



The role of TV in a globalised world

By Marco Sievers

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 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...



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