



5A What's on?

I find television very educational. Every time someone turns it on, I go into another room and read a book.
Groucho Marx, American comedian

1 READING

a Match photos 1–6 with the dates below. Then read the text once and check your answers.

2 June 1953 20 July 1969 4 November 2008 29 April 2011 27 July 2012 14 October 2012



TELEVISION: PAST AND PRESENT

Nothing illustrates the meaning of the word 'progress' more than the way television has developed over the last 90 years. In less than a century, the system for transmitting visual images and sound has gone from being non-existent to becoming an important **mass media** the world over.

The first televised moving images were made during the 1920s by Scottish engineer John Logie Baird. But it was after the coronation of Queen Elizabeth II on 2 June 1953 that television really **took off** in the UK. Over 20 million viewers followed the event, which was **broadcast** around the world in 44 languages. Few could afford to have a TV set in those days, so those who had the money to buy one invited their neighbours – which sometimes meant the whole street – to watch the ceremony on their small black and white screen.

Since then, many more historic moments have been **witnessed** on TV. The first moon landing on 20 July 1969 was watched by around 14% of the total world population. Although it was the middle of the night in some parts of the world, an estimated 530 million watched in amazement as Neil Armstrong took his first step. More recently, numerous people around the globe saw Barack Obama's 'Yes, we can'

speech on 4 November 2008 when he became the first black American President. Sporting events and royal weddings have also had extremely high **ratings** lately. Nearly a billion people all over the world watched the opening ceremony of the 2012 London Olympics on 27 July of that year, and nearly two billion are reported to have seen Prince William marry Kate Middleton on 29 April 2011.

Of course these days, the transmission of **momentous occasions** is not limited to television. Today, streaming allows viewers to watch internet videos and webcasts of live events in real time. On 14 October 2012, Felix Baumgartner's **record-breaking** skydive from the stratosphere was seen live by viewers all over the world on their computers, tablets, and smartphones. The event was streamed as it happened by more than 140 digital companies, as well as being transmitted in 50 countries by 40 television networks.

Technology has been advancing at an **incredible** rate since the 1920s. In the UK today, there are 480 different television channels. Every year, 27,000 hours of content is produced. Although Logie Baird also developed **high-definition** and 3D pictures in the 1940s, this is surely something that even the father of television could not have imagined.

- b** Read the text again and choose the right answer.
- 1 The writer thinks TV is a great example of progress...
 - a because it can transmit pictures and sounds.
 - b because people can watch it all over the world.
 - c because it has developed so fast.
 - 2 Before the Queen's coronation...
 - a very few people had a television.
 - b people weren't interested in the royal family.
 - c television sets were not very expensive.
 - 3 The most popular programme on TV in the last 60 years was...
 - a the London Olympics.
 - b Prince William and Kate Middleton's wedding.
 - c Neil Armstrong's moon walk.
 - 4 More people were able to watch Felix Baumgartner's skydive because...
 - a it was televised in many different countries.
 - b it was very well publicized by social networks.
 - c it was shown live on different media.
 - 5 If John Logie Baird were alive today, he would be surprised by...
 - a the size of the television industry.
 - b the quality of the images transmitted.
 - c the appearance of 3D television.

2 VOCABULARY television

a Complete the text with the words in the list.

remote control screen speakers stand switched over
turn down turned off turned on turned up was on

My friend's brother gave him a 3D TV with a 60-inch
¹ screen for his birthday. The TV was so big that it
didn't fit on the ² _____ he had, so he decided to
buy a new one. Once he had the TV where he wanted
it, he ³ _____ it _____ and set up the
channels with the ⁴ _____. When it was ready,
he sat down to watch a film that ⁵ _____, but the
sound wasn't very good. He ⁶ _____ the volume,
but he still couldn't hear the actors very clearly. He had
the same problem when he ⁷ _____ to another
channel. So he decided to go and buy a pair of
⁸ _____ to attach to the set. He ⁹ _____
the TV, drove into town, and found what he wanted.
But he had a shock when he tried out the new sound
system, because he had forgotten to ¹⁰ _____
the volume. The noise was so loud that it made
everybody jump!

b Match the descriptions to the types of programmes below.

cartoon chat show cookery programme documentary
live sport period drama quiz show reality show soap

- 1 It's Abi's birthday, and Tanya is determined to give her a good time. soap
- 2 When a 'cool' couple moves in next door, Homer tries to be just like them, but Marge and Bart have problems fitting in. _____
- 3 Coverage of stage two of the prestigious cycling race.

- 4 Daily round-up of highlights, revealing how the housemates are getting on. _____
- 5 Today, Jamie prepares more quick meals, including an interesting pork recipe. _____
- 6 On a journey taking him from Luxor to Istanbul, Neil Oliver explores the story behind the last Pharaoh of Egypt. _____
- 7 Another episode in the life of the aristocratic Crawley family and their servants in the post-Edwardian era.

- 8 Two more contestants compete against each other to see who will go through to the next round. _____
- 9 Tonight's guests are former Bond girl Britt Ekland and politician John Prescott. _____

4 GRAMMAR present perfect simple

- a Right (✓) or wrong (✗)? Correct the mistakes in the highlighted sentences.



- 1 Have you heard tomorrow's weather forecast?
- 2 The reporter haven't switched on her microphone.
hasn't switched on
- 3 The documentary has finished just.

- 4 They've had the same TV set since 20 years.

- 5 I've already seen this film.

- 6 Have you ever be on TV?

- 7 I haven't watched that programme since they changed the presenter.

- 8 We know each other for ages.
- 9 I haven't never liked watching live sport.
- 10 Has the news started yet?

b Circle the correct answer.

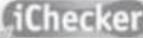
- 1 Let's switch over. We've seen / We saw this documentary before.
- 2 Have you heard the news? The President *has just resigned* / *just resigned!*
- 3 I went to sleep on the sofa last night and *haven't turned off* / *didn't turn off* the TV.
- 4 Don't tell me what happens— *I haven't watched* / *I didn't watch* the last episode yet.
- 5 That programme *is on* / *has been on* since I was a child.
- 6 I don't need to see the film because *I've already read* / *I already read* the book.
- 7 The children have had the TV on *all day* / *for all day*.
- 8 They've only known each other *for a month* / *since a month* and they're getting married.

c Complete the second sentence so that it means the same as the first. Use the word in brackets.

- 1 Is this your first time in Spain? (been)
Have you been to Spain before?
- 2 My friend bought his speakers a week ago. (had)
My friend _____ a week.
- 3 I got home two minutes ago. (just)
I _____ home.

- 4 Jodie Foster became an actress when she was a child.
(since) Jodie Foster _____ she was
a child.
- 5 We moved house in 2005, 2008, and 2012. (times)
We _____.
- 6 I didn't like cartoons in the past and I don't like them
now. (never) I _____ cartoons.
- 7 They have been married for ten years. (get)
They _____.
- 8 I don't want a coffee, I had one at home. (already)
I don't want a coffee, I _____.

5 LISTENING

- a**  Listen to five speakers comparing their use of television and the internet. Answer the questions.

- 1 Which speakers spend more time watching TV? ____
- 2 Which speakers spend more time online? _____

- b** Listen again and match speakers 1–5 to sentences A–F. There is one extra sentence that you do not need to use.

- A He / She gets easily distracted in front of the TV.
- B He / She doesn't often watch TV.
- C He / She values TV as time to spend with the family.
- D He / She uses social media to chat about TV programmes.
- E He / She is usually too busy to watch TV.
- F He / She is very selective about which TV programmes to watch.