

Media Essay

Explain how media organisations build and maintain audiences nationally and

Globally. Use either The Missing or Deutschland 83 or The Killing to support your answer.

Danish TV series 'The Killing' only aired on UK TV 5 years after its success in Denmark and because of its success has been shown in its original form across Europe and remade by Turkish and US TV. Because the series is in Danish it arises the question of why English people would want to watch it, Katz, Gurevitch and Haas came up with a theory of uses and gratification which shows that watching a series such as The Killing could be a social need because the people that watch it could want more knowledge of the world or for the personal need of enjoyment. Katz, Gurevitch and Haas' theory could be correct because the series is in a different language people who don't speak that language could be watching it to grasp a better, more clear understanding of their culture and to gain knowledge of the world, however, they also could be watching it out of pure enjoyment for crime programs and not really acknowledge that it's in a different language. Other theorists Young and Rubicam came up with some photographic descriptors and this describes people who desire to watch the Danish series would most likely be explorers and most likely not be a struggler. They would most likely be explorers because it links back to the thought that people who watch these types of programmes want to grasp more knowledge of the culture. This also links to the thought of how media organisations build and maintain audiences because the series is so different to something you'd normally see on English TV and they grasp people in because they're not used to seeing a programme of a different culture and language. This therefore links to the thought of why this series maintained audiences globally because of the major success it had in Denmark and then Europe and then leading onto TV in Turkey and the US recreating it in their languages.