

Subject overview

This subject will discuss international television programs and the way in which these are constructed and distributed by Media companies and how they are interpreted within different cultures. The globalisation of production and distribution models for the television industry will be examined, as will the interpretive practices audiences bring to bear on television programming that originates from elsewhere. News and current affairs television will be studied, as will entertainment and educational programming.

Learning Outcomes

By the completion of this subject, students will be able to:

- Examine international television
- Identify different television cultures
- Analyse ethnographic media research techniques
- Identify different television audiences
- Examine international communication

Assessment overview

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| • Participation and attendance | 10% of total assessment |
| • Discussion Leadership and Topic Review | 20% of total assessment |
| • Television Viewing Log and Commentary | 30% of total assessment |
| • Critical Essay | 40% of total assessment |

Subject modules

- Television around the World
- International Production
- Considering the Television Audience
- The World of Television News
- Commercial Broadcasting
- Public Service Broadcasting
- National Culture and Broadcasting: Africa
- Trends and Flows (Cultural Issues)
- The New Media Challenge
- Television Broadcasting and International Relations
- Rethinking Audiences – Diasporas & TV
- Case Study: Thai TV

Required readings

- There is no set text. Students will read a variety of journal articles assigned by Academic Teaching Staff.

Questions?

If you have questions about any of the subject summaries, please contact us.