



Television in the global age

An introduction

Television is one of the three industries studied in Component 2 at AS and A Level.



- 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 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,
- economic
- political and
- historical contexts.



Humans

- 'Humans'
- Series 1, Episode 1 (2015)
- Original Broadcaster : C4/aMC (UK/US)
- Co-production between C4- commissioned Kudos Film & TV, distributors Shine Ltd and aMC in the US
- Based on the Swedish series "Real Humans" which ran for 20 episodes across 2 seasons
- C4's highest-rated drama since 1992. 2 series of 8 episodes each.



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?

Channel Four

- Launched in 1982 with an alternative programming remit

Research Channel 4.

Use the link below

Channel 4 in a nutshell

http://www.channel4.com/media/documents/corporate/annual-reports/C4_Creative_Greenhouse_2015.pdf





The diagram illustrates various ownership models for media companies. At the top, four boxes represent different entities: BBC, a central teal box with a hand icon, ITV, and Sky. Below BBC is a box labeled 'Publicly owned from profit'. Below ITV and Sky is a box labeled 'Privately owned for profit'. Below the central teal box is a box labeled 'Publicly funded'. Below the 'Publicly funded' box is a box labeled 'Public service'. To the right of the 'Public service' box is a box labeled 'Commercially funded'. At the bottom right is a box labeled 'Non-public, not-for-profit'.



- Be innovative and distinctive
- Stimulate public debate on contemporary issues
- Reflect cultural diversity of the UK
- Champion alternative points of view
- Inspire change in people's lives
- Nurture new and existing talent

4 'Robin Hood' system of profit-making genres such as factual Entertainment cross-funding loss-making ones like News and Current Affairs



- Is C4 a public service broadcaster?
- Is C4 a profit-making organisation?
- Is C4 commercially funded through advertising?
- Is C4 regulated by Ofcom?
- Does C4 have in-house production facilities?
- What is meant by C4's "Social Enterprise" or "Robin Hood" model?
- List 6 of C4's key public service elements



Media Series – TV