode of cultural consumption.
For starters, this map includes distinctions that are probably irrelevant to many spectators...

Zombies, ghouls, demons, serial killers and even giant lizards are commonly lumped together: “monsters” in a broad “horror” genre.

At the other end of the spectrum, the zombie genre can also be subdivided into smaller units. Fast (28 Days Later) vs. slow zombies. For instance.

None of these categorizations can be described as “wrong.”

They are all useful in different cultural contexts.

They arise, in fact, the product of these cultural contexts.

For instance, I use various taxonomies and occasionally create new ones (“early Romero” vs. “late Romero”) depending on whom I’m talking to...
More strikingly, perhaps films without zombies are sometimes included in the zombie genre.

The Crazies (1973)

While a few films that do feature zombies are commonly excluded.

28 Days Later is a zombie film without zombies, genre identification is triggered by situations.

Murderous fleet-footed zombies vomiting blood all over you - why on earth did you want to do this film?

James, Dyer, Danny Boyle interview in Empire

And discourses that provide an appropriate context to "read" these elements.

Without a consensual map of film genres, that critical discourses affirm or refute, we could be tempted to read the film as a pandemic mode (Contagion) or as a British post-apocalyptic film (Day of the Triffids). Both are perfectly valid categories.
This is not to say that genres exist outside the texts they purport to describe...

They are not free-floating discourses...

But again, they are not textual properties either...

They stand between the texts and their audience, simplified descriptions which make it easier to share discourses, they help foster creative or interpretative communities (with obvious commercial possibilities)

Zombies do make zombie films, most of the time...

But not without your help.

MLABARRE
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Competing Interests
The author declares that they have no competing interests.

Notes
1 There are other issues with attempting to pinpoint genre for a character rather than for specific stories/comics, but that’s beside the point here.
2 Such as Altman’s distinction between syntactic and paradigmatic textual elements, which I use but do not explain.
3 Angles: French Perspectives on the Anglophone World is an international online peer-reviewed journal published bi-annually by the SAES (Société des Anglistes de l’Enseignement Supérieur). Available online at http://angles.edel.univ-poitiers.fr/.

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