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A global television channel which will appeal to the entire world population is possible, according to research from a German institute. The author of the research, Dr Helmut Jung, chief executive officer of the Molln-based Sample Institut, says that in order to make it work, the tastes of people in various countries need to be taken into consideration.

While a possible global television channel is an ideal, in practice people in different countries have different programme preferences. In the former USSR, eighty-seven per cent of the people who took part in the research wanted to see more full-length films, compared with a global average of sixty per cent. In the Middle East, eighty-one per cent of people wanted more home-produced news, as did seventy-nine per cent in Asia. Only about half the respondents from Western Europe, North America and Japan felt they needed more domestically produced news.

In places where programming is left to television controllers rather than political or religious officials, television audiences are generally happy. Jung identified regions where many people were unhappy with programming schedules, including Central Europe, the former USSR and Latin America, as having state-run television, whereas regions such as Western Europe and North America, which have independent programming, got a clean bill of health.

Despite his confidence that global television will eventually arrive, Jung thinks there is a more realistic alternative for the near future, namely "Multicultural Regional TV" or MRTV. Speaking recently in New York, Jung said, "I'm convinced that the concept of global television is basically promising and that the process of globalisation will continue and will first of all happen in the area of media and telecommunications. But I'm also convinced that the idea of global

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television will be restricted to a limited number of channels and to specific types of programmes. The options for the next twenty or thirty years will be more in the area of regional television."

Jung also said that global television's time had not yet come. It would have to omit certain programmes due to unpopularity in certain regions which other people might want to see. Viewers still prefer home-produced news, and cultural differences remain. For example, Asian audiences look for education, while Latin Americans and Europeans generally reject violent programmes.

Jung's research has been supported by surveys in Europe which found that pan-European channels such as Eurosport were tempting more people to watch television. The presence of international channels, for example, increased the average number of hours of television watched by wealthier people in Austria, Germany and Switzerland by fifteen per cent and in southern Europe by three per cent.

It remains to be seen what implications the globalisation of television will have. It is certain to strengthen the position of English as the top language for media in the world, and may undermine the status of the languages of more economically disadvantaged cultures. But despite increasing internationalism, national differences remain.

1. Jung feels that global television could be possible if _____.
 - A. everybody's opinion is taken into account.
 - B. only popular programmes are considered.
 - C. various studies were carried out.
 - D. each country is considered individually.
2. According to research, people in the former USSR _____.
 - A. didn't watch the news because they weren't interested in current affairs.
 - B. were happy with their programme schedules.
 - C. preferred to watch a film than to play a sport.
 - D. thought that the number of films shown on their national television stations was inadequate.
3. Some Japanese viewers felt that _____.
 - A. their news programmes were not good enough.
 - B. they didn't have enough news programmes.
 - C. they didn't have enough Japanese news programmes.
 - D. they wanted news programmes like western European ones.

4. According to Jung's survey, TV viewers across the world were happy _____.
A. when schedules were completely unregulated.
B. when TV controllers wrote the programmes.
C. when TV controllers decided on schedules.
D. when most programmes had a political or religious content.
5. How does Jung feel about global TV?
A. He is positive about it.
B. He is negative about it.
C. He thinks it could work in certain areas.
D. He has mixed feelings about it.
6. What is Jung's prediction about the future?
A. Everyone will watch the same TV programmes.
B. Global TV is impossible because of differing tastes.
C. MRTV is more likely to succeed in the long run.
D. MRTV is the most probable short-term development.
7. The advent of global TV could mean that minority languages _____.
A. will become economically disadvantaged.
B. will become more internationally accepted.
C. will be overwhelmed by English.
D. will highlight national differences.

If the very idea of a fitness routine leaves you feeling exhausted and you shiver at the thought of jogging round the park in the winter wind, then Qigong might be just the form of exercise you are looking for.

This new gentle form of oriental gymnastics is composed of a system of meditative exercises which involve standing in a series of postures for up to half an hour a day, or combining simple movements with breathing exercises. Although this type of exercise does not build muscles, it is quickly growing in popularity as it is considered to be a good way of reducing stress, stimulating the circulation and strengthening the body's immune system.

Qigong, literally translated, means training your energy, and has been compared to acupuncture without needles. According to Chinese beliefs, *qi* is vital energy which circulates within the human body and throughout nature. Qi is thought to flow along a system of bodily channels, similar to the way that sap flows through a tree. Consequently, Qigong is based on the hypothesis that illness and psychological problems are caused when the natural energy flow is blocked or deficient. Qigong directs energy to the trouble spot, and can be used to alleviate allergies, asthma, hypertension, insomnia and rheumatism. This method has also been shown to be successful in treating obesity; one patient who weighed 230 kg was able to lose 70 kg. Another Dutch patient weighed 168 kg when her father took her to a Qigong practitioner two years ago. "I was very sceptical," she says. "I'd tried so many diets, but I always put weight back on again." Once she started the Qigong routine her weight began to drop, despite only minor modifications to her diet. In six months she lost 50 kilos. "It's not difficult at all. Since I started doing the exercises I haven't been so hungry and I've had more energy, so I'm more active."

Chinese practitioners have found it difficult to persuade the western mind of the powers of Qigong. But although conventional medicine cannot explain it, governments keen to cut rising healthcare costs are endorsing it. In Germany, for example, Qigong is available on the national healthcare system, and many doctors are prescribing it for aches, swellings and allergies. Many patients who have suffered from allergies for years have found that, since starting Qigong, they haven't been ill at all, or only suffer from very slight allergic reactions.

In Europe, for the most part, it has been used to treat relatively minor conditions, but recently Qigong has achieved dramatic results with more serious conditions. In one case a French air stewardess was told by her doctor that she only had a few months to live because she had cancer. Conventional treatment, including chemotherapy, had

been unsuccessful. It made her so ill that she nearly died. After starting Qigong, however, the patient immediately began to feel better. Subsequently, the doctors could find no further traces of the disease and the patient was able to return to work. While this may sound like a miracle, one should point out that Qigong may not necessarily cure everyone, as it depends on how much you exercise and on the individual's psychological motivation. Nevertheless, even if it does not cure you, it has the potential to prolong your life.

1. Qigong is perfect for those who _____.
 - A. do not like vigorous exercise.
 - B. enjoy jogging.
 - C. are exhausted.
 - D. do not enjoy routines.
2. Qigong _____.
 - A. is a type of body building.
 - B. helps the body fight disease more effectively.
 - C. is a form of acupuncture.
 - D. is like aerobics.
3. Qi is believed to be _____.
 - A. the training of energy.
 - B. a channel in the body.
 - C. the life-force.
 - D. the circulatory system.
4. Some governments approve Qigong because _____.
 - A. they are keen on it.
 - B. it is cheap.
 - C. they have been persuaded that it works.
 - D. it is better than conventional methods.
5. In Europe, Qigong has mainly been used _____.
 - A. for serious conditions.
 - B. for those who can't afford private treatment.
 - C. for easily treated ailments.
 - D. for those with allergic reactions to drugs.
6. What does "It" (underlined in the last paragraph) refer to?
 - A. cancer
 - B. Qigong
 - C. the established way of treatment
 - D. limited life expectancy

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7. According to the conclusion of the passage, Qigong _____
- A. will definitely make you live longer.
 - B. will only cure you if you believe in it.
 - C. has miraculous effects.
 - D. is ineffective.



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LEAVING THE RAT RACE

Many people long to escape from the hustle and bustle of modern-life. But few people would actually give up a warm comfortable home to move to a remote island in the middle of the North Sea. The Sirrs family, however, decided to do exactly that. Unhappy with their busy lifestyles they sold their 400 year-old cottage in Yorkshire to move to the tiny Scottish island of Graemsay.

Incredibly, for less than the price of a modest semi-detached house, it was possible to buy half of the island. Attracted initially by the low price, Rob and Jill contacted the agent concerned and discovered that "the estate" advertised actually comprised a post office, six houses and a private sandy beach – all for £60,000.

Interested, the young couple and their three children decided to go and have a look. Knowing that the island would look its best in the summer, they chose to view the property in December. They didn't want to be under any illusions. Despite a seasonal chill, the weather was clear and the sea calm. The island looked more beautiful than they

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could ever have imagined. While they left their children playing on the beach, the Sirrs looked around and realised that the deal was even more astonishing than they had first thought. The six-bedroom house came with a farm and 300 acres of land.

Once on the island the Sirrs tried to imagine what life could be like for them. They were anxious to meet their neighbours as soon as possible. However, they had no need to worry. On that first trip they met up to half of the sixty or so island inhabitants and were given a warm welcome! The couple were thrilled that the people of Graemsay were so friendly. Many of **them** urged the couple to complete the transaction as soon as possible. Within two weeks of their visit, the Sirrs' bid of £55,000 was accepted.

The move has brought new challenges to the family. Rob and Jill have started a sheep farm and renovated the cottages to rent out as holiday homes. They insist that the only thing they miss about their previous life is going to the cinema. If anything, moving to the remote island has brought the family closer together.

Before they moved, the Sirrs thought long and hard about bringing their children up in such a remote place. But the children are young enough to adjust and seem happier in the new environment.

They are content with their own company and make their own entertainment. Although they are the only pupils at the local school, they receive lots of attention and are able to take advantage of the school's modern facilities.

Since the move, the family have been visited by many friends who are envious of their beautiful surroundings. The family consider themselves lucky. For very little cost, they have all the benefits of a beautiful place to live. They also hope that by improving their property they can, in future, give something back to the island.

1. Why did the Sirrs family move to the island?
 - A. They had always wanted to live on an island.
 - B. It was a chance to escape.
 - C. They hated Yorkshire.
 - D. Their children were unhappy at school.
2. They decided to visit the property in December because _____.
 - A. it was the only time of year they could travel.
 - B. the weather was unusually good.
 - C. they wanted to spend Christmas in Scotland.
 - D. they wanted to see what the place was like at the worst time of the year.

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3. When they first visited the island, the Sirrs _____
A. were a little shy and felt isolated.
B. could not imagine what their neighbours would be like.
C. wanted to get to know the island people.
D. were anxious about meeting the island people.
4. Which best describes the Sirrs' feelings before the move?
A. excited but apprehensive
B. nervous and worried
C. happy and calm
D. sad but resigned
5. What does "them" (underlined in paragraph 4) refer to?
A. The Sirrs.
B. Their children.
C. Their next door neighbours.
D. The people of the island.
6. Their neighbours _____
A. told them to buy the property before someone else got it.
B. urged them to bid a higher price.
C. told them that £55,000 was acceptable.
D. urged them to complete the sale of their house in Yorkshire.
7. One advantage mentioned of being the only students is _____
A. peace and quiet.
B. little financial cost.
C. greater use of school resources.
D. fewer discipline problems.

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