



# 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 (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
- historical contexts



## The Bridge (iii/1)

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

Series 3, Episode 1

Sat 21 Nov 2015 9pm BBC Four

Written by Hans Rosenfeldt

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>

**Series 3:** Episode 1: When a prominent Danish gender campaigner is found murdered in Malmö, Swedish detective Saga Norén is assigned a new Danish colleague to help with the investigation, but their relationship does not get off to a good start with feelings still running high about her involvement in sending her previous Danish partner to jail for murder.

In Swedish and Danish with English subtitles. <http://www.bbc.co.uk/programmes/b06dl825>



## Television history

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

<http://www.bbc.co.uk/programmes/b007cjkz>

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/>