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'Dear BBC': Children, Television Storytelling and the Public Sphere

Drawing on the diverse views of over 1,300 children in the UK between the ages of 6–12, *'Dear BBC'* discusses key controversies in the public sphere about children's relationship with the media, especially television drama. Máire Messenger Davies draws on material gathered from an audience research project commissioned by the BBC, based on surveys, structured discussions with children and interviews with programme-makers and policy-makers. The book explores a number of complex and controversial issues. What do children think is the ideal television service for them, and for others? How should media be regulated? How is media consumption managed and negotiated in the home? How is the relationship between programme-makers and audience changing in the light of global broadcasting trends? Why are genres like animation and fantasy so meaningful for children? And finally, and perhaps most importantly, how much attention should be paid to children's views about these issues and the future of children's television? This engaging and accessible book will appeal to a broad audience.

MÁIRE MESSENGER DAVIES is Senior Lecturer at the School of Journalism, Media and Cultural Studies, Cardiff University. She is the author of *Television Is Good For Your Kids* (1989) and *Fake, Fact and Fantasy* (1997).

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PUBLISHED BY THE PRESS SYNDICATE OF THE UNIVERSITY OF CAMBRIDGE
The Pitt Building, Trumpington Street, Cambridge, United Kingdom

CAMBRIDGE UNIVERSITY PRESS
The Edinburgh Building, Cambridge CB 2 2RU, UK
40 West 20th Street, New York NY 10011-4211, USA
10 Stamford Road, Oakleigh, VIC 3166, Australia
Ruiz de Alarcón 13, 28014 Madrid, Spain
Dock House, The Waterfront, Cape Town 80011, South Africa
<http://www.cambridge.org>

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First published 2001

Printed in the United Kingdom at the University Press, Cambridge

Typeface Plantin 10/12 pt *System* 3b2 [CE]

A catalogue record for this book is available from the British Library

Library of Congress Cataloguing in Publication data

Davies, Máire Messenger.
'Dear BBC': Children, Television Storytelling and the Public Sphere /
Máire Messenger Davies.
p. cm.

Includes bibliographical references and index.
ISBN 0 521 78077 2 (hardback) – ISBN 0 521 78560 X (paperback)
1. Television programmes for children – Great Britain. 2. Television and
children – Great Britain. I. Title.

PN1992.8.C46 D37 2001
791.45'75'0830941-dc21 00-067490

ISBN 0 521 78077 2 hardback
ISBN 0 521 78560 X paperback

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Acknowledgements

Many people contributed to the production of this book. Particular thanks are due to Dr David Machin, Research Fellow at the London College of Printing (LCP), and contributor to chapters 5 and 8; to Kate O'Malley and Beth Corbett, my fellow researchers and good friends in the design, fieldwork and analysis stages of the BBC-funded research project on Children and Television Drama, from which the data discussed in the book have come; to Mena Digings and Carmelina Wright for extra help with the fieldwork on this research project; to Mena and Roger Digings, Sheila Doré and Dympna LeRasle for their advice and help in the design and pilot stage of the research; to Mary O'Malley, Gwen Corbett, Cathy Grove and Cary Bazalgette for help in contacting schools; to Monica Fewins and Rachel Huntingford, former students at the LCP, for help with further analysis and transcription; to Hannah Davies for organising the Through the Square Window conference at the LCP in June 1996, which brought many of the participants in the study together and at which early results were discussed, and, also, for general intellectual stimulation; to all the staff and students at the LCP who helped with the Square Window conference; to Dr Fotini Papatheodorou and her colleagues who held the fort on the BA in Media and Cultural Studies at the LCP, while the fieldwork was carried out; and to Gill Branston, Professor John Tulloch, Roberta Pearson, Thor Ekevall, Beccy Harris and colleagues in the School of Journalism, Media and Cultural Studies who did the same during the final production of the book; to Godfrey Lee and Matt Lenny at the LCP and to Sharon McGill, Dave Ladd and John Adams at JOMEC, for help with computing; to Dr Bob Kubey at Rutgers University, New Jersey and Dr Renee Hobbs, at Babson College, Massachusetts for their support for the publication of an earlier study with children which laid the groundwork for this one (Davies, 1997). Acknowledgements also to the journals *Childhood* and *Continuum: Journal of Media and Cultural Studies*, where some of the research has been reported.

Special acknowledgements and thanks are due to the funders of the

viii Acknowledgements

research – the BBC and the London Institute – and also to the Broadcasting Standards Commission, especially Andrea Millwood-Hargrave, whose funding for a parallel research project on the provision of children's television in the UK (Davies and Corbett, 1997) facilitated the work on the children and drama study in many ways. Special thanks, too, to the many drama producers, broadcasters and policy-makers, who agreed to be interviewed for both studies and to share so generously and fully their views about their profession and about their audience.

Above all, thanks to the nearly 1,400 children in the pilot and main studies who shared their opinions and knowledge with us, and who carried out the research tasks with such professionalism, openness and courtesy; thanks, too, to their teachers and head-teachers for all their help and co-operation.

Finally, thanks to my family, who have grown up, grown older, and, in some cases, grown away to adult lives, in the long course of this work, and who have given patient support, and useful advice throughout all of it: John; Tom; Hannah; Huw and Eli, and my mother, Margaret Messenger.