



Lesson 1: Introduction



**Bell work**

Collect your 'Class' Personal Learning Checklist and stick in your book – you must revisit this at the end of each lesson and again at the end of the unit.

Personal Learning Checklist: An Unearthly Child Close Study Product			
	At end of unit		
	R	A	G
<b>Historical, Social, Cultural and Political context</b>			
I can compare An Unearthly Child to Class: Co-owner of a lonely heart in terms of similarities and differences			
I can describe how Class reflects the society and culture landscape today			
<b>Media Language</b>			
I can describe and explain the semiotic codes used in Class (denotation and connotation).			
I can apply Propp narrative theory to Class: Co-owner of a lonely heart			
I can apply Todorov narrative theory to Class: Co-owner of a lonely heart			
I can make references to intertextuality in Class: Co-owner of a lonely heart and understand why they were included.			
<b>Media Representations</b>			
I can describe the characters in Class: Co-owner of a lonely heart and the codes of their character representation.			
I can link the portrayal of characters in Class: Co-owner of a lonely heart to modern social and cultural context			
I can explain the use of certain stereotypes (Masculinity, Femininity, Class, Ethnicity, Age, Sexuality, Disability, etc) and how they apply Class: Co-owner of a lonely heart			
I can explain how the representation of the characters links to the BBC remit			
<b>Media Audiences</b>			
I can explain the target audience and how I know this.			
I can discuss the critical response to Class and link to audience, scheduling, etc.			
I can describe and evaluate how Class was marketed and the distribution model(s) used			
I can explain Uses and Gratifications theory and link to a 2018 audience watching Class: Co-owner of a lonely heart			
<b>Media Industries</b>			
I can explain the growth of BBC3 (audience, aims, etc) and how and why it was restructured.			
I can explain how online services had changed out TV viewing habits and how this is particularly linked to certain demographics.			
I can explain how online TV services are regulated and how this is more complicated than non-online TV			



## What is Class?

Class Trailer (Official)

915,198 views

15K 603 SHARE

Doctor Who  
Published on Oct 7, 2016

SUBSCRIBE 995K

Click image to access Class trailer



## What is Class?

Class is a spin-off series from Dr. Who and was shown on BBC3 in 2016. The story focuses on five of the students and staff at Coal Hill Academy [which is the same school featured in Episode 1: An Unearthly Child] who are tasked by the Doctor to deal with alien threats while trying to deal with their personal lives.

*Class* is aimed specifically at a young adult audience and contains **sexual content, violence** and **language above the level allowed** on the parent series.

The premise of series one is that some characters are the last survivors of an alien war (with the Shadow Kin) and are hiding on Earth after being rescued by the Doctor. The Doctor appoints Miss Quill and the pupils as protectors of the school, noting that it has become a beacon throughout space-time. April is left sharing a heart with the Shadow Kin king, Corakinus after a short fight.

The narrative structure in each episode and across the series is built using a **multi-strand narrative** which means that there are a range of plots building across each episode. There are also key episodes which focus on key narratives in *Class* [e.g. in Ep4, the key stories are April's and Corakinus's.]



<https://ichef.bbci.co.uk/images/ic/976xn/p04ct52b.jpg>



In your books, and in your own words:

- What is a spin-off series?
- What is *Class* about?



## Introducing the characters (Additional Materials from DVD)



Available at: [https://www.amazon.co.uk/Class-1-DVD-Peter-Capaldi/dp/B01M3RZMUS/ref=sr\\_1\\_1?ie=UTF8&qid=1514560607&sr=8-1&keywords=class+dvd](https://www.amazon.co.uk/Class-1-DVD-Peter-Capaldi/dp/B01M3RZMUS/ref=sr_1_1?ie=UTF8&qid=1514560607&sr=8-1&keywords=class+dvd)

Watch the 15 minute Bonus Material clip that introduces the characters and the narrative of Class.



Lesson 1: Class Characters

## Who are the main characters you need to be aware of



Charlie Smith, an alien posing as a human student. He is the gay prince of the Rhodians, and the last of his species.



Ram Singh, a tough, antisocial student and gifted football player. Lost his leg in a fight with Corakinus on S1 Ep1. Key episode Ep2.



April MacLean, an ordinary, unremarkable student whose life is forever changed when she encounters the king of the Shadow Kin, Corakinus. She shares a heart with him in Ep1 [which is key to understanding Ep4].



Andrea Quill, real name Andra'ath, the physics teacher at Coal Hill Academy. Like Charlie, she is secretly an alien and the last of her species, the Quill, long-time war enemies of the Rhodians.



Tanya Adeola, a child prodigy of Nigerian origin who moved up three years at due to her cleverness. Key episode Ep3



Corakinus, the evil king of the Shadow Kin. Shares a heart with April. Travels through time/space tear at Coal Hill.



In your books, and in your own words:

- Write a brief overview of each character.



**Watch the episode**



Available at: [https://www.amazon.co.uk/Class-1-DVD-Peter-Capaldi/dp/B01M3RZMUS/ref=sr\\_1\\_1?ie=UTF8&qid=1514560607&sr=8-1&keywords=class+dvd](https://www.amazon.co.uk/Class-1-DVD-Peter-Capaldi/dp/B01M3RZMUS/ref=sr_1_1?ie=UTF8&qid=1514560607&sr=8-1&keywords=class+dvd)



## Codes and Conventions of Sci-Fi Teen TV Series – NICS



Dull lighting depicts danger.



Props: Weapons / aliens / special effects



Teen characters – ‘the good guys’



Props: Use of technology



Setting: School and Urban



Costumes: hoodies, jeans, trainers, T-Shirts.



In your books, and in your own words:

- Write about the mise-en-scene used in this episode and how it fits in with Teen SciFi drama field. Use the sub-headings:
  - Props, Lighting, Costumes.



Lesson 3: Media Language – Narrative structure

## Narrative structure

Is Propp's narrative theory (taught in Galaxy CSP) helpful in analysing the episode?

	Could be...	How do you know?
<b>Hero(ine)</b> seeks something	Charlie / April / Andrea	
<b>Princess</b> the reward for the hero, but also needs protection from the villain	April MacLean	
<b>Villain</b> opposes the hero	Corakinus	
<b>Donor</b> helps the hero by providing a magic object	Andrea Quill	
<b>False Hero</b> falsely assuming the role of hero	Ram Singh	
<b>Dispatcher</b> sends the hero on his/her way	Huw MacLean (April's Dad)?	
<b>Helper</b> gives support to the hero	Tanya Adeola	



Is Propp useful? Remember, you can be flexible when classifying characters into these types. Some characters fulfill more than one of the type. If you don't think Propp fits in this episode, why not? Do you think it may be deliberate? If so, why?





**Lesson 3: Media Language – Narrative structure**

## Narrative structure

Is Todorov's narrative theory (taught in Galaxy CSP) helpful in analysing the episode?



Recap clip

Heart in Corakinus body

April acts strange in class

April's Dad forces her to show her hidden powers

April's has passionate time with Ram

April confronts her Dad

April tears rip into time and space. Sets up next episode.

	<b>What happens in the narrative that makes you think this?</b>
<b>Equilibrium</b>	
<b>Disruption</b>	
<b>Recognition</b>	
<b>Reparation</b>	
<b>New equilibrium</b>	



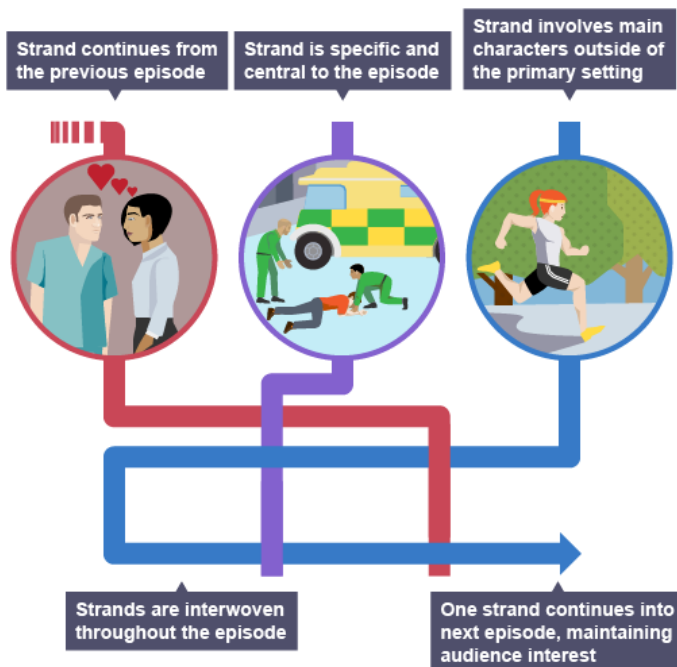
## Lesson 3: Media Language – Narrative structure

### Multi-Strand Narrative

There are a number of narrative strands running through this episode. They are:

- April's Story
- Corakinus's story
- New Headteacher
- Flower invasion

Some narratives are central to episode. Some link to next episodes.



In your books, and in your own words:

- Which narrative strand is specific and central to the episode?
- Which narrative strand builds from previous and continues?
- Which narrative strand sets up for next episode?



Lesson 4: Media Language – Hybridity / Intertextuality

## Hybridity

**Hybridity:** Can also be used as a way of describing a media product that is a combination of different genres and styles.

### Examples of hybridity?



Romance?



Drama?



Action?



Mystery?

In your books, and in your own words:



- State what hybridity exists in this episode.
- Why have the writers done this? i.e. what does this hybrid of genres add to the series?



## Lesson 4: Media Language – Hybridity / Intertextuality

### Intertextuality

**Intertextuality:** Often media texts make references to other texts and popular culture to interest and engage the audience.

#### Doctor Who appearance in Class



In Episode 1 of Class, Doctor Who and the Tardis make an appearance. This cements the spin-off to the original Doctor Who brand. This would anchor the iconic brand in this spin-off and would have been much appreciated by die-hard Doctor Who fans. Click here to see this intertextuality:

[https://youtu.be/\\_2XLiVrFwo](https://youtu.be/_2XLiVrFwo)

#### Same school name



The school name 'Coal Hill' appeared in the first episode of Doctor Who 'An Unearthly Child' and the Day of the Doctor 50<sup>th</sup> Anniversary episode. Coal Hill Academy is the school in Class. Doctor Who fans would appreciate this 'insider knowledge'



In your books, and in your own words:

- State what intertextuality exists in this episode.
- Why have the writers done this? i.e. why do fans like this and why is this important in a new TV series?



Lesson 4: Media Representation - Characters

Representation of characters – aims, audience and context of Class.



Charlie – Gay  
Alien leader  
Unsure of self.  
Gentle.



Ram – sporty. Troubled  
relationship with pushy  
Dad. BAME. Relationship  
with Ram.



April - carer  
responsibilities. Single  
parent. Relationship  
with Ram.



Mrs. Quill –  
other-wordly,  
comic, harsh?



Charlie's love  
interest.



Tanya – High  
intellect.  
BAME. Over-  
protective Mum.



Jackie, April's  
mother, who  
lost the use of  
her legs



Huw, April's  
father, who  
was pushed  
away by the  
rest of the  
family after  
he tried to take his own life  
and theirs in a suicide  
attempt.



The headteacher of  
Coal Hill Academy.  
Good or bad?



Corakinus – the  
stereotypical  
'baddie'



In your books, and in  
your own words:

- What stereotypes are used here and why?



Lesson 4: Media Representation – Characters and Place

Representation of place/characters – aims, audience and context of Class.

	<u>How</u> have they been represented, <u>why</u> have they been represented this way and through <u>which</u> characters?
Place (i.e. locations used)	
Masculinity	
Femininity	
Heterosexuality	
Homosexuality	
Disability	
Age	
Class	



In your books, and in your own words:

- Complete this table in detail.
- Compare each of these representations with the representations in Dr Who ‘An Unearthly Child’. How are they different and why?



## Representation of characters – social, cultural and political significance

“The BBC should serve **ALL** its UK audiences. Our commitment here is this: the BBC will strive to offer value to everyone in the UK, wherever they live, and whoever they are.”

“The BBC must constantly find new ways **to reflect the endlessly shifting demographics of the UK**, so that it offers something of **real value for everyone, however young or however old; whatever social group they spring from**; and whatever faith group they belong to – and those of no faith as well.”

“Nor does this aspiration to reach all audiences mean that the BBC should ever dilute its values. The ambition to serve all audiences does not mean we compromise on quality. The BBC should never underestimate the public, it mustn't patronise them. It should produce content that stretches and challenges all its audiences. This content can be offered in many different formats, style and tones of voice. But that golden vein of standard-setting should run through it all.”



**Speech by Sir Michael Lyons, Chairman of the BBC Trust, to the Royal Television Society, London**



In your books, and in your own words:

- How does the representation of characters in Class reflect the desires of the BBC Trust to reflect the ‘shifting demographics of the UK’?
- How is this different to the representation of characters in ‘An Unearthly Child’?
- Why is it important to the BBC that they do this? Note – think about the work in ‘An Unearthly Child’ on the funding of the BBC.



## Lesson 5: Media Representation – The theory of representation

### What is reality and fantasy?

- All media products represent the real world to us; they show us one version of reality, not reality itself. Class is a **sci-fi / fantasy** media product.
- What **pleasures, uses and gratifications** are available to the audience of Class? *Remember this from the 'An Unearthly Child' lessons?*
- ❖ The need to be **INFORMED** and **EDUCATED** about the world in which we live.
- ❖ The need to **IDENTIFY** personally with characters and situations in order to learn more about themselves.
- ❖ The needs to be **ENTERTAINED**
- ❖ The need to use the media as a talking point for **SOCIAL INTERACTION**
- ❖ The need to **ESCAPE** from their daily grind into other worlds and situations.



In your books,  
and in your own  
words:

- Why do people watch 'fantasy' TV shows?
- Which part of uses and gratification relate to Class and its audience.





## Lesson 6: Audience Response

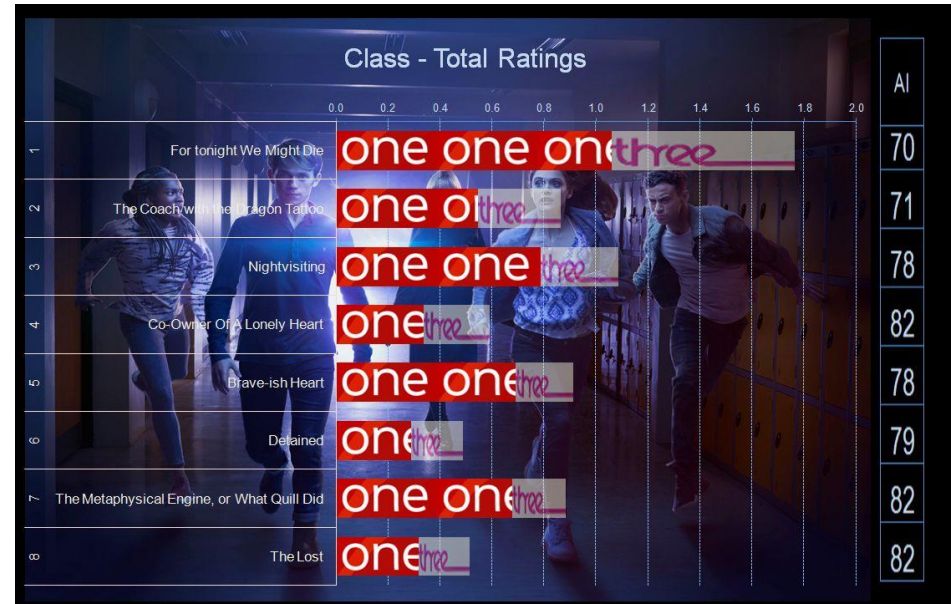
### Who are the audience for Class?

Unlike Dr. Who and more in line with Torchwood before it (which also debuted on BBC3), Class is aimed specifically at a **young adult audience** and contains **sexual content, violence and language** above the level allowed in Dr. Who.

It was broadcast initially on BBC Three (online only) to poor audience figures and later broadcast on BBC One between 10.45pm and 11.15pm slots.

When the programme was on BBC One it was aired at 11.30pm had an audience of **0.28 million**, a share of 5.1% of total TV audience.

It had a consolidated audience (when recordings were taken into account) of **0.34 million** watching, a share 5.2% of the audience. The channel average for the timeslot is 0.82 million. Episode 4 increased its audience by 21% over the initial figure. Around 250,000 have accessed the episode on iPlayer.



From: <http://www.doctorwhonews.net/2017/02/class-final-ratings.html>

This graph shows the falling audience figures (in millions) as series one was shown. AI stands for Appreciation Index.



In your books, and in your own words:

- Compare the audience for 'Co-owner of a lonely heart' and 'An Unearthly Child'.



## Lesson 6: Audience Response

### The critical reception to Class

Class received mixed reviews on release. Audience figures (Class failed to make the BBC iPlayer Top 20 in its first seven weeks, and failed to secure over 1m viewers at any point when repeated on BBC One) were small for a number of reasons:

- iPlayer release only initially.
- BBC One late showing (after 10.30 slots). Poor scheduling.

The show was axed after one series. Why was this?

- No-one – not even the BBC – seemed entirely sure who the show was for. A teen-oriented drama with adult themes, spun off from a series intended (primarily) for children, the tone of *Class* was confused.
- Creator Patrick Ness was baffled by the decision to air the series in double-bills, late at night, more than two months after its BBC Three debut.
- It sorely lacked a big selling point. Clearly, spinning itself off from *Doctor Who* was not enough to guarantee success.

Class episodes 1 + 2 review: does Doctor Who's Young Adult spin-off get top marks?  
It's moodswings and monsters in this opening double-bill.  
We'll try not to show that ad again.

The Telegraph HOME | NEWS | SP

### On demand

TV | Film

On demand

**Class: this young adult Doctor Who spin-off doesn't shy away from gore and nudity**

★★★★★

**Review: Doctor Who Spin-off is Not Quite Top of the Class**

**'Class' Review: The 'Doctor Who' Spinoff Is More 'Teen Wolf' Than Time Lord**

TV | News | Doctor Who

**Doctor Who spin-off Class to be axed by the BBC after just one series**

The eight-parter, starring ex-Coronation Street favourite Katherine Kelly as alien teacher Miss Quill, was the BBC's most high-profile attempt at a teen show in years.

**Dr Who spin-off Class axed after just one series, confirms BBC boss**



In your books, and in your own words:

- What was the critical reception of *Class* and the size of its audience? Why was this?

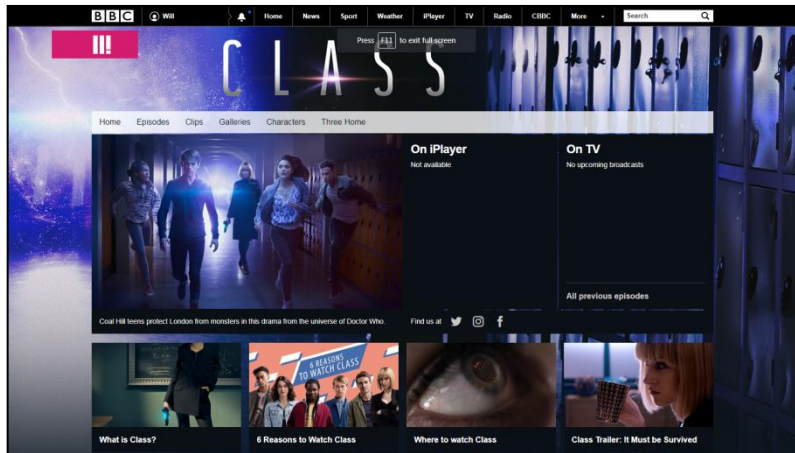


## Lesson 6: Audience Marketing

### How was Class marketed?

As Class was aimed at an older audience, there was a clear shift in the way it was marketed from traditional Dr. Who episodes (on a Saturday early evening slot).

#### Website



Strong web presence. Highly interactive. Lots of video clips, interviews, fan art and fiction. Trying to build brand loyalty.

In your books, and in your own words:

- How was Class marketed?
- How does that differ from the more popular Doctor Who?
- Why do you think the BBC made this decision? Who was this series for?

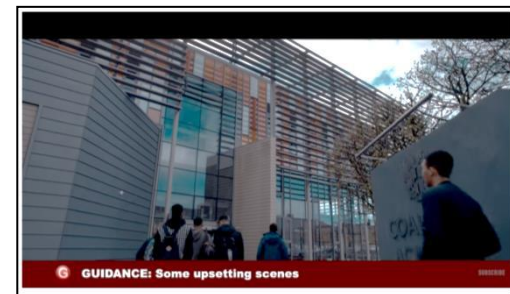


#### TV adverts

**Teaser trailer** (click image to view).  
Heavily Doctor Who influenced.  
Dark and tense.



**Longer trailer** (click image to view).  
Lots of gore and blood.





## Lesson 6: Audience Marketing

### How was Class distributed?

Media Distribution is a term for the way the product was distributed. In the case of Class it was originally distributed (shown) online only on **BBC Three**:

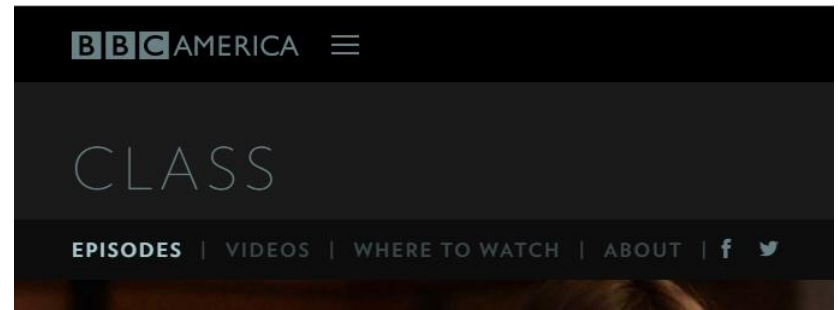
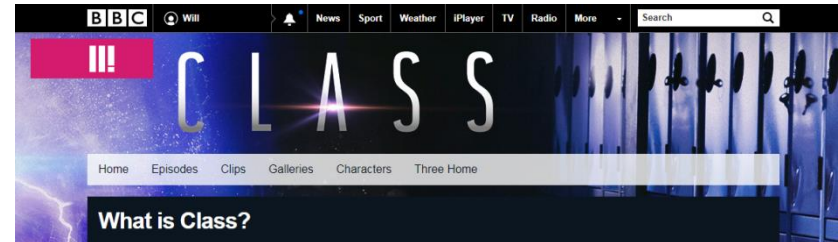
It was the shown weeks later in a late night slot “the graveyard slot” on **BBC One**:

It was also shown on **BBC America** where it was more popular.

The distribution model may have been part of its downfall:

“Class seemed to be fighting a losing battle from its offset. It did seem, at least initially, that for the BBC it was used as an incentive to lure viewers towards the newly formatted BBC3 and the world of online streaming instead of allowing the show the opportunity to present itself to audiences on television or even on already established streaming services such as Netflix or Amazon. Following the sacrifice of its own accessibility, the BBC then aired the series on BBC1 – but restricted the series to air two episodes at a time to occupy the graveyard shift. Not only was the show let down by its distribution format, but also strangely by *Doctor Who*’s own marketing team, with support for the show largely (and suspiciously) absent from the parent show’s social media accounts and magazine covers to name a few.”

From <http://www.doctorwhotv.co.uk/a-song-for-the-lost-what-we-can-learn-from-class-86190.htm>



In your books, and in your own words:

- What channels did Class show on?
- Why was the distribution of Class perceived as a problem?



## Lesson 7: BBC Three

### What is BBC Three and how does it fit into the profile of the BBC remit?

BBC Three launched as a TV channel in 2003 and it's remit was to provide "innovative" programming to a target audience of viewers between 16 and 34 years old.

*“The remit of BBC Three is to bring younger audiences to high quality public service broadcasting through a mixed-genre schedule of innovative UK content featuring new UK talent. The channel should use the full range of digital platforms to deliver its content and to build an interactive relationship with its audience. The channel's target audience is 16–34-year-olds.” BBC Remit*

Until February 2016, BBC Three aired as a freeview TV channel. However, as a result of planned £100 million budget cut across the BBC, it was proposed that BBC Three be discontinued as a television service, and be converted to online only. The TV channel ceased operations on 16 February 2016, replaced by an online-only version. The BBC recognised that younger people may watch TV at different times, on different devices using different services (iPlayer, YouTube, Netflix, etc)

Regulating (ie ensuring TV services meet acceptable standards – discussed in ‘An Unearthly Child’ unit) is still done by Ofcom. Online providers still need to meet the same standards agreed by Ofcom or they could get their broadcasting licence revoked. It is, though, more difficult with some streaming services outside of UK control and services like YouTube. [See the full list here.](#)



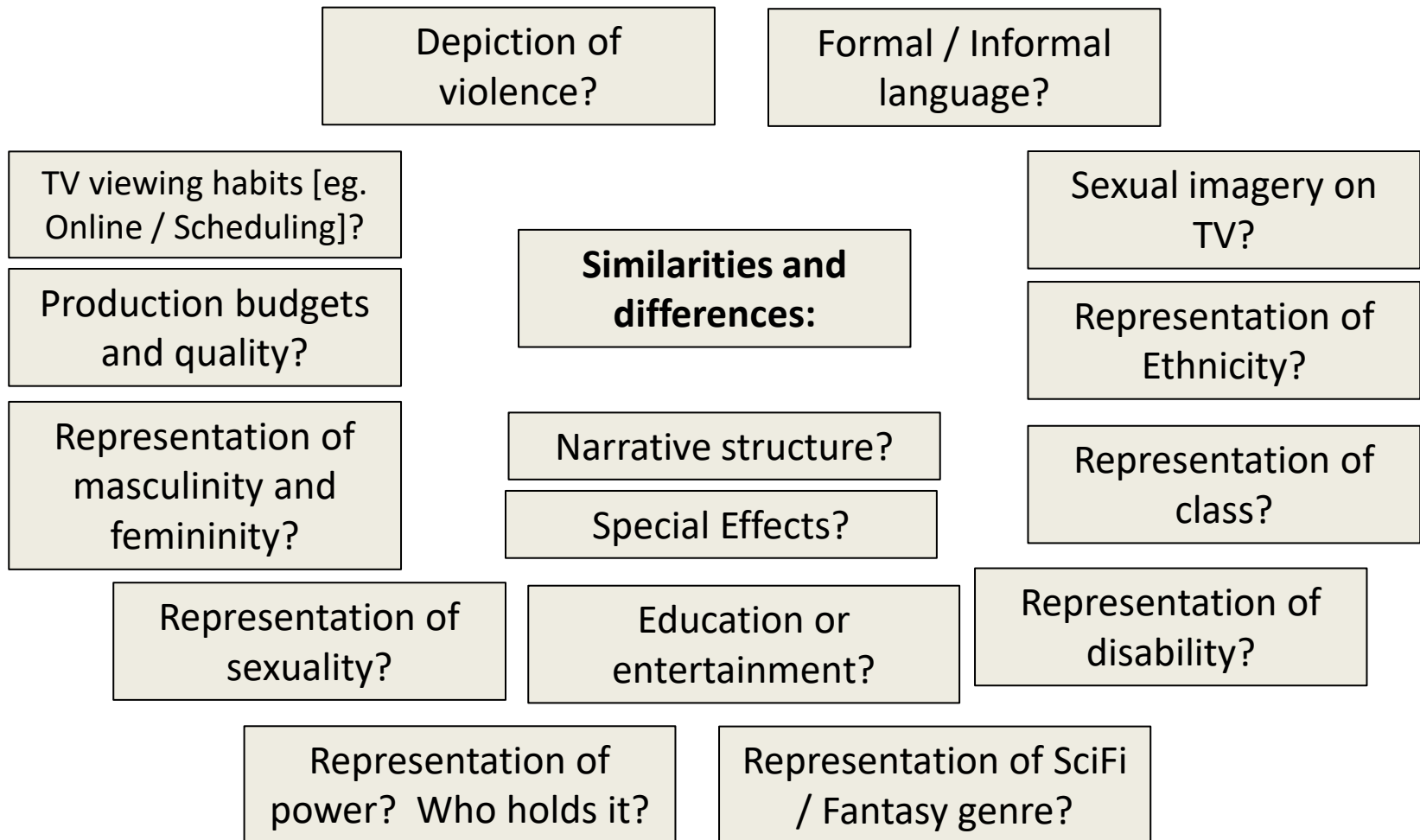
In your books, and in your own words:

- Who was the audience for BBC Three?
- Why was the TV channel removed?
- Why did the BBC think that online was appropriate for that audience?



Lesson 7: Comparing Dr. Who: An Unearthly Child and Class

How do these two TV series reflect society and culture at the time of their production?





**Lesson 7: Comparing Dr. Who: An Unearthly Child and Class**

**How do these two TV series reflect society and culture at the time of their production?**

	Similarities	Differences
Narrative structure		
Uses/Gratification?		
Use of language		
Violence / Gore		
Special effects		
Sexual imagery		
Production		
Power and control		
Sexuality		
Male/Female		
Disability		
Class		
Age		
Ethnicity		



In your books, and in your own words:

- Complete this table. To show better understanding, give examples.



**This concludes the Class: Co-owner of a Lonely Heart Close Study Product.**

**You will be required to use some comparison skills when you have completed the Doctor Who first episode CSP, An Unearthly Child**