

Passage 3

1. In the Kingdom, radio is quite popular. The history of radio in Saudi Arabia goes back to 1949 when airwaves were filled with the recitation of Holy Quran that won the hearts of millions across the Kingdom. In earlier decades, large wooden box radios were owned by the rich. Later, transistor radios reached masses. Now, radio in Saudi Arabia has been completely reshaped by the various private players as all of them entered the sector after the government opened up licenses to them.
2. In the new digital era, TV cellular technology and social media dominate the field of information and entertainment. Yet radio stations in Saudi Arabia have persevered. Many broadcasters thought that time for radio is over with the introduction of social media. However, the reality is quite different. Many listeners tune in to online radio stations nowadays. A large number of radio listeners tune in while driving. Broadcast experts say that radio listenership consists of more than 60 percent in vehicles. Over 70 percent of the listeners are men. The lions' share of listeners is young. Saudi Radio has a prominent role in the Kingdom. The station traditionally broadcasts Quran reading, Islamic lectures, news and entertainment. In 1994, MBC FM has made significant inroad into Saudi listeners.
3. In 2011 five new FM stations were allowed to operate and expected to have an audience of 25 million. There were few English stations among them. And all the FM stations are targeting youth and offering variety of info and entertainment programs. As a number of stations grows and the competition stiffens, the content of broadcasts has become questionable with some broadcasters.
4. The most important broadcast is the Urdu one, the survey shows a large number of listeners turn the radio to Urdu channel at 3 PM. The competition leads to attempts monopolize music and barring others from broadcasting it. Saudi-based radio programs have received a wide acceptance, not only in the Kingdom but also across the Arab world.
5. Apart from drivers, a vast majority of people who work in remote areas cannot access satellite television while at the job. They are also unable to read newspapers, so they depend on radio service. Print media reach an educated audience in an office environment. Radio reaches across deserts in all parts of the Kingdom.

Q1: Which sentence is true from the following?

- A. A lot of people listen to the radio in their cars.
- B. 60% of listeners are listening while driving vehicles.
- C. 70% of listeners are women.
- D. Government didn't open up licenses to private players.

Q2: We infer that less than ____ of women listen to the radio in Saudi Arabia.

- A. 30%
- B. 50%

C. 60%

D. 70%

3: Lion's share in Paragraph 2 probably means _____

A. lion's power.

B. the majority.

C. the minority.

D. the young.

Q4: The English stations are _____

A. major.

B. a lot.

C. few.

D. many

Q5: What does the pronoun "them" refer to?

A. government

B. private players

C. license

D. radio listeners

Q6: The best title for this passage could be _____

A. Radio Listeners.

B. Radio in the 21st century.

C. The Development of Radio in Saudi Arabia.

D. Radio in Remote Areas.

Q7: When does the Urdu broadcast start?

A. at 3 PM

B. at 9 AM

C. at 7 PM

D. at 3 AM