

## 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.



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.



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).



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) \_\_\_\_\_.