

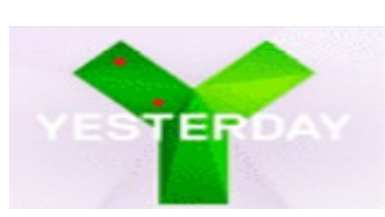


Year 9 – Scheme 3/6 – Introduction to Television

Students will learn why TV scheduling is so important and is designed to reach a target audience. They will also be introduced to audience theories.

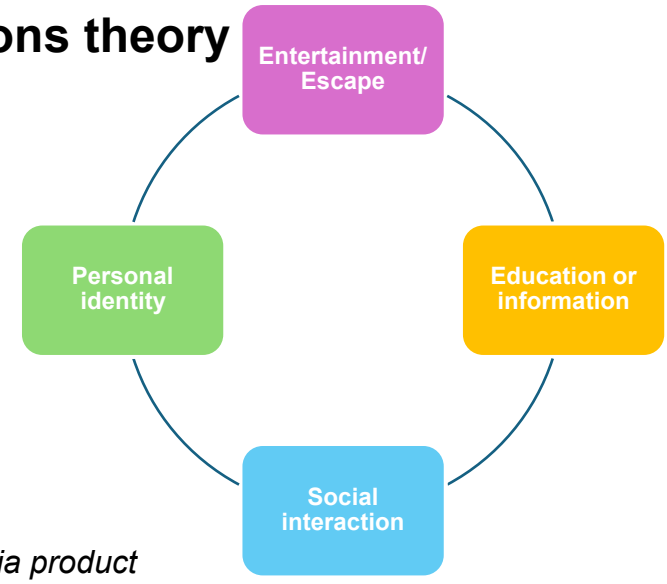
What is the BBC?

- The BBC is a public service broadcaster Funded by the licence fee
- Eight UK wide TV Channels
- 10 radio stations
- Dedicated services for Wales, Scotland and Northern Ireland
- BBC online an extensive website.
- BBC also receives income from BBC studios, the commercial production and distribution arm of the organisation, which produces and sells BBC programmes internationally
- The BBC was established by a Royal Charter in 1992 and has a remit to: *inform, educate and entertain.*
- The BBC is regulated by OFCOM and is required to follow the Broadcasting code.



Uses and gratifications theory (Blumler and Katz)

Uses and gratifications theory examines the role of the audience in making decisions and setting goals when it consumes media products



Reasons why people use a media product

Stuart Hall's reception theory

Preferred reading	The audience 'reads'/interprets the text in the way the producer intends. They accept the messages encoded in the text. Likely to be target audience.
Negotiated reading	The audience accepts some of the messages but disagrees with others
Oppositional reading	The audience rejects the intended meaning of the text. Audience may be from different social background gender etc. Possibly not the target audience.

Levi Strauss – Theory of Narrative

He argued that all narratives are organised around the conflict between binary opposites

Good vs Evil

Human vs Nature

Humanity vs Technology

Glossary for Introduction to Television.

Key Terminology	
The BBC	British Broadcasting Corporation. Public Service broadcaster serving the public instead of making a profit. Funded by the licence fee. Charter says it must be impartial and must show the different areas and cultural diversity of the UK
Public Funding	Money to support media from government funding and the television licence fee. (e.g. BBC, news broadcasts, Sport England)
Public service broadcaster	A media producer serving the public instead of making a profit. E.g. The BBC which is funded by the licence fee, must be impartial and must show the different areas and cultural diversity of the UK
Commercial/ independent television	Channels funded by advertising
Independent production company	A company that makes media products such as TV programmes for other media companies
Watershed	After 9m programmes can have adult content. Before 9pm they need to be suitable for all.
Primetime	The time when the biggest audiences are expected to watch television (for example between 7 and 9pm)
Flagship	Important, popular media texts associated with media companies
Event Television	A programme attracting a large audience. May be a shared family experience. Will generate a lot of discussion in the media and on social media.
Binge watching	Watching multiple episodes In a row (Instant gratification)
Instant gratification	Getting pleasure from getting everything at once and not having to wait
Second screen	Audience watches a television programme at the same time as using a tablet or phone to discuss the programme on social media

Appeal	The element or elements of products that attract an audience
Engage	Having attracted an audience producers then want to engage them to keep them interested and earn their loyalty to the brand/product
Interact	How audiences engage with media products – especially digital products through convergence
gratification	Satisfaction for achieving a desire or goal. The pleasure an audience gain from consuming media texts
Convergent media	Convergence - The merging of different media forms due to digitization (e.g. websites with video and podcasts but also social networking)
Specialised or niche audience	Products targeted at a smaller specific group (niche) – E.g. A magazine about model kits
Mainstream	Products aimed at a wide target audience
Event Television	A programme attracting a large audience. May be a shared family experience. Will generate a lot of discussion in the media and on social media.
Binge watching	Watching multiple episodes In a row (Instant gratification)
Instant gratification	Getting pleasure from getting everything at once and not having to wait
Primary and secondary audience	The main target audience is the primary audience but many products have a secondary audience. E.g. Women’s magazine has secondary audience of men who read them to find out about women and their interests
User generated content	Media content created by ‘active’ audiences instead of media organisations.
Online subscription	Internet television providers such as Netflix. Subscription. No advertising
Pilot	The first episode of a programme made to test if the show will appeal to audiences