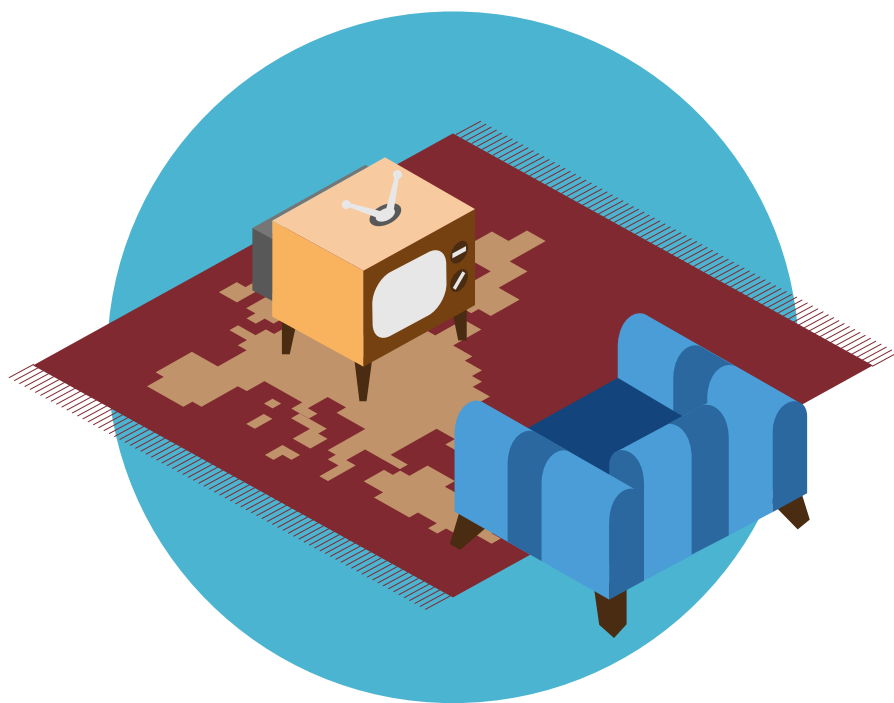


J. F. Gutiérrez Lozano / S. Eichner / B. Hagedoorn / A. Cuartero (eds.)

New Challenges in European Television

NATIONAL EXPERIENCES IN A TRANSNATIONAL CONTEXT



COMARES
comunicación

J. F. GUTIÉRREZ LOZANO, S. EICHNER, B. HAGEDOORN, A. CUARTERO
(eds.)

NEW CHALLENGES
IN EUROPEAN TELEVISION
NATIONAL EXPERIENCES
IN A TRANSNATIONAL CONTEXT

*NUEVOS RETOS
DE LA TELEVISIÓN EN EUROPA
EXPERIENCIAS NACIONALES
EN UN CONTEXTO TRANSNACIONAL*

GRANADA, 2022

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To our parents

TABLE OF CONTENTS

PRESENTATION, <i>Juan Antonio García Galindo</i>	XI
PRESENTACIÓN, <i>Juan Antonio García Galindo</i>	XIII
INTRODUCTION, <i>Juan Francisco Gutiérrez Lozano, Susanne Eichner, Berber Hagedoorn and Antonio Cuartero</i>	1
INTRODUCCIÓN, <i>Juan Francisco Gutiérrez Lozano, Susanne Eichner, Berber Hagedoorn y Antonio Cuartero</i>	9

PART I

FRAMING TRANSNATIONAL TELEVISION IN EUROPE

1. THE END OF TRANSNATIONALISATION? THE FUTURE OF EUROPEAN TV FICTION	19
<i>Andrea Esser</i>	
Introduction	19
The ecology of high-end TV fiction	20
The future of the transnational trajectory	30
Conclusion	34
References	34
2. THE CHALLENGE TO KEEP 'EUROPEAN DNA' IN TRANSNATIONAL TV DRAMA SERIES	37
<i>Deniz Özalpman</i>	
Introduction	37
Europeanness of co-produced TV drama series	39
Internationalisation process of European audiovisual organisations	40
European versus American market structure and dynamics	43
Conclusion	47
References	49
3. NETFLIX'S GLOBAL ORIGINAL CONTENT - A CRITICAL EXPLORATION	51
<i>Lothar Mikos</i>	
Introduction: A brief history of Netflix	51
Market strategy of Netflix	52
Production strategy of Netflix	56
Marketing strategy of Netflix	60
Conclusion	61
References	62

PART II
EUROPEAN CASE STUDIES:
REPRESENTATION AND NARRATION IN TRANSNATIONAL TELEVISION

4. IN THE SEARCH OF A GENUINE VOICE: A CLOSER LOOK AT TURKISH POLICE PROCEDURALS.	69
<i>Ayşegül Kesirli Unur</i>	
Introduction	69
Westernisation, early Turkish novels and police procedurals.	70
A closer look at Turkish police procedurals.	72
Cosmopolitan police detectives in Turkish police procedurals	75
New developments and emerging perspectives	82
References	82
5. REPRESENTATION OF GENDER AND MIGRATION IN DANISH TELEVISION DRAMA: ASYMMETRICAL AGENCY IN <i>WHEN THE DUST SETTLES</i>	85
<i>Susanne Eichner</i>	
Introduction	85
Contextualising the case study.	87
Research on the intersectionality of gender and migration	89
Representation and agency in television fiction	92
Case study: <i>When the Dust Settles</i>	93
Conclusion.	101
References	102
6. 'ALL THINGS NEW?' THE FEMALE-CENTRED HISTORICAL MINISERIES <i>DIE NEUE ZEIT</i> AND GERMAN HIGH-END SERIES PRODUCTION	107
<i>Sandra Becker and Berber Hagedoorn</i>	
Introduction	107
Global versus national: from the search of female anti-heroes in U.S. Quality TV to female-centred historical miniseries made in Germany	109
Rebellious or revolutionary? Female-centred storytelling in <i>Die Neue Zeit</i>	115
Conclusion.	125
References	126
7. BUILDING SOFT POWER THROUGH SOAP OPERAS: THE CASE OF TURKISH TV SHOWS	131
<i>Göksu Akkan</i>	
Introduction: Soft power and ideology	131
A brief history of TV and film production in Turkey	132
Turkish TV show export: Statistics	133
Transnationalism: themes of TV shows and relativity to other cultures	134
The Middle East and Pakistan	136
The Balkans	138
South America	139
Government involvement in TV production	141
Conclusion.	142
References	143

PART III
PRODUCTION PRACTICES
AND STRATEGIES OF AUDIENCE ENGAGEMENT

8. SEVILLE AS A FILMING LOCATION IN THE PEAK OF SPANISH TV FICTION	149
<i>Deborah Castro and Concepción Cascajosa-Virino</i>	
Introduction	149
Shooting in Andalusia	150
Methods and case studies	152
The historical Seville	154
The contemporary Seville	161
Conclusion	168
References	169
9. MIGRATION AND DIGITAL PLATFORMS: YOUNG ANDALUSIAN MIGRANTS AND THEIR PRACTICES AS TELEVISION AUDIENCE	171
<i>Juan Francisco Gutiérrez Lozano</i>	
Introduction	171
Intra-European emigration as an object of study	172
Analysis of the Spanish young emigrants	174
Methodology	176
Findings	177
Conclusion	183
References	185
10. NEW STRATEGIES OF TRADITIONAL TELEVISION TO ENGAGE YOUNGER AUDIENCES: A CASE STUDY OF <i>SKAM ESPAÑA</i> , <i>LA RESISTENCIA</i> AND <i>OPERACIÓN TRIUNFO</i>	189
<i>Antonio Cuartero, Francisco Javier Ruiz del Olmo and Sergio Jesús Villén Higuera</i>	
Introduction	189
Goals and methodology	190
Context: young viewers and traditional television	192
Findings	196
Conclusion	201
References	203
11. ORIGINAL MODES OF PRODUCTION FOR TELEVISION: THE CASE OF PORTUGUESE SOAP OPERAS	205
<i>Manuel José Damásio and Jorge Paixão da Costa</i>	
Introduction	205
Understanding the domestic Portuguese telenovela	207
Understanding television production as a social system	209
How does a production culture emerge?	211
Descriptive research: how telenovelas became dominant	212
How is this production culture depicted by the ones that make it?	217
Conclusions: future challenges	219
References	221
LIST OF CONTRIBUTORS	225

PRESENTATION

This book is the result of a common effort of a group of qualified European researchers who analyse in depth the recent changes taking place in European television. At the time of its publication, Europe is experiencing exceptional circumstances of tension and conflict, directly caused by the Russian invasion of Ukraine. This adds uncertainty to the recent processes of political and economic change, not only due to the pandemic, and to the stability of the continent and, more specifically, of the European Union.

Along with these changes, the television industry has also been deeply disrupted in recent years in terms of its production methods, as well as in its distribution and consumption. Digital convergence, the arrival of new streaming platforms and the globalisation of television markets are key players in this new television context, which this book addresses from different perspectives based on research and university knowledge.

Thereupon, this book brings together a collection of academic papers that address a wide range of approaches to television in Europe, such as series, new narratives, the health of public audiovisual services or the new media consumption by European audiences, given the sheer volume of TV platforms in offer. The authors make a very pertinent analysis that, when put together, offer a unique and novel perspective on the state of a classic medium that, although is not yet 100 years old, continues to be one of the most relevant in defining contemporary society. Television has embraced new trends in an effort to stay ahead of the curve and remain resilient as new content appears. An ever-adapting medium, as described and detailed in many chapters of this collective publication.

Linked with current media affairs, which makes this area both complex and exciting for research, *New Challenges in European Television* also becomes a significant contribution to the Communication collection of Editorial Comares. I am fully convinced that the contributions of the sixteen authors from eleven European universities and from countries such as Germany, Denmark, the Netherlands, Turkey, Portugal and Spain will help scholars from all over Europe to continue their work in this object of study. The

opportunity to gather a transnational perspective also adds a special transcendence to the book, since very few television works transcended the national framework until the beginning of this century. This work is part of the new and happy journey undertaken by television studies in Europe in the last few years, characterised by collaborative projects that expose and discuss overlapping issues in a collective, comparative and transnational way.

I must thank the editors of this publication, Juan Francisco Gutiérrez Lozano, Susanne Eichner, Berber Hagedoorn and Antonio Cuartero, for this collection. They have managed to bring together these interesting investigations. I must also thank the work and the generosity of the rest of the participants. Undoubtedly, the book will be a great reference for those who approach television studies in Europe. This collection is a major contribution by the quality and originality of its detailed analyses. They account for various aspects such as the new global television production methods, national cases of interest, new modes of television representation in internationally acclaimed TV series, or the new habits of digital audiences, among many other aspects addressed in these pages.

Given the massive public interest in this new age of television, we hope that the book will be attractive not only for researchers specialised in television, but also for researchers of other media or areas of communication. And, of course, for anyone interested in knowing in detail the new challenges facing television in Europe - a continent that at the beginning of 2022 is unfortunately facing difficult times of pain and violence. Once again, people keep track of current events on a television set, which still has the power to project and reflect, through different genres and formats, the reality, dreams and nightmares of the European population.

Juan Antonio García Galindo
Director of the Comares Communication Collection

PRESENTACIÓN

El presente libro es el producto del esfuerzo común de un grupo de investigadores europeos cualificados para radiografiar los cambios recientes que se están produciendo en la televisión europea. En el momento de su publicación, Europa vive unas circunstancias excepcionales de tensión y de conflicto, provocadas directamente por la invasión rusa de Ucrania, que añaden incertidumbre a los procesos de cambio político y económico recientes no solo derivados de la pandemia, y a la propia estabilidad del conjunto del continente y, especialmente, de la Unión Europea.

Paralelamente a estos cambios, la televisión como medio de comunicación ha experimentado también profundas transformaciones en los últimos años, tanto en sus modos de producción como de distribución y consumo. La convergencia digital, la llegada de nuevas plataformas online y la globalización de los mercados televisivos son solo algunos de los elementos sustanciales de este nuevo contexto televisivo, al que en esta obra se atiende desde diferentes perspectivas documentadas y basadas en la investigación y en la reflexión universitaria.

La obra, en este sentido, recoge una colección de trabajos académicos que abordan un amplio abanico de enfoques sobre la televisión en Europa como las series, las nuevas narrativas, el estado de salud de los servicios públicos audiovisuales o los nuevos modos de consumo que la audiencia europea despliega de manera evidente ante esta oferta ampliada. Un conjunto de análisis pertinentes que, puestos en común, ofrecen una perspectiva única y novedosa sobre el estado de un medio de comunicación clásico que, sin haber llegado a cumplir un siglo, sigue configurándose como uno de los más relevantes a la hora de definir a las sociedades contemporáneas. La televisión ha asimilado cambios sucesivos que la han convertido en un medio permanentemente nuevo, renovado y resistente a la vez, que siempre adopta formas distintas, como muy bien describen y detallan muchos capítulos de esta publicación colectiva.

*Junto a esta vinculación con una realidad mediática tan atractiva como compleja y apasionante para la investigación, *New Challenges in European Television* se convierte*

además en una aportación significativa para la colección Comunicación de la Editorial Comares. Estoy plenamente convencido de que las aportaciones de los dieciséis autores procedentes de once universidades europeas y de países como Alemania, Dinamarca, Países Bajos, Turquía, Portugal o España, ayudarán a académicos de toda Europa a seguir avanzando en la profundización de este objeto de estudio. La oportunidad de recoger de nuevo una perspectiva transnacional añade asimismo una trascendencia especial al libro: no en vano, hasta comienzos de este siglo eran muy contados los trabajos televisivos que trascendían del marco nacional. Por ello, la obra se inserta en la nueva y feliz singladura emprendida por los estudios televisivos en Europa desde hace pocos lustros, caracterizada por afrontar proyectos colaborativos en los que se exponen y debaten asuntos coincidentes de manera colectiva, comparada y transnacional.

Como responsable de esta colección, debo por tanto agradecer a los editores de esta publicación, Juan Francisco Gutiérrez Lozano, Susanne Eichner, Berber Hagedoorn y Antonio Cuartero, por haber conseguido aunar estas investigaciones de interés; un agradecimiento por supuesto extensivo al trabajo realizado y a la generosidad del resto de los participantes. Sin duda, el libro será una referencia obligada para quienes se acerquen a los estudios sobre la televisión en Europa, debido a la calidad y originalidad de los análisis pormenorizados que dan cuenta de aspectos diversos como los nuevos modos de la producción televisiva global, los casos nacionales de interés, los nuevos modos de representación televisiva en ficciones de calidad que son ahora conocidas internacionalmente, o los nuevos hábitos de las audiencias digitales, entre otros muchos aspectos abordados en estas páginas.

Dado el interés público y masivo derivado de la incipiente expansión de esta nueva etapa de la historia televisiva, esperamos además que la obra sea atractiva no solo para investigadores especializados en televisión, sino también para investigadores de otros medios o áreas de la Comunicación. Y, por supuesto, también para cualquier persona interesada en conocer con detalle los nuevos retos que afronta la televisión en Europa, un continente que desgraciadamente a comienzos de 2022 vuelve a atravesar momentos difíciles de dolor y de violencia que, de nuevo, recurren a la televisión como medio esencial para su seguimiento, demostrando una vez más su capacidad de proyectar y construir, a través de distintos géneros y formatos, la realidad, los sueños y hasta las pesadillas de la población europea.

Juan Antonio García Galindo
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Director: JUAN ANTONIO GARCÍA GALINDO

- 1 COMUNICAR EN LA DIÁSPORA
Pena Rodríguez, Alberto

- 2 LOS MEDIOS EN LENGUA EXTRANJERA
García Galindo, Juan Antonio; López Romero, Laura (eds.)

- 3 ¿CÓMO SE GOBIERNA ESPAÑA?
Villena Oliver; Andrés

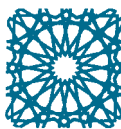
- 4 HISTORIA DEL PERIODISMO LOCAL EN LA PROVINCIA DE SEVILLA
Checa Godoy, Antonio; Langa Nuño, Concha; Espejo Cala, Carmen (coords.)

- 5 NEW CHALLENGES IN EUROPEAN TELEVISION
Gutiérrez, J.F.; Eichner, S.; Hagedoorn, B.; Cuartero, A. (eds.)



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WHAT ARE THE NEW CHALLENGES for production, distribution and reception of European Television from a transnational perspective? What are the national experiences in a transnational context that contemporary European television fiction offer its audiences? And what is and should be the social responsibility of television through fiction or other contents? This book aims to examine some of these current transformations, challenges and risks that impact the future of European television and of TV series production, its creative processes, its genres and representations, its distribution, and its reception across Europe. Sixteen scholars from eleven Universities of nine different countries discuss three main topics: the transnationalisation of television, its representation and narration, and its production practices and audience engagement production, mainly of contemporary European television series. Within these topical frames, five European television markets enter the limelight: Turkey, Spain, Portugal, Denmark and Germany. Within the dynamics of an increasingly global and transnational entangled market, these national case studies of European television fiction are interlinked by their perspective of considering European television as an agent of cultural cooperation and understanding. Our aim is not to provide an exhaustive perspective in all European nations, but rather, to discuss exemplary contemporary tendencies and developments. We thereby operate within logics of centre and periphery in more than just one sense: in terms of geography, power, size, or cultural impact. The collection of cases and perspectives open up broader discussions of television and streaming markets, engage in questions of national, regional, or local identities, and question production culture and mobility and migration processes within Europe and their impact on television consumption. In sum, the set of all these works offers a catalogue of relevant examples of how television in Europe faces the changes of its own concept as a transformed but still vibrant global medium.



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