

MUSIC TELEVISION

Read the text and choose the correct word.

At 20:01 on 1 August 1981, a new American cable TV channel broadcast the video of a song by The Buggles called "Video Killed the Radio Star". This was the (0)_____ MTV was born. Before this, pop and rock artists relied on radio to (1)_____ their audiences, but now audiences could actually see their favorite bands (2)_____ their greatest hits on a TV channel entirely (3)_____ to music.

Some critics (4)_____ the channel would fail, and some musicians felt annoyed about having to act and dance in videos to win over fans. Other artists, (5)_____ as Madonna and Michael, took (6)_____ of the coverage, and it helped to make them into cultural icons. MTV both influenced and was influenced by the young generation, and the channel had an (7)_____ on style, fashion and trends.

Over the following years, MTV (8)_____ globally, bringing music television to Europe in 1987 and Asia ten years later. Nowadays there are few people in the world who have not (9)_____ of MTV. Since the channel's humble beginnings, the first MTV viewers have grown older and now themselves have children who (10)_____ the channel. Today's audience (11)_____ continents and generations.

Today, there is no longer an emphasis on music alone, and the channel also has quiz shows, reality shows and films. The original idea of music television is a distant (12)_____.

