
CM330 EUROPEAN TELEVISION IN COMPARATIVE PERSPECTIVE
IES Barcelona Syllabus – Last updated: April 24th, 2008

DESCRIPTION: This course offers an overall prospect of European Television, focusing on its evolution, its present panorama, and its perspectives for the future. It deals with general issues in Television Studies (genres, formats, audiences, scheduling, advertising, financing, laws and institutions, history, etc.), applying them to the European context, and focusing on Europe's major producers of television: the United Kingdom, Germany, France, Spain, Italy, and – for particular reasons – Holland and Belgium. This semester, the Eastern ex-communist countries are included in the course, for the first time. The course places emphasis on the analysis of television programs from an audiovisual, industrial, and sociological point of view, and discusses the expectations and preferences of the various European national audiences. The course also examines the differences between American and European TV, the influence and presence of US television in the European Union, and the increasingly significant influence of European formats on American TV. (3 credits)

INSTRUCTOR: Helena Medina

METHOD OF PRESENTATION: The course combines lectures, illustrated with class viewings of television shows, and group discussions in which the students will discover, by themselves, the main key points of European television trade and television programming. Class participation is very important, since the course is conceived as an active tool to let the students learn by themselves through observation, once the lectures have given them the necessary theoretical foundations. Readings are compulsory and students can be asked about their contents anytime, with no previous warning.

LANGUAGE OF PRESENTATION: English

REQUIRED WORK AND FORM OF ASSESSMENT: Midterm exam (25%); research paper (25%); oral presentation (15%); class participation (10%).

The final grade will be determined as follows:

Besides two exams (Midterm and Final), the students will have to write a research paper dealing with a topic related to the course's contents, and deliver an oral presentation prepared in groups and completed with a power point. The midterm exam will include 10 to 12 questions on theoretical aspects of television studies; the final exam will include some specific questions on European television and the analysis of a European show studied in class. The final paper must be 2000 words long, and include at least three sources following MLA guidelines.

IES ATTENDANCE POLICY: Attendance is mandatory for all IES classes, including field studies. Students are permitted 3 absences in IES area studies courses and 5 absences in IES Spanish language courses with no impact on the final grade. These include absences due to illness, delayed flights, interviews, family celebrations, or any other personal commitments. Beyond these absences, one half of a letter grade will be deducted from the final grade for each additional absence. If a student is absent more than 7 times for area studies courses or 10 times for language courses, the student will receive an F for the course.

LEARNING OUTCOMES: By the end of the course, students are able to identify the distinctive traits of European television as opposed to American television; they will have a clear idea of the television panorama in the main European countries, including broadcast channels and programming, and will be able to fully analyze a TV program belonging to any genre, taking into account, besides its inherent qualities, the particular context(s) of emission and reception. After taking this course, the students will also be able to understand any piece of news, in newspapers or other media, regarding the socio-political and economic aspects of any European television channel(s).

CONTENT:

Session 1: Introduction to Television Studies: What is television? The language of Television. A brief history. Sociological implications.
Relationship between technology and content.

Session 2: Formats and Genres I: Informing the viewer: genres and their formats

Required readings:

Williams, R. Television: Technology and Cultural Form. London: Routledge, 1990 (chapter 1)

Session 3: Formats and Genres II: Entertaining the viewer: genres and their formats

Required readings:

Rose, Brian, "TV genres reviewed" in Journal of Popular Film and Television, Spring 2003

Session 4: Formats and Genres III: Other genres/formats

Hybrids: Cross-gender/Cross-format programs

Required readings:

"Reality TV" in Creeber, Glen (ed.). The Television Genre Book. London: BFI, 2001., pp. 134-137

Session 5: TV Advertising: Advertising and its role in Television. Advertising as an element of television "flow". Advertising as a TV genre.

Required readings:

"Advertising" in Creeber, Glen (ed.). The Television Genre Book. London: BFI, 2001., pp. 94-95

Session 6: TV Advertising: A practical class.

Session 7: Scheduling: Programming (distribution and flows). Scheduling strategies

Required readings:

Corner & Harvey: Television Times, London: Arnold 2002 (section V: Industry Documents)

Session 8: Audiences: Models and Methodology

Required readings:

Branston, G. and Stafford, R. The Media Student's Book. London: Routledge, 2003. (chapter 6: "Audiences").

"The populist debate", in Creeber, Glen (ed.). The Television Genre Book. London: BFI, 2001

Session 9: Institutions: Regulations and laws. Discussion on the "Industry documents" in Corner & Harvey's Television Times. TV financing: Public television / Commercial television / Consumer financed TV. Structure of European Public Television Stations.

Required readings:

Medina, Helena. "Public Television and Audience", in La Vanguardia. Barcelona, June 21, 2004.

Branston, G. and Stafford, R. The Media Student's Book. London: Routledge, 2003.

Session 10: State owned television stations in Europe

Required readings:

BBC Chart (on-line)

Session 11: Guided screening

Session 12: **Midterm exam**

Session 13: Television in the United States: History and overview. Its influence on European Television.

Required readings:

"US Television Abroad: Exporting Culture", and "US Television in the Multichannel Age", both in Hilmes, Michele (ed.) *The Television History Book*. BFI, 2003.

Session 14: European Television: Traits common to all Western European countries. Television and the European Union. Influence of European TV on American TV.

Required readings:

Coleman, J.A. & Rollet, B. (eds.) *Television in Europe*. Intellect, Exeter, 1997, chapter 1.

Dale, Martin. *Europa Europa*. Académie Carat & Media Business School, 1992, chapters 4, 5, 8.

Medina, Helena. "An Introduction to European Television" in *Pilots Newsletter*, Media Program of the European Union, January 2005 (on-line)

Session 15: Europeans and Television: An approach to European audiences.

Required readings:

"US Television in the Multichannel Age", in Hilmes, Michelle (ed): *The Television History Book*, London BFI 2003

Session 16: British Television: History, Structure and Channels. Programming and Programs. American Influence on British TV ; British influence on US TV.

Required readings:

Jancovich, M. & Lyons, J., ed. *Quality Popular Television*. London: British Film Institute, 2003 (chapter 4: "The Changing Face of American Television Programs on British Screens")

Session 17: Oral presentations

Session 18: Oral presentations

Session 19: Television in Spain: History, Structure and Channels. *Programming and Programs* American influence on Spanish TV.

Session 20: Television in Germany: History, Structure and Channels. Programming and Programs. American Influence on German TV.

Session 21: Dutch TV: A new phenomenon. Its influence on American Television and on the rest of Europe.

Required readings:

Creeber, Glen, ed. "Big Brother", in *The Television Genre Book*. London: BFI, 2001

"The Global Television Format Trade" in Hilmes, Michele (ed.) *The Television History Book*. BFI, 2003:

Session 22: Television in Italy: History. Current structure and channels. Trends and influences

Required readings:

Hibberd, M. "The Reform of Public Service Broadcasting in Italy" in *Media, Culture & Society* Vol 23, 2001 (pp. 233-252)

Session 23: Television in France. History. Structure and channels. Trends and influences
Overview: The Future of TV.

Session 24: Newcomers into the European Union: the Eastern countries and the heritage of communist TV.

Final Exam

REQUIRED READING:

- Branston, G. and Stafford, R. (2003) *The Media Student's Book*. pp 148-180; 203-217 London: Routledge.
- Coleman, J.A. & Rollet, B. (eds.) (1997) *Television in Europe*. Chapter 1. Exeter: Intellect.
- Corner, J & Harvey, S. (2002) *Television Times*. Section V: pp 233-260 London: Arnold
- Dale, Martin (1992) *Europa Europa*. Chapters 4,5, 8. Amsterdam: Académie Carat & Media Business School.
- Dovey, Jon (2001) Big Brother, in Creeber, Glen (ed) *The Television Genre Book*. pp 136-137 London: BFI.
- Dovey, Jon (2001) Reality TV, in Creeber, Glen (ed) *The Television Genre Book*. pp 134-137 London: BFI.
- Hibberd, M. (2001) The Reform of Public Service Broadcasting in Italy. *Media, Culture & Society*. Vol 23, March: pp. 233-252
- Hilmes, Michele (2003) US Television in the Multichannel Age in Hilmes, Michele (ed) *The Television History Book*. pp 63-67 London: BFI.
- McCarthy, Anna (2001) Advertising, in Creeber, Glen (ed) *The Television Genre Book*. pp 94-95 London: BFI.
- Medina, Helena. (2005) An Introduction to European Television. *Pilots Newsletter*, Media Program of the European Union, January 2005
- Medina, Helena. (2004) Public Television and Audience. *La Vanguardia*. Barcelona, June 21, 2004.
- Miller, Toby. (2001) The Populist Debate, in Creeber, Glen (ed) *The Television Genre Book*. pp 76-79 London: BFI.
- Moran, Albert (2003) The Global Television Format Trade in Hilmes, Michele (ed) *The Television History Book*. pp 118-121 London: BFI.
- Parks, Lisa (2003) US Television Abroad: Exporting Culture in Hilmes, Michele (ed) *The Television History Book*. pp 115-118 London: BFI.
- Rixon, Paul (2003) The Changing Face of American Television Programs on British Screens in Jancovich, M. & Lyons, J. (eds). *Quality Popular Television*. Chapter 4: pp 48-61 London: British Film Institute
- Rose, Brian (2003) TV Genres Reviewed. *Journal of Popular Film and Television*, Spring 2003
- Williams, Raymond (1990) *Television: Technology and Cultural Form*. Chapter 1: pp 9-31 London: Routledge.

RECOMMENDED READING:

- Bonner, Frances. (2003) *Ordinary Television* London / California : Routledge
- Blumenthal, Howard J./ Goodenough, Oliver R. (1998) *This Business of Television* . New York: Billboard,
- Fiske, John. (1987) *Television Culture*. London: Routledge
- Geraghty, C. and Lusted, D. (eds) (1997) *The Television Studies Book* Hodder Arnold.
- Gittlin, Todd (1994) *Inside Prime Time*. London: Routledge
- Hayward, Jennifer Poole (1997) *Consuming Pleasures: Active audiences and Serial Fictions from Dickens to Soap Opera*. Lexington: University Press of Kentucky
- Lacey, Nick (2002) *Media Institutions and Audiences, Key Concepts in Media Studies*, New York: Palgrave
- McQueen, David. (1998) *Television: A Media Student's Guide*. London: Arnold
- Mumford, Laura Stempel (1995) *Love and Ideology in the Afternoon: Soap Opera, women, and Television Genre*. Bloomington: Indiana University Press
- Newcomb, Horace (ed). (1994) *Television: The Critical View*. New York: Oxford University Press.
- Noam, Eli. (1991) *Television in Europe* , Oxford. Oxford University Press.
- Papathanassopoulos, S. (2002) *European Television in the Digital Age*. Cambridge: Polity Press
- Ritchie, Michael (1994) *Please Stand By: A Prehistory of Television*. The Overlook Press.
- Selby, K. & Cowdery, R. (1995) *How to Study Television*. London: MacMillan
- Simpson, Paul, ed. (2002) *The Rough Guide to Cult TV*. London: Penguin Books.

- Smith, Anthony ed. (1998) *Television. An Internacional History* New York : Oxford University Press, 1998.
- Timberg, Bernard M. (2002) *Television Talk* . Austin: University of Texas Press
- Vane, E and Gross, L. (1994) *Programming for TV, Radio and Cable*. Focal Press.
- Wieten, Murdock and Dahlgren (ed.) (2000) *Television Across Europe*. London: Sage.