



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 more niche) audiences.
- Audiences consume television texts in a variety of ways as the industry has increased portability via new platforms (tablet, mobile phone) and patterns of consumption have changed alongside this (the box-set & binge-watching, on-demand and catch-up, Netflix, Amazon, etc.).
- Interactive social media channels such as YouTube 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
- Mepresentations
- Media industries
- Audience

This should be linked where relevant to:

- social
- cultural
- economic
- political
- historical contexts



THE RETURNED (LES REVENANTS)

The Returned (Les Revenants)

26 November 2012 on Canal+

United Kingdom 9 June 2013 on Channel 4

2 series, 8 episodes each

Based on the French film *They Came Back* (*Les Revenants*) (dir. Robin Campillo 2004)

Created by Fabrice Gobert



Season 2: 8 episodes

- First broadcast 28 September 2015 on Canal+
- UK on 16 October 2015 on More4
- US on 31 October 2015 on SundanceTV

Television history

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

https://www.youtube.com/playlist?list=PLD511F39E7FF8C5BC_

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/>