

# WELCOME TO GCSE GEOGRAPHY



WHERE WILL IT TAKE US TODAY?

# **TOPIC 7: UK IN THE 21<sup>ST</sup> CENTURY**

**7.2: IS THE UK LOSING ITS GLOBAL SIGNIFICANCE?**

**b) How is the UK's cultural influence  
changing?**

**13/03/2018**

# British Culture

Ask overseas visitors what they know about British culture or what they associate with the UK and these five aspects are likely to get a mention

## Over To You

1. Who or what is being shown in each picture?
2. Suggest a category title for each of the five images eg famous landmarks
3. Add at least **FIVE** more ideas of your own eg Roast beef dinner with Yorkshire pudding



These are iconic symbols of UK culture. Which more 'modern' (recent) examples might you add?

# British Culture #2



# LEARNING IS SUCCESSFUL WHEN I ...

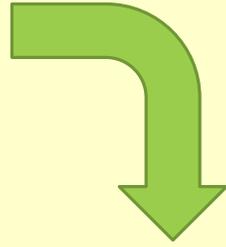
## Know

**What the UK's media exports are**

## Understand

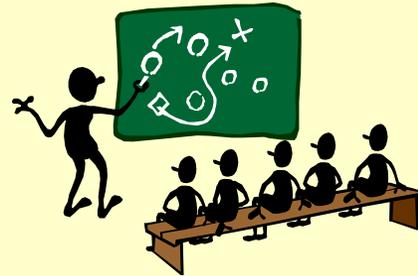
**The importance of these to the UK economy and its global influence**





**PRESENT NEW INFORMATION**

**LOOK, LISTEN, LEARN**



# What are Media industries?

Creative or media industries include the following ...



They are worth 7x9 billion pounds per year... and generate 35x2 thousand pounds per minute for the UK economy. They employ 2x0.85 million people and account for £1 in every £3<sup>2</sup>+1 of UK exports



**Know: What the UK's media exports are**



# What aspects of British culture can you see from the following clips? EITHER THIS OR FOLLOWING SLIDE

<https://www.youtube.com/watch?v=vsZGHxb4caA>

<https://www.youtube.com/watch?v=gwsbBrvswgl>

## British culture in TV and Films

<https://www.youtube.com/watch?v=dSyEInb5L5w>

<https://www.youtube.com/watch?v=cnNBqNb3taw>

<https://www.youtube.com/watch?v=LOSZLgzgnBs>

<https://www.youtube.com/watch?v=K1KPcXRMMo4>

[https://www.youtube.com/watch?v=FeOh83\\_zL-k](https://www.youtube.com/watch?v=FeOh83_zL-k)

**Know: How the UK's media exports 'sell' our culture**



# What aspects of British culture can you see in the following clip?

**JB &  
HRH**

#2012

#All eyes on the UK

# success?



**Know: How the UK's media exports 'sell' our culture**



# Skyfall achieves new heights

Highest ever  
....?

> 100 million

50



2012

Not a one off either!

In 2012 UK films .....

\$5.3 ?

15%

3rd

# What links these 3 TV programmes together?

<https://www.entertainmentone.com/>



**They were all  
made in the UK**

Made in the UK  
....add 5 more  
programmes to  
your list

**Global reach and expansive scale, powered by deep local market knowledge.**

# Peppa Pig does her bit for UK TV media exports!

- ☺ Social and economic benefits of media exports are felt at different levels.
- On a **local** level (the production company) benefits because .....
- On a **national** level, the UK benefits because .....
- On a **global** scale, the UK is more high profile .....



# Where are we exporting our TV media to?

In 2013-2014 UK TV programmes accounted for over £1.28 billion of our total exports, almost 4 x the 2004 value.

The main markets ARE English speaking countries. However, the Chinese market is expanding rapidly as are India and Scandinavia. Some programmes are 'dubbed' whilst others are licensed for re-make in other countries. The German equivalent of 'The Office' is called 'Stromberg'

Country	British export sales (£m) 2013/14
USA	523
Australia/ NZ	95
Canada	75
France	37
Germany	31
China	17
Spain	16
Netherlands	16

## Easiest:

Convert this to a bar chart

## Easier:

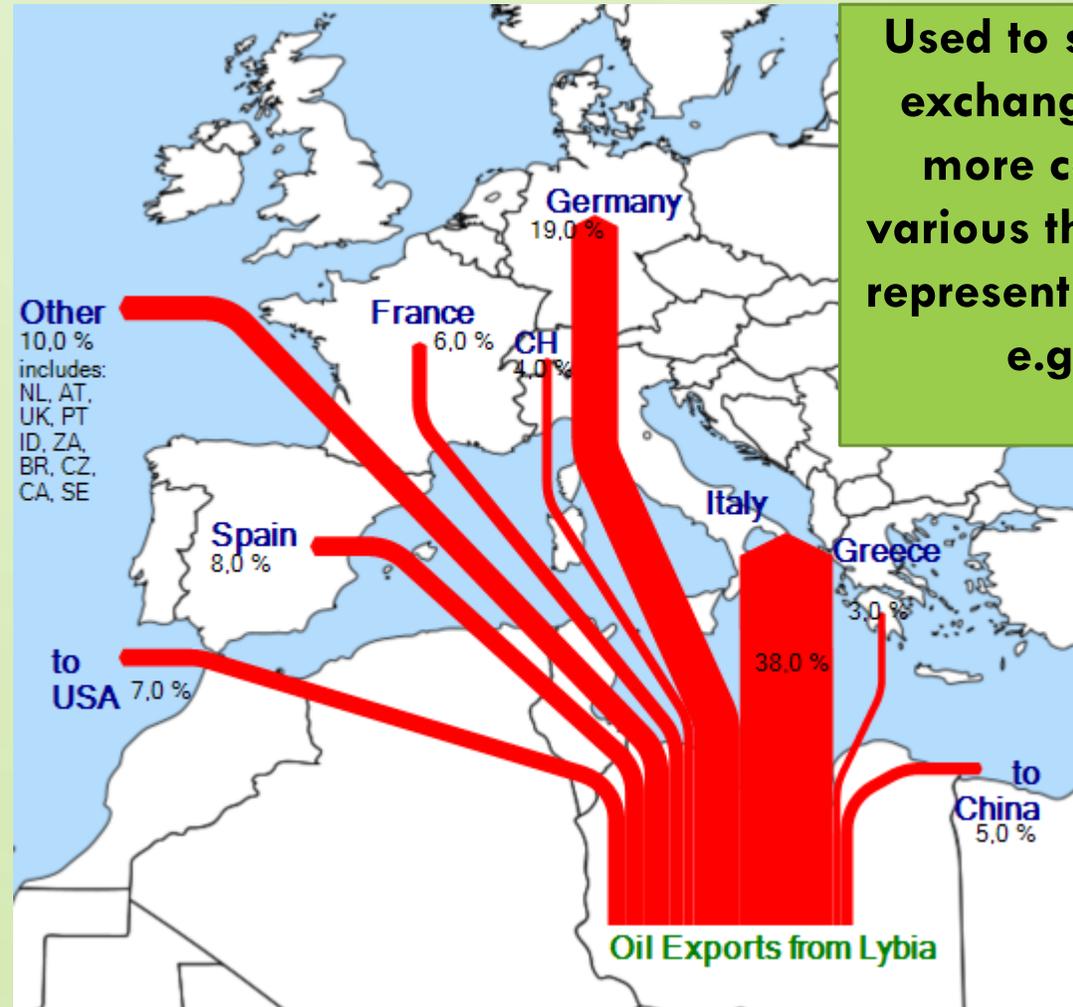
Convert this to a pie chart

## Tough Mudder:

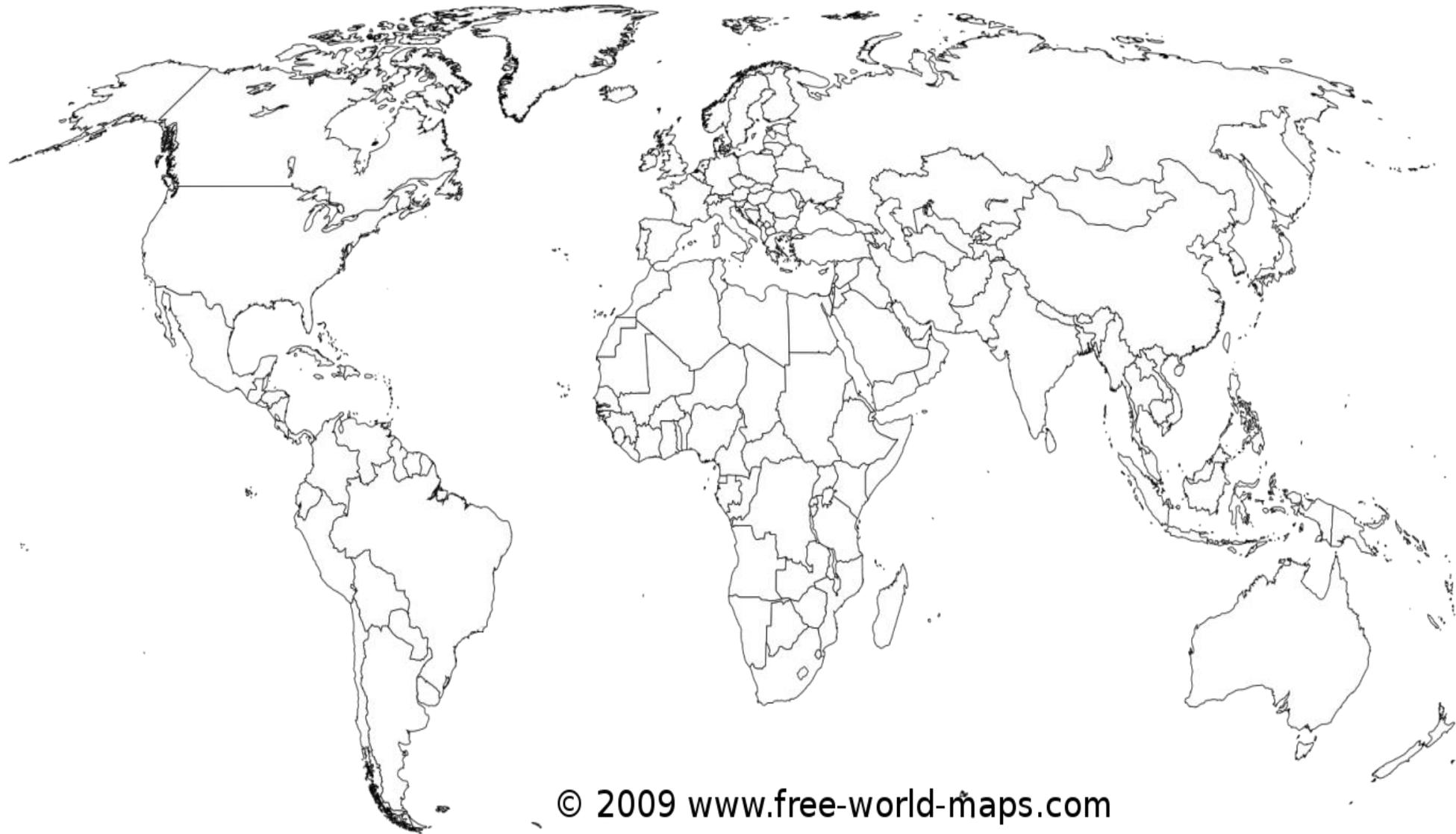
Convert this to a flow line map  
[instructions overleaf – possible  
scale 1 cm = 100 million]

# Skills Check: Flowline Maps

+	-
Shows clearly movement of people, goods, transport. Can see patterns quickly & clearly	In order to achieve a clear image, the real distance and direction may be distorted
Scale/width of lines proportional to value	Scale may be unclear and difficult to measure



Used to show movement or exchange between two or more countries. Lines of various thickness are used to represent data against a key. e.g. 1cm = 10%



© 2009 [www.free-world-maps.com](http://www.free-world-maps.com)



**APPLY TO  
DEMONSTRATE**  
SHOW THAT I UNDERSTAND



# As seen on TV or in a film .....

- British **building designs** showcased in films brings BUSINESS to the UK – India chose our architects to build their cricket stadium
- **Music** by British artists showcased in films often finds its way into Bollywood. Artists get paid ‘royalties’ every time their music is used.

# As seen in the UK.....

- Many overseas students attend our universities to get qualifications in **Art, Design, Fashion, Media and Film**. When they return home the ‘British’ ideas are spread.
- The London **Design festival** was so popular that over 80 cities have started their own version, stimulating home-grown designers

# What would an exam question look like?

9  
mins

## How global is the influence of the UK's media industry? [6]

### Steps to Success

1. What are the UK's main media industries?
2. What facts/figures prove its importance
3. Are there parts of the World it hasn't extended to yet or as much?

# What would an exam ANSWER look like?

How global is the influence of the UK's media industry?[6]



Page  
n/a

10  
mins peer  
assess

The UK has a well-established film making and TV production industry, dating back to the 1950's. These creative industries are worth over £70 billion a year to the economy. ✓ Most films and TV programmes are sold in their current format to English speaking countries, like the USA (47% of the market), Australia and New Zealand. ✓ Others are sold to be adapted to local cultures eg Stromberg is the German equivalent of The Office ✓. The Chinese market is expanding rapidly. ✓ There are also growing markets in India and Scandinavia. ✓ British artists and architects whose work features in the media gain recognition as their reputation spreads internationally. ✓



**REVIEW**

**WHAT HAVE I LEARNT?**



## Review time

5  
mins

1. C.I. stands for?
2. There are seven main types of media, these are .....?
3. Aspects of British culture that are popular internationally are ?
4. Which cartoon character became a global brand?
5. How has the UK benefited from its media industries?



# LEARNING IS SUCCESSFUL NOW I ...

## Know

**What the UK's media exports are**

## Understand

**The importance of these to the UK economy and its global influence**

