



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:

- social,
- cultural,
- industry and
- historical contexts.



The Bridge (i/1)

Bron/Broen/The Bridge: a Swedish/Danish co-production

Series 1, Episode 1

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Original Network: SVT1 Sweden

DR1 Denmark

UK Broadcasters: BBC 4

3 seasons, 30 episodes



Series 1 began with a body found half way between Sweden and Denmark on the Øresund Bridge linking Malmö to Copenhagen.

Series 2 ended with Saga turning in her partner Martin for murdering the man who killed his son.

Series 2 overview in seven minutes: <http://www.bbc.co.uk/programmes/p038jlbb>

Season 1 Episode 1: A woman is found murdered in the middle of Oresund Bridge, exactly on the border between Sweden and Denmark. Saga Noren from Malmo CID and Martin Rohde from the Copenhagen police department are called to the scene. What at first looks like one murder turns out to be two. The bodies have been brutally cut off at the waist and joined together - the torso of a high-profile Swedish politician and the lower body of a Danish prostitute. The Swedish and Danish police need to cooperate in a race against the clock, desperately searching for a murderer determined to go beyond all moral limits to get his message across.

In Swedish and Danish with English subtitles <http://www.bbc.co.uk/programmes/b01gmbvb>



Television history

Watch the documentary and answer the following questions:

Imagine UK - Season 7 Episode 9 - And Then There Was Television Dec 19, 2006

<https://www.youtube.com/playlist?list=PLD511F39E7FF8C5BC>

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/>