Regional Aesthetics

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Mapping UK Media Cultures

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Foreword © Mats Jönsson 2015

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Softcover reprint of the hardcover 1st edition 2015 978-1-137-53282-4

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First published 2015 by
PALGRAVE MACMILLAN

Palgrave Macmillan in the UK is an imprint of Macmillan Publishers Limited, registered in England, company number 785998, of Houndmills, Basingstoke, Hampshire RG21 6XS.

Palgrave Macmillan in the US is a division of St Martin's Press LLC, 175 Fifth Avenue, New York, NY 10010.

Palgrave Macmillan is the global academic imprint of the above companies and has companies and representatives throughout the world.

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ISBN 978-1-349-57093-5 ISBN 978-1-137-53283-1 (eBook)
DOI 10.1057/9781137532831

This book is printed on paper suitable for recycling and made from fully managed and sustained forest sources. Logging, pulping and manufacturing processes are expected to conform to the environmental regulations of the country of origin.

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

Library of Congress Cataloging-in-Publication Data

Regional aesthetics : mapping UK media cultures / edited by Ieuan Franklin, Bournemouth University, UK ; Hugh Chignell, Bournemouth University, UK ; Kristin Skoog, Bournemouth University, UK.
pages cm

1. Local mass media – Great Britain. 2. Mass media and culture – Great Britain. I. Franklin, Ieuan, 1980– editor. II. Chignell, Hugh, editor. III. Skoog, Kristin, 1979– editor.

P96.l622G83 2015
302.230941—dc23

2015018875

*Ieuan Franklin would like to dedicate this book to the memory
of Derek Allsop (1968–2014) – Northern powerhouse*

Contents

<i>List of Figures</i>	ix
<i>Foreword</i>	x
Mats Jönsson	
<i>Acknowledgements</i>	xi
<i>Notes on Contributors</i>	xii

Introduction	1
<i>Ieuan Franklin</i>	

Part I Living on Location

1 Living on Location: Amateur Creativity and Negotiating a Sense of Place in Yorkshire	17
<i>Heather Norris Nicholson</i>	
2 Arcadia in Absentia: Cinema, the Great Depression and the Problem of Industrial Wales	35
<i>Daryl Perrins</i>	
3 A Poetics of the North: Visual and Literary Geographies	55
<i>David Forrest and Sue Vice</i>	

Part II Urban Subcultures and Structures of Feeling

4 The Sons and Heirs of Something Particular: The Smiths' Manchester Aesthetic, 1982–1987	71
<i>Peter Atkinson</i>	
5 Away and Raffle Yourself! <i>Still Game</i> , Craiglang, Glasgow and Identity	90
<i>Mary Irwin</i>	
6 Topological London	105
<i>Kris Erickson</i>	

Part III Broadcasting and Belonging

7	A Region in Microcosm: Brandon Acton-Bond's Post-War BBC Radio Features
<i>Ieuan Franklin</i>	125
8	Gi' It Some 'Ommer: ITV Regional Programming and the Performance of the Black Country
<i>Julie E. Robinson</i>	141
9	A Post-War History of Radio for the Asian Community in Leicester
<i>Gloria Khamkar</i>	157
10	The Teliesyn Co-operative: National Broadcasting, Production Organisation and TV Aesthetics
<i>Dafydd Sills-Jones</i>	169

Part IV Borders, Devolution and Contested Histories

11	Sam Hanna Bell and the Ideology of Place
<i>Hugh Chignell</i>	185
12	Resisting Redefinition: The Portrayal of Northern Irish Identity in Ulster Television's Schools Output, 1970–1977
<i>Ken Griffin</i>	196
13	‘Nothing Similar in England’: The Scottish Film Council, the Scottish Education Department and the Utility of ‘Educational Film’ to Scotland
<i>Mandy Powell</i>	212
14	Impossible Unity? Representing Internal Diversity in Post-Devolution Wales
<i>Simon Gwyn Roberts</i>	230
	<i>Index</i>	249

List of Figures

1	'My Irish Molly! O!' No. 2, from the 1905–1906 season series of illustrated 'life model' postcards based on popular pantomime songs, produced by Bamforth and Co., Holmfirth	22
2	'How the "life models" are taken'	23
3	James Bamforth demonstrating 'I only want an hour's notice to illustrate any song on the market' to magazine representative (with notebook), cited in <i>The Caxton Magazine/The British Stationer</i> , January 1906, p. 3	24
4	The Counties of Wales, 1543–1973	39
5	'Here once was Wales': despoliation in the opening shots of <i>How Green Was My Valley</i> (John Ford, 1941)	41
6	'Dam and blast it, man, aren't we all black down that pit?' The pithead confrontation in <i>The Proud Valley</i> (Pen Tennyson, 1940)	51
7	Jack and Victor, <i>Still Game</i> (BBC Scotland, 2002–2007)	90
8	Detail of 1933 printed edition of <i>Beck's London Underground</i> map	107
9	A virtual projection of London used to prepare security forces in advance of the 2012 Olympics	109
10	Typology of mobile software applications tagged with 'London'	118
11	John McCavert introduces 'Belfast', a 1973 episode of <i>Let's Look at Ulster</i>	203
12	The <i>This Island About Us</i> logo as seen in the first episode of the series	205

Foreword

In 2006, the European Network for Cinema and Media Studies (NECS) was inaugurated at the Historical Museum in Berlin. Three years later, I organised the third NECS conference, 'Locating Media', at Lund University, Sweden. The results had profound effects on the scholarly work in Lund, not least on the anthology *Regional Aesthetics: Locating Swedish Media* (2010), which gathered some of the NECS presentations about Sweden. Last year, I learnt that media historians at Bournemouth University had initiated a volume with similar perspectives on the British media. And after reading this exciting volume, I am now convinced that national perspectives on relations between space, place and media will continue to constitute a significant research area for many years to come. Our global and glocal ways of living have led to an increased general interest in the regional, local and individual.

In addition the inward-looking, almost centripetal, tendencies of domestic national media across the world have exposed the invariable need for historical and comparative perspectives on these matters across borders geographically, mentally and medially. As expected, however, there are of course risks connected to such research. Even though we never intended to publish a Swedish volume with nationalistic tendencies back in 2010, we soon realised that to some foreign readers our concentration on domestic vernacular media made the book seem stripped of critical perspectives on nationalism. Now, I am not in any way suggesting that the same is true with regard to the new British anthology – on the contrary. Rather, the point is that we should never underestimate the nationalistic aspects of regional and local media or, for that matter, of regional and local media studies. For these and several other reasons, *Regional Aesthetics: Mapping UK Media Cultures* constitutes a timely collection of sharp analyses that skilfully reveal the complex and entangled nature of regional and local media cultures in the UK. It offers new, thought-provoking insights into a century of British media culture with obvious domestic relevance, but which certainly also will prove useful for future research in many different areas, disciplines and nations.

Mats Jönsson
Lund University, 5 March 2015

Acknowledgements

First and foremost, we would like to thank all of the authors of this collection, some of whom we met for the first time when we invited them to deliver ‘work in progress’ papers at an ‘authors’ meeting’ at Bournemouth University on 6 September 2013. This meeting was an opportunity not only to give feedback on each other’s work, but also to discuss the project as a whole, and so our vision of the book was very much influenced by the thoughts of our authors. We would like to acknowledge the support of Mats Jönsson and Patrik Lundell of Lund University, who both encouraged us to write this book and provided the initial inspiration for it, in the form of the Swedish *Regional Aesthetics* collection (edited by Erik Hedling, Olof Hedling and Mats Jönsson). To this end we would also like to thank all the authors who contributed to that collection.

Many of the chapters in our collection are notable for their use of archival research, and we would like to thank various archives and their staff, and acknowledge the use of their materials, particularly: BBC Written Archives, BBC Northern Ireland Community Archive, the Media Archive for Central England (MACE) and Ulster Television (UTV).

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