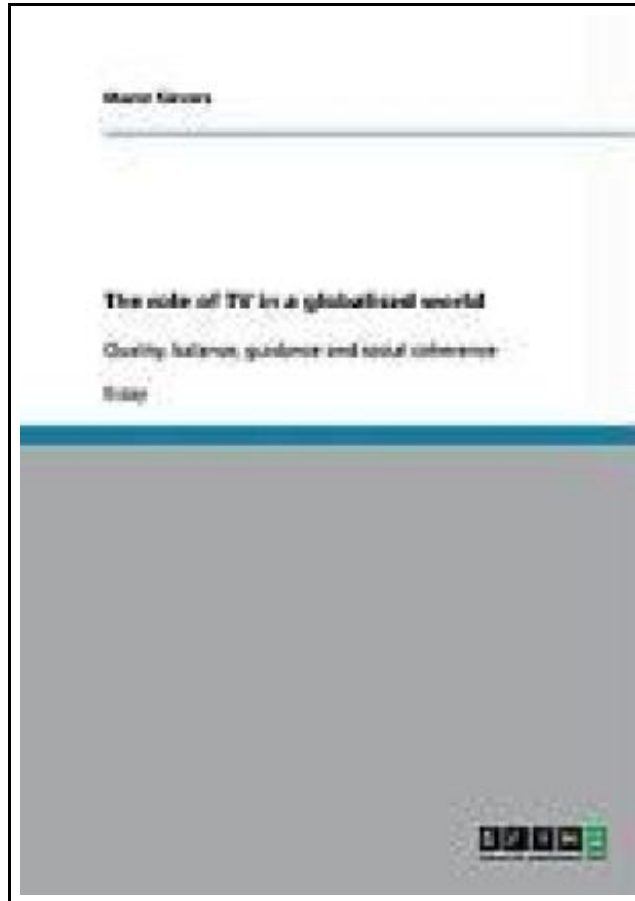


The role of TV in a globalised world



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Reviews

This book may be worth purchasing. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.
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THE ROLE OF TV IN A GLOBALISED WORLD



GRIN Verlag Okt 2007, 2007. sonst. Bücher. Book Condition: Neu. 211x55x7 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2006 in the subject English Language and Literature Studies - Culture and Applied Geography, grade: 1, Liverpool John Moores University, course: English in British Television, 13 entries in the bibliography, language: English, comment: 13 Einträge im Literaturverzeichnis, davon 8 online , abstract: Since the invention of television its role in society has been subject of continuous and controversial debates revolving about tasks, duties and responsibilities. The classical controversies focussed on the relationship between the state as a TV provider and its citizens, trying to weigh public interests up against individual liberties. Most of the time, they were limited to a national level and included elements of class struggle (cf. Corner 2001, 261, 263 et seq.) Manifold changes in the TV landscape altered the face of programming and had effects on the role of TV. They turned the political struggle for television into a battle for market shares with an increasing international orientation. The liberalisation of television in association with the development of new broadcasting technologies led to a multitude of competing TV stations and to a diversity of available programmes. Private broadcasters dependence on funding by adverts caused a commercialisation of TV and shifted the focus of programming to ratings, which have become an all-dominant factor. The constant search for new ways of attracting viewers attention favours sensational topics and resulted in a variety of new programme formats (cf. Corner 2001, 266 and Wedell & Luckham 2002, 119). Globalisation has aggravated competition by flooding national markets with international products, and by supranational media conglomerates trying to peruse their interests in short-term profit-raising. Finally, adding to the tense atmosphere, the internet challenges TV...



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