

Unit 3: MUSIC – READING

Read the passage and do the tasks below.

Based on the original *The Voice of Holland*, *The Voice of America*, or sooner *The Voice*, officially aired on NBC on April 26, 2011, aiming to find new singing talent and soon became a big hit.

The Voice process includes Blinds Audition, Battles Rounds, Knockout Rounds, and the final live performance phase. Only those fifteen and over are eligible for the competition. There are four coaches, themselves well-known performing artists, who critique contestants' performances and form their own teams of contestants and give them guidance through the rest of the season. Coaches also have the power to decide on which contestants to advance in the next rounds. One celebrity key advisor gives assistance to the coaches and their teams during the preparation process.

The coaches and the television audience have equal power to decide who moves on to the final four phase. However, the winner is determined by votes from the television audience by online voting on the official website, SMS text and iTunes stores purchases of the contestants' performances. The declared winner receives US\$ 100, 000 and a record contract with Universal Music Group.

As an incredible success in both Holland and the U.S., The Voice has been franchised out to many other countries in the world, and has been a big rival to the *Idol* franchise.

Part 1. Choose the appropriate meaning for each word from the text.

1. *to air*

A. to broadcast on television B. to be produced as a TV program

2. *a big hit*

A. a successful record of a song B. a great success

3. *a season*

A. a series of a TV program B. a TV contest

4. *a live performance*

A. a performance made when people are watching, not recorded
B. a performance recorded and posted on the Internet

5. *to franchise*

A. to vote for a favourite contestant
B. to sell the formula to others

Part 2. Choose the best answers to the following questions.

1. What is TRUE about The Voice program?

A. It originated in Holland.
B. The Voice of Holland first aired on NBC.
C. It was a failure in Holland.

2. What is a requirement for contestants?

A. Contestants must be at least 10 years old.
B. Contestants must be at least 13 years old.
C. Contestants must be at least 15 years old.

3. Who decide on the winner of each season?

A. Coaches and television audience
B. Coaches and the celebrity key advisor
C. Television audience

4. By what means can people vote for their favourite contestant?

A. Text messages, internet, and post letters
B. Text messages and online buying of the contestants' performances
C. Youtube views and online voting on the official website

5. What is the prize for winning a The Voice season?

A. A large amount of money and becoming a The Voice coach.
B. A record contract worth US\$ 100,000
C. A large amount of money and chance to work with a music company