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Y Prosiect

Mae gwefan Teliesyn yn ymgais i ddeall hanes y cwmni ffilm a theledu Teliesyn Cyf., sydd erbyn hyn wedi cau. Fe wnaiff wneud hyn drwy greu gwefan corfforaethol sy'n edrych yn ôl dros y ddigwyddiadau macro diwydiannol a siapiodd y cwmni, ymateb y cwmni i'r digwyddiadau hynny o ran eu strwythurau a polisiau rheolaethol, a cynhyrch creadigol y cwmni.

Fe wnaiff y wefan gynnwys erthyglau byr ynglyn a symudiadau yn economi gwledyddol a rheolaeth darlledu yng Nghymru a Phrydain yn ystod bywyd Teliesyn (1982-2002). Fe wnaiff cgyynnwys dogfennau wedi'u uch-lwytho, neu eu crynhoi, o gasgliadau personol a y rheini sydd wedi'u cadw yn y Llyfrgell Genedalethol a'r Archif Sgrin a Sain Genedalethol yn Aberystwyth. Fe wnaiff gynnwys clipiau fideo a lluniau o gynhyrchiadau, fe wnaiff gynnwys cyfweiliadau gyda nifer o'r cyn-aelodau a cyn-weithwyr gyda'r cwmni. O ran defnyddrwydd, pwrpas y wefan yw adrodd hanes y cwmni, ond hefyd i bwrw lewyrch ar ei strwthurau rheoleiddiol a chyfarthrebol, y newidiadau mewn darlledu, mewn ffurfiau drama a dogfen, a tirwedd cynfryngau Cymru a ddigwyddodd rhwng 1982 a 2002.

Prif bwrpas y prosiect yw greu gofod i drafod y cwmni, drwy greu gwefan corfforaethol. Fe wnaiff ymgeisio i greu cymuned ar-lein o amgylch y cwmni, fel a wneir yn y prosiectau gwe [Brith Gof](#) a [Performance in Wales](#). Trwy'r cymuned yma fe greu'r deunydd a'u ddadansoddir. Bydd y wefan yn gweithio fel plattform ar gyfer dadnoddadau mwy manwl o rhaglenni, ar gyfer traws-arholi hanes lafar, a fel ysgogliad ar gyfer symposia, erthyglau a llyfrau.

Nid yw Teliesyn yn ddewis damweiniol. Ohwerydd hanes hir y cwmni, ei chynrych, a'i chyfansoddiad cyd-weithredol, mae'n trawsdorri nifer o gyd-destunau. Felly, drwy gasglu'r deunydd, a wedyn wrth benderfynny sut i'w ddangos a'u ddadansoddi, y rhain fydd y prif gwestiynnau ymchwil:

1. Beth oedd effaith Teliesyn ar nifer o gyd-destunau: y cyfryngau yng Nghymru; nifer o ffurfiau teledol

The Project

The Teliesyn website is an attempt to understand the history of the now defunct film and TV production company – Teliesyn Cyf. It will do this by creating a company website that looks back at the macro industrial events that shaped the company, the company's response to those events in terms of their management and internal policies, and in terms of the creative output of the company.

The website will include brief articles on major shifts in the political economy and management of broadcasting in Wales and the UK during the life of the company (1982-2002). It will contain uploaded and summarised documentation from personal collections, and those housed in the National Library of Wales, and the National Screen and Sound archive of Wales, including PasC documentation. It will contain video clips and video captured stills of productions. It will contain a significant number of interviews with ex-member and ex-employees of the company. In terms of usability, its aim is to tell the story of the company, but also to illuminate issues of organisational communication and structure, the changing nature of broadcasting, the changing forms of drama and documentary, the changing landscape of media in Wales.

The ostensible aim of the project is to create a space in which the company can be discussed, by means of a company website. The website, in a similar vein to the [Brith Gof](#) website and the [Performance in Wales](#) website, will seek to build a community around it, and through that community both generate and analyse data gathered regarding the history of Teliesyn. The website will then act as a platform for more detailed analyses of programmes, for a cross-examination of oral histories, an inspiration for symposia, conference sessions and papers, and for more traditional publication routes, such as articles and books.

Teliesyn is not a random choice. Because of the company's longevity, its output, and its co-operative composition, it sits on the junction between many contexts. Therefore, in the gathering, architectural exposition and analysis of the data, these following areas will be the main research questions:

1. What was the impact and significance of Teliesyn on different contexts: on media in Wales; on a

yn enwedig y drama-doc; ar draws Cymraeg a Saesneg.

2. Beth oedd y r effaith ar Teliesyn o fyw drwy amser cythryblus ym myd darlledu?
3. Pa more ddymunol, a pa more bosib, oedd y model cyweithredol yn y diwydaint cynfryngau
4. Sut wnaeth gofynnion cynhyrchu ffurfiau dogfen, drama-dogfen a drama newid rhwng 1982 a 2002 oherwydd newidiadau technolegol a diwydiannol
5. Pa oeluni a daflir ar ddiwydiant cyfryngau heddiw gan hanes Teliesyn?

Mae'r cwestiynnau hyn yn rhai pwysig, oherwydd bo nhw'n ymafael a'r astudiaeth o'r pwerau sy'n galluogi a atal llafur creadigol yn y cyfryngau torfol. Drwy astudio's pwerau yma, gallwn ddeall yn well sut mae cynhyrchwyr, perchnogion a cynulleidfaoedd yn rhyngweithio mewn marchnadoedd cyfryngau torfol, a mewn sfferau cyhoeddus.

Yn ychwanegol, mae'r prosiect hon wedi'i leoli yn maes 'Astudiaethau Cynhyrchu', o bersbectif ymchwil I ffilm a theledu. Mae awduron megis Cottle (2003), Ellis (2004), Newcomb (2006), Messenger-Davies (2006), Hesmondhalgh (2006, 2007, 2009), Levine (2007) and Caldwell (2009) wedi troi eu sylw at yffyrdd mae prosesau cynhyrchu cyfryngau yn creau fframwith defnyddiol er mwyn asesu effaith y diwydaiannau creadigol. Drwy lywio llwybr rhwng staudiaethau'r cynulleidfa gweithredol, o fecanwith testynnol, ac o strwythedigaeth gwleidyddol-economaidd y cyfryngau, mae 'Astudiaethau Cynhyrchu' yn cysidro fod y lleoliad a'r broses o gynhyrchu yn wrthrych canaolog o astudiaeth.

Bydd y prosiect yma yn ystyried sut mae tair lefel Cottle (2003) o gynhyrchu a rheolaeth cyfryngol - y 'micro' (cynhyrch testynnol a testynnau), y 'meso' (rheoleiddio cwmnïoedd) a'r 'macro' (newid diwydiannol, technegol ac economaidd) yn rhyngweithio yn enghraifft arbenning Teliesyn. Wrth wneud hyn, rwy'n bwriadu cyfrannu astudaieth achos manwl i faes sy'n tyfy.

number of TV forms; across both English and Welsh languages

2. What was the effect on Teliesyn of having lived through a turbulent and transformatory time in British broadcasting (1982-2002)
3. How desirable, or even possible, was the co-operative model in media production during the period under question.
4. How did the production demands of the documentary, drama-documentary and screen-drama forms change over the period as a consequence of technological and industrial development
5. What light does Teliesyn's history throw on the present state of media production in Wales and the UK?

These questions are of great importance, as they all engage with the study of forces that enable and limit creative labour in the mass media. The study of these forces can help us better understand the way in which producers, owners and audiences interact in mass media markets, and in public spheres.

Additionally, this project is situated in the emerging field of 'Production Studies' as applied to research into film and television. Authors such as Cottle (2003), Ellis (2004), Newcomb (2006), Messenger-Davies (2006), Hesmondhalgh (2006, 2007, 2009), Levine (2007) and Caldwell (2009) have all recently turned their attention to ways in which the processes of media production can provide a useful framework for assessing the impact of the cultural industries. Navigating a path between studies of the active audience, of textual mechanics, and of the political economic structuration of the media, 'Production Studies' sees the site of production as being a central object of study.

My study will look at how Cottle's (2003) three basic layers of media production and organisation – the micro (textual production and texts), meso (company organisation) and macro (industrial, economic and technological change) – relate in the specific example of Teliesyn. By doing this I hope to contribute a substantial and detailed case study to a growing body of work.