

Syllabus

for course at advanced level

Third Television: TV in the Era of Plenty

Third Television: TV in the Era of Plenty

7.5 Higher Education

Credits

7.5 ECTS credits

Course code:	MK7011
Valid from:	Spring 2010
Date of approval:	2009-12-08
Department	Department of Media Studies
Main field:	Communications Studies/Media and Communication Studies
Specialisation:	A1N - Second cycle, has only first-cycle course/s as entry requirements

Decision

This course plan has been approved by the board of directors of the Department for Journalism, Media & Communication (JMK) 2009-12-08.

Prerequisites and special admittance requirements

Course structure

Examination code	Name	Higher Education Credits
TTTV	Third Television: TV in the Era of Plenty	7.5

Course content

What is television's future in the 21st century? How should we understand television in the age of deregulation, multimedia conglomeration and increased channel competition? A television beyond channels and living rooms, one more oriented towards narrowcasting than mass audiences? What are the social and cultural meanings of a television extended across a multitude of media platforms? How are European public service broadcasting organisations trying to adapt to this new context? These and other questions about television in transformation will be discussed as the course investigates what has been termed "TVIII" or television in "the era of plenty" (John Ellis). The course aims to offer critical insights into the changing policy frameworks, economic and ownership structures, production and reception practices as well as aesthetic and narrative strategies. The course is given jointly by Department of Cinema Studies and Department of Journalism, Media and Communication.

Learning outcomes

Upon completion of the course, students will have acquired the ability to

- critically discuss the changes affecting contemporary television as a social and cultural phenomenon.
- analyze the relevant national and international policy frameworks and financial structures concerning public service as well as commercial television
- problematize changing production and reception practices as well as aesthetic and narrative strategies in television programmes.

Education

Classes will consist of lectures and seminars. Students are expected to come to class having read the literature and to participate actively in their assigned groups and class discussions. Active participation will be reflected in the final grade. For group presentations, the group is expected to present the literature - preferably using

Power Point or a similar presentation program - interrogating the concepts and applying own examples.
Groups not presenting, should come prepared with questions to the class presenters.

Forms of examination

- a. Exams will be based research carried out by students during the course and will result in an essay of between 6-8 pages. Group presentations and active participation in class will be taken into account in the final grade. Course participation is obligatory. More than two absences must be compensated the terms of which will be decided together with the teacher. Software to detect plagiarism may be used for exams. Cases of suspected cheating, such as plagiarism, receive an automatic F and will be reported to the University's Disciplinary Committee by the departmental chair or director of studies.
- b. The Grading scale is based on the following.
A = Excellent
B = Very good
C = Good
D = Satisfactory
E = Poor
Fx = Inadequate
F = Unacceptable/Plagerized.
- c. Specific grading criteria will be handed out at the start of the course.
- d. The lowest grade given to pass the course is E.
- e. In order to obtain at least a grade of E, a student who has received an F or Fx has the right to additional four tests on the condition that the course is still offered. A student who has received a grade of E or higher may not take the test again in order to get a higher grade. A student who has received the grade of Fx or F twice on a given test and by the same examiner can, on application, be granted a new examiner, unless there are specific reasons against it. The application should be addressed to the board of the department.

Interim

When the course is no longer offered or its contents have been essentially revised, the student has the right to be examined according to this course syllabus once per semester for a three-semester period. However, the restrictions above under forms of examinations still hold.

Limitations

This course cannot be included in a Bachelor's or Masters degree together with courses taken nationally or internationally where the contents overlap with the course.

Required reading

Buonanno, Milly (2008) *The Age of Television. Experiences and Theories*. Bristol: Intellect Books. (133 pages).
Turner, Graeme and Tay, Jinna (2009) *Television Studies after TV* London: Routledge. (188 pages)
Moran, Albert, with Malbon, Justin (2006) *Understanding Global TV Format*. Bristol: Intellect Books. (180 pages)
Lowe, Gregory and Bardoel, Jo (ed.) *From Public Service Broadcasting to Public Service Media*.
RIPE@2007 / Göteborg : Nordicom, 2008. (Selection app. 90 pages)
Spiegel, Lynn & Olsson, Jan (eds.) (2004) *Television After TV: Essays on a Medium in Transition*.
Durham, NC: Duke University Press. (Selection app. 150 pages).

Chapters from:

Spiegel, Lynn & Olsson, Jan (eds.) (2004) *Television After TV: Essays on a Medium in Transition*.
--Caldwell, John (2004) "Convergence Television: Aggregating Form and Repurposing Content in the Culture of Conglomeration" in Spiegel &, Jan (eds.) *Television After TV: Essays on a Medium in Transition*. Durham, NC: Duke University Press (41 p.)
--Boddy, William (2004) "Interactive Television and Advertising Form in Contemporary U.S. Television" in Spiegel &, Jan (eds.) *Television After TV: Essays on a Medium in Transition*. Durham, NC: Duke University Press. (20 p.)
--Uricchio, William (2004) *Television's Next Generation: Technology Interface Culture/Flow* in Spiegel &, Jan (eds.) *Television After TV: Essays on a Medium in Transition*. Durham, NC: Duke University Press. (25 p.)
--McCarthy, Anna (2004) "The Rhythms of the Reception Area: Crisis, Capitalism and Waiting" in Spiegel &, Jan (eds.) *Television After TV: Essays on a Medium in Transition*. Durham, NC: Duke University Press. (25 p.)
--Gripsrud, Jostein (2004) "Broadcast Television: The Chances of Its Survival in a Digital Age" in Spiegel &, Jan (eds.) *Television After TV: Essays on a Medium in Transition*. Durham, NC: Duke University Press. (15 p.)

- Parks, Lisa (2004) "Flexible Microcasting: Gender, Generation and Television-Internet Convergence" in *Television After TV: Essays on a Medium in Transition*. Durham, NC: Duke University Press. (20 p.)
- Lowe, Gregory and Bardoel, Jo (ed.) (2007) *Public Service Broadcasting to Public Service Media*. RIPE@2007 / Göteborg : Nordicom, .
- Lowe & Bardoel "From Public Service Broadcasting to Public Service Media: The Core Challenge" in *Public Service Broadcasting to Public Service Media*. (13 p.)
- Jakubowicz, Karol. "Public Service Broadcasting in the 21st Century. What Chance for a New Beginning?" (20 p.)
- Leurdijk, Andra "Public Service Media Dilemmas and Regulation in a Converging Media Landscape" (14 p.)
- Kjus, Yngvar "Ideals and Complications in Audience Participation for PSM. Open Up or Hold Back?" (19 p.)
- Costera Meijer, Irene "'Checking, Snacking and Bodysnatching' How Young People Use the News and Implications for Public Service Media Journalism". (20 p.)
- de Leeuw, Sonia, et. al. (2008) "TV Nations of Global Medium: European Television between National Institutions and Window on the World", Bignell, J. & Fickers, A. (eds.) *A European Television History*. Oxford: Wiley-Blackwell. (25 pages).
- Madger, Ted (2004) "The End of TV 101: Reality Programs, Formats and the New Business of Television" in Murray, Sue & Laurie Ouellette (eds.) *Reality TV: Remaking Television Culture* New York: New York University Press. (12 pages).
- Nelson, Robin (2007) "Quality TV Drama: Estimations and influences through time and space" in: *Quality TV: Contemporary American Television and Beyond*, Janet McCabe & Kim Akass (eds.) London: I.B. Tauris. 38-52. (14 p.)
- MacCabe, Janet & Akass, Kim, (2008) "It's not TV, it's HBO's original programming: Producing quality TV" in Laverette, Ott & Buckley (eds.) *It's Not TV: Watching HBO in the Post-Television Era*, London: Routledge. 83-93. (10 p.)
- Rogers M.C., M.M. Epstein, and J.L. Reeves: "The Sopranos as HBO Brand Equity: The Art of Commerce in the Age of Digital Reproduction" in Lavery, D. (ed.) (2002) *This Thing of Ours: Investigating The Sopranos*, New York: Columbia University Press. 42-57. (15 p.)
- Snickars, Pelle & Vonderau, Patrick (2009) "Introduction" in *The YouTube Reader*. Stockholm: National Library of Sweden. (19 p.)

Articles

- Wheeler, Mark (2004) "Supranational Regulation: Television and the European Union", *European Journal of Communication*. Vol. 19, No. 3 349-369. (optional) (20 p.) SUB E-JOURNAL
- EU Commission, Audiovisual and Media Policies. "Television without Frontiers Directive" See updated 1997 version. http://ec.europa.eu/avpolicy/reg/tvwf/index_en.htm and The "AudioVisual Media Services Directive" http://ec.europa.eu/avpolicy/reg/avms/index_en.htm
- Göran Bolin (2009) "Television Textuality: Textual Forms in Live Television Programming" *Nordicom Review* 30 (2009) 1, pp. 37-53. (16 p.) Online.
- Edin, Anna (2006) "Times Have Changed: On the Relationship between Swedish Public Service Television and the Viewing Public". *Nordicom Review* 2/2006. pp. 61-72. (11 p.) Online.
- Enli, Gunn (2008) "Redefining Public Service Broadcasting: Multi-Platform Participation" *Convergence*, 14 (1): 105-120. (15 p.) SUB E-JOURNAL
- Mazzoni, M. (2009) "Who Helps Berlusconi win general elections?" *Political Communication in Italian Entertainment shows.* *La Comunicación Política en Programas de Entretenimiento Italianos*. (12 p.)

Optional: http://henryjenkins.org/2008/10/an_interview_with_sharon_marie.html

Geraghty, Christine. "Aesthetics and quality in popular television drama". *International Journal of Cultural Studies* 6, no. 1 (2003), 25-45. (20 pages) SUB E-JOURNAL

Edgerton, Gary, R. (2008) "Introduction: A Brief History of HBO" in Edgerton, G. and Jones, J. P. (eds.) *The Essential HBO Reader*, Kentucky: University Press of Kentucky, pp.1-20.