Television in the Global Age

An introduction

Television has changed considerably since the advent of digital technology in terms of its production, distribution and consumption. It has become a global, rather than a national industry and has become increasingly commercial, with public service broadcasting forced to adapt its structure, role and function. International co-production is growing and broadcasters such as HBO have achieved global success.

Broadcasters are now “narrowcasters”, with multiple channels targeting different (sometimes niche) audiences.

Audiences consume television texts in a variety of ways as the industry has increased portability via new platforms such as tablet and mobile phone and patterns of consumption have changed alongside this, for example box-sets & binge-watching, on-demand and catch-up, Netflix, Amazon etc.

Interactive social media channels such as You Tube have increased accessibility for the ‘prosumer’ audience, and social media and viral promotion have become a crucial part of marketing television texts.

You must consider television and your texts in terms of:

• media language
• representations
• media industries
• audience

This should be linked where relevant to:

• industry
• cultural
• social
• historical contexts
Y Gwyll/Hinterland

Episode 1

On his very first day in his new job in Aberystwyth, DCI Tom Mathias is called out to investigate a suspicious disappearance. In a quiet seaside bungalow he discovers a bathroom covered in blood but no sign of the owner. His investigation into the disappearance of 64-year-old Helen Jenkins leads him to the cascading waters of an ancient ravine at Devil’s Bridge, and uncovers the cruel history of a long-closed children's home. [http://www.bbc.co.uk/programmes/b03pn6hg](http://www.bbc.co.uk/programmes/b03pn6hg)

You must consider television and your texts in terms of:

- Y Gwyll/Hinterland
- Series 1, Episode 1: Devil’s Bridge (2013)
- Original Network: S4C
- UK Broadcasters: BBC One Wales; BBC 4

Television history

Watch the documentary and answer the following questions:

1. Why are Lord Reith and John Logie Baird so important in terms of the development of TV?
2. How did television develop during the 1930’s?
3. What was the impact of WW2 on TV, especially Post War?
4. What television genre developed during the late 1940’s and into the 1950’s?
Student research task

In pairs, look at the BBC website on the “Inside the BBC” section and make notes on the following:

1. How did the BBC develop historically? Create a brief timeline.
2. What is Public Service Broadcasting?
3. How is the BBC structured?
4. What is the Licence Fee, how is it collected and how is it used?
5. Why does this make the BBC different?

Feedback to the class

http://www.bbc.co.uk/aboutthebbc/