

Soap opera facts

You are going to read an article about soap operas. Some words are missing from the text. Choose the most appropriate answers from the options (A-D) for each gap in the text. Write the letter of the appropriate answer in the sentence.

Soap operas are usually (0) _____ on television or radio. They are called soap operas because originally soap manufacturers such as Procter and Gamble or Colgate-Palmolive (1) _____ the shows.

- | | | | |
|-------------|-------------|-------------|-------------|
| 0 A played | B go | C broadcast | D going |
| 1 A watched | B sponsored | C directed | D presented |

The early radio serials were broadcast in daytime slots during the week when mostly housewives could listen to them. The (2) _____ of soaps concentrate on family life, personal relationships, sexual dramas and emotional conflicts.

- | | | | |
|----------------|-------------|-----------|----------|
| 2 A characters | B directors | C stories | D actors |
|----------------|-------------|-----------|----------|

In the United Kingdom, soap operas are one of the most popular (3) _____, most being broadcast during (4) _____ time.

- | | | | |
|------------|--------------|---------------|--------------|
| 3 A actors | B programmes | C celebrities | D activities |
| 4 A main | B first | C another | D prime |

Most UK soap operas (5) _____ in working-class communities. The three most popular British soaps are *EastEnders*, *Coronation Street*, and *Emmerdale*. At Christmas, 1986, *EastEnders* made the highest-rated soap (6) _____ ever, with 30.15 million (7) _____ (consider that in 2007, the UK had approximately 54 million television sets).

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|---------------|--------------|-----------|--------------|
| 5 A play | B go | C run | D take place |
| 6 A part | B commercial | C episode | D film |
| 7 A listeners | B fans | C viewers | D presenters |

The longest (8) _____ radio-soap in the UK is *The Archers*, which started in 1950 and is still (9) _____ with two of its original (10) _____.

- | | | | |
|-------------|---------|-----------|----------------|
| 8 A running | B going | C playing | D broadcasting |
| 9 A on | B in | C going | D off |
| 10 A people | B roles | C actors | D persons |