

**Product context**

- Set product is Series 2 episode 1. After very successful first series.
- British crime thriller produced by Jed Mercurio's HTM Television.
- Starring Vicky McClure, who became famous from *Line of Duty*.
- Averaged 6.8 million viewers per episode for second series.

**Context and *The Sweeney* comparison**

- Change in roles of women.
- More ethnic diversity.
- Viewers now have multiple ways to view.
- Narrative differences, including more intelligence policing.
- Technology changes add to production – HD, SFX.

**Industry**

Broadcast on ITV – a commercial broadcaster that makes revenue from selling advertising space; therefore, needs as many viewers as possible.

Had a wide-ranging marketing campaign, including Guerilla marketing in London by projecting a countdown clock to the series starting.

Convergence to streaming, downloads and DVD allows for extra income.

**Media language**

Crime thriller genre conventions, including police officers, specialist equipment, dark lighting and realism.

Cinematography includes hand-held cameras, dramatic camera movements and close-up on reaction shots.

Sounds include diegetic noise, such as sirens, and countdowns and music that builds tension.

A conventional narrative that fits with Todorov's structure.

Protagonist Lana Washington is a female hero in Propp's character types theory.

**Audience**

Attracted an audience through a convergent marketing campaign. Appeals to traditional crime thriller fans but also a wider audience by having a female protagonist and ethnic diversity.

Has mass appeal through to varied interests evident when applying Blumler and Katz's Uses and Gratifications Theory. Potential for different response by audiences to some dramatic moments, such as a racist police officer and a romantic sub-plot.

**Representation**

Portrays London as a dangerous location at threat from terrorism.

Challenges traditional representations of women and men with reversed roles of hero and princess characters.

Portrayal of many ethnicities shows a modern British society with a diverse population.

Age appears typically represented overall with senior police officers – middle aged to older.

Positive portrayal of a Muslim character to counter the stereotype of an association with terrorism.

**Terminology**

Producer

Guerilla marketing

Convergence

Conventions

Cinematography

Propp's character types

Marketing campaign

Sub-plot

Uses and Gratifications

Special effects (SFX)