

5

The Global Village




Start thinking!

What does the word 'media' mean to you?
How much TV do you watch?
What kinds of TV programme do you like?



Reading

1  **1.15** Read the magazine article. What is surprising about what it says?

How it all began

Without even thinking about it, we click the remote to turn our TVs on. Then we turn over to find a channel we want to watch and sit back to enjoy full colour entertainment, news and sport. Television is a global success story. How did it all begin? Amazingly, it first took its modern form in the mind of a thirteen-year-old American boy called Philo T. Farnsworth.

The basis for modern telecommunications was created in the nineteenth century. The telegraph, which was invented in 1837, meant that messages could be sent round the world. The telephone followed in 1876. For the first time, people's voices could be sent over long distances. **1** It was only with the invention of the radio in 1901 that suddenly people were capable of sending messages through the air over long distances. The first radio shows were almost twenty years away.

The idea of sending images along with sound seemed to be an impossibility. Although cinema had been invented in 1895, there seemed no way to get these moving pictures to fly through the air. At first, inventors such as John Logie Baird in Britain worked on mechanical systems. This

used spinning discs inside the television which allowed light through small holes. **2** In order to develop, television needed to be electronic, and the story of electronic television goes back to the small town of Rigby, Idaho, in 1922.

Philo T. Farnsworth was a very clever student. He was fascinated by electricity and built electrical machines to make the work on his parents' farm easier. He read an article in a magazine that described mechanical television and realised that it could never be fast enough to produce good pictures. **3** Gradually, an idea formed in his mind. Magnets could be used to control electrons to make a picture.

He went to the only other person in Rigby who he felt might understand the ideas – his chemistry teacher, Justin Tolman. He drew diagrams on the blackboard explaining how it would work. **4** There was no way they could build a working model, though, and soon Philo's family was forced to move to find work.

Eventually, Farnsworth went to Brigham Young University, where he continued to develop

2 Match these dates to what happened.

- 1 1837 _____
- 2 1876 _____
- 3 1895 _____
- 4 1901 _____
- 5 1922 _____
- 6 1927 _____

- a Electric TV was first explained.
- b The telephone was invented.
- c The radio was invented.
- d The telegraph was invented.
- e The first pictures were seen on electric TV.
- f The cinema was invented.

his ideas for electronic television. After university, he set up his own business repairing radios. All the time he was doing this, he was looking out for the chance to raise money to develop his world-changing invention. **5** _____ After work one day, Farnsworth explained his idea and the men agreed to provide some of the money and raise the rest.

Farnsworth finally registered the patents for his idea in 1927. Later that year, he managed to see the first images on his system. It was still many years before television became the force it is today, but it was on its way. Shortly after the end of the Second World War, TV pictures were being broadcast into homes across America and, soon, across Europe and the rest of the world. **6** _____ Billions of us every day around the world stay up to date with the news headlines, follow our favourite sports team or laugh at a comedy show. And it's all because of an idea in the mind of a young boy nearly a hundred years ago.

3 Read the article again. Six sentences have been removed from the article. Choose from the sentences A–G the one which fits each gap (1–6). There is one extra sentence which you do not need to use.

- A Television became a part of everyday life, as it still is.
- B It finally came when he got a job with two rich investors, George Everson and Leslie Gorrell.
- C However, wires were needed to connect people who wanted to communicate.
- D Nobody understood how it worked, but it was very impressive.
- E Over the next few weeks, they developed the ideas together until they were convinced it could succeed.
- F Although images were sent, they were very basic.
- G As he worked in the fields, his brain played with the idea of television.

WORD BOX

4 Find words or phrases in the article that mean the following. You've been given the first letter to help you.

- 1 change channels on a TV
t _____ o _____
- 2 worldwide
g _____
- 3 electronic means of communication
t _____
- 4 pictures
i _____
- 5 send (a programme) through the air
b _____
- 6 informed about the latest news
u _____ t _____
d _____
- 7 titles of news stories
h _____



Have your say!

- How do you think television has changed the world?
- Do you think it will still be important in the future? Why? / Why not?

G Grammar clinic

The passive

👁 Look at *Grammar database* pages 176–177 before you do the exercises.

1 Read the sentences and phrases from the magazine article on pages 42 and 43. Tick (✓) the reasons why we might use the passive.

The basis for modern telecommunications was created in the nineteenth century.
 For the first time, people's voices could be sent over long distances.

Although cinema had been invented in 1895, ...

We might use the passive when

- a We don't know who did something.
- b It's not important who did something.
- c We want to emphasise something.
- d We think our reader doesn't understand.

Now underline all the examples of the passive you can find in the article.

2 Rewrite the sentences in the passive.

- 1 Someone first suggested the idea of the internet in the 1960s in America.
- 2 They deliver our newspaper to the house every morning.
- 3 Someone told me that the BBC is planning a new channel.
- 4 People say that the internet is a great way to receive international news.
- 5 Jill gave me a great book about working in the media.

3 Choose the correct passive version of each sentence.

- 1 They broadcast the news report by satellite.
 - a The news report broadcasts them by satellite.
 - b The news report was broadcast by satellite.
- 2 Satellite television is bringing people closer to each other.
 - a People are being brought closer to each other by satellite television.
 - b People are bringing satellite television closer to each other.
- 3 They showed that new Spielberg film on cable last night.
 - a Cable has shown that new Spielberg film last night.
 - b That new Spielberg film was shown on cable last night.
- 4 Somebody has stolen our television, so I missed the big match.
 - a Our television was being stolen by someone so I missed the big match.
 - b Our television has been stolen so I missed the big match.

4 Read this short article about communication. Then rewrite it in the passive.



Someone sent the first modern email in 1971. Someone sent the first text message in 1992. Both of these forms of communication have changed the world. They have brought people together and they have made the world smaller. Today, we send over 300 billion email messages per day! And people send over 1 billion text messages per week – in just the UK!

Television programmes

1 Complete the sentences with a word or phrase from the box.

documentary • sitcom • game show
reality show • soap opera • chat show

- A _____ is funny and each programme usually lasts for half an hour. Every show has the same characters.
- A _____ is a factual programme and it might be about the environment or politics.
- On a _____, famous people are interviewed about their careers and their recent work.
- A _____ is a show about different characters who live in the same area or who work together. They usually have very dramatic problems and the story continues for a long time.
- On a _____, members of the public play games or answer questions to try to win prizes.
- On a _____, we watch members of the public living together. We follow their relationships and one of them leaves each week.

**Can you name one of each type of programme?
Which types of programme do you prefer to watch?**

2 Match the people with the descriptions of what they do.

- | | |
|--------------|--|
| 1 presenter | a tries to win prizes on a game show |
| 2 contestant | b tells people watching about important events |
| 3 viewer | c films the show so that people at home can see it |
| 4 producer | d watches a TV programme |
| 5 cameraman | e decides which TV programmes should be made |
| 6 newsreader | f introduces the show and the people on it |

Phrasal verbs with on

3 Phrasal verbs with *on* often have meanings connected to starting something or continuing something. Circle the correct phrasal verb in each sentence.

- Do you think you could **open on/turn on** the TV for me, please?
- Sorry, but I can't hear the radio if you **carry on/put on** making so much noise.
- I hated this programme at first, but now it's **coming on/growing on** me.
- I'm going to **bring on/log on** and see if I've got any email.
- There are two people on *Life in the House* who just don't **take on/get on** with each other at all!
- I don't think they should **put on/come on** violent programmes in the early evening.

Now match each phrasal verb with a definition. Put the phrasal verbs into the infinitive.

- | | |
|---|-------|
| have a good relationship | _____ |
| broadcast on TV | _____ |
| start something working | _____ |
| connect to the internet | _____ |
| continue | _____ |
| become more attractive to you after some time | _____ |

Which other phrasal verb means 'continue'? _____ on

Idioms: the media

4 In pairs, talk about what you think these idiomatic phrases might mean.

- | | |
|--------------------|-------------------|
| be front-page news | hit the headlines |
| a couch potato | be on the air |
| be on the spot | |



Listening

1 **1.16** You are going to listen to extracts from five different programmes. As you listen, match each extract to a programme type.

- | | |
|-----------|---------------|
| Extract 1 | a documentary |
| Extract 2 | b sitcom |
| Extract 3 | c game show |
| Extract 4 | d chat show |
| Extract 5 | e soap opera |

2 **1.17** You will now hear the extracts again in a different order. For questions 1–5, choose the best answer (A, B or C).

- 1 You hear this woman speaking on the TV. What is she saying?
 - A She is planning to get divorced.
 - B Brad isn't who people thought he was.
 - C Brad's cousin isn't really her son.
- 2 You hear this man speaking on the TV. What does the government say?
 - A The number of unemployed people has gone down.
 - B The number of businesses closing has gone down.
 - C The number of people missing has gone down.
- 3 You hear this conversation on the TV. What does Chris want?
 - A to take the dog with him
 - B to get something he left behind
 - C to prove that the woman is wrong
- 4 You hear this man speaking on the TV. What does the man say about his guest?
 - A The show she is in has made her famous.
 - B She was a failure in films.
 - C She is enjoying success at the moment.
- 5 You hear this man speaking on the TV. What does the man tell Amy?
 - A If she is nervous, she won't win the prize.
 - B If she loses, she will still get some money.
 - C If she wins the car, she'll also win some money.



Soundbite /3/

1 **1.18** Circle the words that have the same vowel sound in them. Listen and check.

- | | | | | |
|---|------|-------|--------|-------|
| 1 | word | sorry | fear | bird |
| 2 | hard | heard | murder | bread |
| 3 | fair | fur | first | far |
| 4 | mean | meant | learn | burn |
| 5 | sir | occur | part | sour |



Speaking

1 Make notes to answer the questions.

- Have you ever been on television?
When? What was it like?
Would you like to be? Why? / Why not?

2 In pairs, ask and answer the questions. Try to say as much as you can. Use the phrases below to help you.

- Have you ever watched TV programmes in English?
- Have you ever been on television? Would you like to be?
- Has anybody you know ever been in the news?
- Do you like phone-in programmes? Have you ever called one on TV or on the radio?

Useful Phrases

Actually, no, I haven't, but I would like to because ...

In fact, yes, I have. It was ...

Yes, and it was a great experience. I ...

No, luckily, and I think that ...

Look at *Speaking database - Expressing preferences* on page 165.



Countable and uncountable nouns

Look at *Grammar database* pages 177–178 before you do the exercises.

1 Are these nouns countable, uncountable or both?

advice • sheep • equipment • furniture • wood • chicken • paper • hair • news • luggage • chocolate
clothes • information • fact • interest • jeans • money • journey • trousers • bone • rice

2 Correct the sentences that have mistakes in them and tick (✓) the correct ones.

- 1 Any television studio has a lot of valuable equipments in it.
- 2 The programme was interrupted to bring the viewers an important news.
- 3 Most people who read the news on TV wear a suit, rather than a jean.
- 4 I used to write for a paper and give advices to readers with problems.
- 5 Most of us get a great deal of information through the media.

Homonyms

3 Write a verb from the box to match each definition. You will use each verb twice.

argue • feel • order • realise • run • suggest

- 1 quarrel, row _____
- 2 move quickly _____
- 3 remind you of _____
- 4 touch with your hands _____
- 5 suddenly understand _____
- 6 manage (a business) _____
- 7 propose _____
- 8 make a point _____
- 9 command _____
- 10 experience an emotion _____
- 11 ask for _____
- 12 make (a dream) come true _____

4 For questions 1–10, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line. There is an example at the beginning (0). Write your answers IN CAPITAL LETTERS.

THE HISTORY OF TV SHOWS

Whether you like (0) DOCUMENTARIES or whether you prefer to watch a (1) _____ interview people on a chat show, we are all used to seeing a (2) _____ of programmes on our screens. We often forget, though, that someone had to invent each type of show. For example, the first (3) _____ appeared on the first game show, called *Spelling Bee*, in America in 1938, although the (4) _____ of game shows really began to grow in the late 1950s. The first (5) _____ of a sports event took place in 1936 and showed the Berlin Olympics®. The first situation (6) _____ (or 'sitcom') was called *Pinwright's Progress* and was made in 1946 by the BBC. The first soap operas were on radio, and the (7) _____ were often companies that made soap powder – that's where the name comes from! They started to appear on TV in the 50s, and (8) _____ soon fell in love with these shows. And what about (9) _____ shows? They grew out of (10) _____ shows about ordinary people and really took off with the first series of *Big Brother* in the Netherlands in 1999.

- DOCUMENT
- PRESENT
- VARY
- CONTEST
- POPULAR
- BROAD
- COMIC
- PRODUCE
- VIEW
- REAL
- EARLY





Writing

A story

👁 Look at *Writing database - stories* on page 152 before you do the exercises.

1 When you write a story, descriptive language is important. Put the adjectives into the correct column. Some of them may go in more than one column.

terrible • excited • wonderful • depressed • terrific • nervous
dreadful • awful • great • cool • horrible • perfect • amazing

'very good'

'very bad'

feelings

Add more adjectives to the boxes and compare your ideas.

2 Underline any adjectives from your lists that can be made into adverbs by adding *-ly*.

Working model

3 Read this writing task. Who do you think is going to read the story?

A local radio station is holding a competition for stories written by listeners. The winning stories will be read on the radio. The competition rules state that all stories must begin with these words:

I had never imagined I would see myself on the news.

Write a **story** of between **120** and **180** words in an appropriate style.

4 Read the answer to the writing task. Underline all the descriptive adjectives and adverbs the writer has used.

IT WASN'T ME!

I had never imagined I would see myself on the news. It was awful! The newsreader was talking about a robbery and there, on the screen, was a picture of me. 'Mum! I'm on television!' I shouted, and she ran into the living room.

'That's great!' she said and then suddenly stopped. She looked at me, and then back at the screen. 'I didn't do it. I'm innocent!' I said quickly. 'What should I do?'

My mum suggested that we go to the police station. I wasn't sure. I didn't want to go to prison for a crime I hadn't committed! Mum said that I had to convince them that they wanted the wrong person.

We got to the police station and I went inside nervously. I explained who I was and they asked me lots of questions. I answered them honestly. Eventually, they believed I was innocent. It was a wonderful feeling when I finally walked out of the police station!

The next night, they said on the news that the police had caught the person who committed the robbery. He looked a little like me. My nightmare was finally over.

5 Decide if the statements are true (T) or false (F).

- 1 The writer starts with the right words.
- 2 The writer sometimes uses short sentences for dramatic effect.
- 3 The writer uses direct speech to tell us what people said.
- 4 The writer uses exclamation marks to add drama and excitement.
- 5 The story doesn't have a beginning, a middle or an end.

Ready to write!**6** You are going to write your own story to enter the competition. Make a plan of your answer. Use your imagination.

- Where do you have to put the sentence you have been given?
- How did you feel when you saw yourself on the news?
- Why were you on the news?
- Who else was involved?
- How did they feel? Did they say anything?
- What happened after you saw the news?
- Then what happened?
- What happened in the end?
- How did you feel in the end?

Now complete *Writing Planner 5* on page 157.

**Now write!**

- 7** You are now ready to write your story. Make sure you use good descriptive language. Try to create drama by using direct speech.

Check it out!

- 8** Check your work. Tick (✓) what you have done.

I have started with the sentence given and I haven't changed it.

I have used some good descriptive adjectives.

I have used direct speech at least once.

My story has a beginning, a middle and an end.

I have used paragraphs.

I have checked my spelling and my grammar.

My story is between 120 and 180 words long.

◀ Look Back

Can you answer these questions? If you can't remember, look through the unit for the answers.

- 1 How old was Philo T. Farnsworth when he had the idea for electronic TV?
- 2 What do we call the title of a news story?
- 3 We make the passive using which auxiliary verb?
- 4 What is a 'couch potato'?
- 5 Which noun is countable?
jeans news facts
- 6 What two meanings of 'argue' do you know?