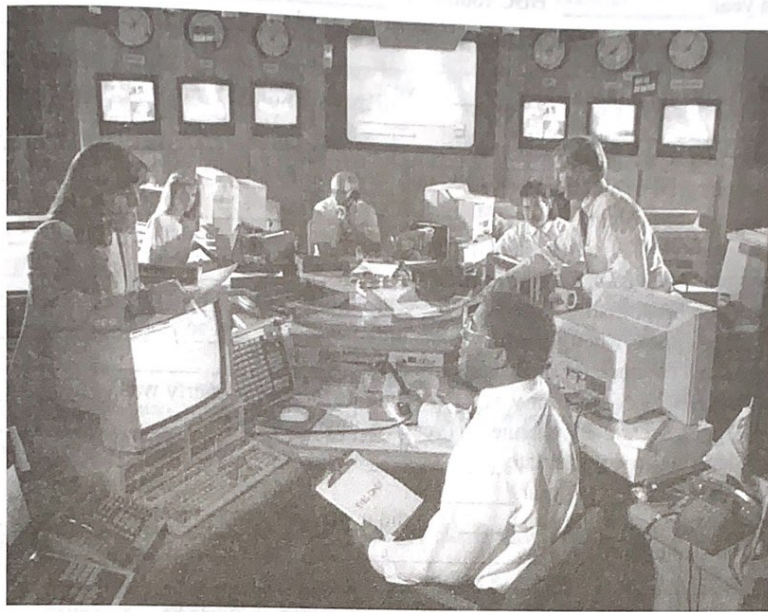


## PART 2

### THE MORE YOU SEE OF TELEVISION, THE MORE YOU LIKE IT LESS

Below are Lappy's tasks on British TV. Help James do them.



1. Work in pairs. What British TV companies do you know? Make a list of them. What is similar and what is different about them? Try to classify them into types. Compare your classification with those of the other students of your class.
2. Work in pairs. Look through the text and then fill in the table below it.

#### ORIGINS OF BRITISH TELEVISION

The original British Broadcasting Company was founded in 1922 by a group of telecommunications companies (including subsidiaries of General Electric and AT&T) to broadcast experimental radio services. The first transmission was on 14 November of that year, from station 2LO, located at Marconi House, London. The Company, with John Reith as general manager, became the British Broadcasting Corporation in 1927 when it was granted a Royal Charter of incorporation and ceased to be privately owned. It started experimental television broadcasting in 1932, becoming a regular service (known as the BBC Television Service) in 1936. Television broadcasting was suspended from 1 September 1939 to 7 June 1946 during the Second World War. A widely reported urban myth is that, upon resumption of service, announcer Leslie Mitchell started by saying, "As I was saying before we were so rudely interrupted..." In fact, the first person to appear when transmission resumed was Jasmine Bligh and the words said were "Good afternoon, everybody. How are you? Do you remember me, Jasmine Bligh?"

Competition to the BBC was introduced in 1955 with the commercially and independently operated ITV. As a result of the Pilkington Committee report of 1962, in which the BBC were lauded and ITV was very heavily criticized for not providing enough quality programming, the BBC were awarded a second TV channel, BBC 2, in 1964, renaming the existing channel BBC 1. BBC 2 was broadcast in colour from 1 July 1967, and was joined by BBC 1 and ITV on 15 November 1969. In 1974 the BBC's teletext service, CEEFAX, was introduced but was not finally transmitted in-vision as such until as early as in April 1980. In 1978 the BBC went on strike just before the Christmas of that year, thus blocking out the transmission of both channels and amalgamating all four radio stations into one.

Since the deregulation of the UK television and radio market in the 1980s, the BBC has faced increased competition from the commercial sector (and from the advertiser-funded public service broadcaster Channel 4), especially on satellite television, cable television, and digital television services. The BBC Research Department has played a major part in the development of broadcasting and recording techniques. In the early days it carried out essential research into acoustics and programme level and noise measurement.

Three public bodies are responsible for radio and TV services in Britain: BBC broadcasts TV and radio services, ITC (Independent Television Commission) licences and regulates non-BBC TV services, including cable and satellite services, and the Radio Authority licences and regulates non-BBC radio services.

BBC foundation year \_\_\_\_\_. BBC founders \_\_\_\_\_ (including \_\_\_\_\_ and \_\_\_\_\_).

The purpose of BBC foundation \_\_\_\_\_

BBC's first transmission took place: date \_\_\_\_\_, year \_\_\_\_\_, station \_\_\_\_\_, location \_\_\_\_\_.

BBC's first general manager's name \_\_\_\_\_.

BBC's form of property on foundation: private/state \_\_\_\_\_.

BBC changed the form of property in (year) \_\_\_\_\_.

BBC started experimental television broadcasting in (year) \_\_\_\_\_.

BBC became a regular Television Service in (year) \_\_\_\_\_.

The break in television broadcasting lasted for \_\_\_\_ years, from \_\_\_\_\_ to \_\_\_\_\_.

The first announcer to appear when transmission resumed was \_\_\_\_\_.

BBC had been the only TV operator in Britain until (year) \_\_\_\_\_.

The name of the first BBC's competitor was \_\_\_\_\_ and its form of property was \_\_\_\_\_.

BBC, and not ITV, got a second TV channel in (year) \_\_\_\_\_ because \_\_\_\_\_.

BBC started broadcasting in colour: date \_\_\_\_\_, year \_\_\_\_\_ on channel \_\_\_\_\_, and on the other channel (\_\_\_\_) – date \_\_\_\_\_, year \_\_\_\_\_.

BBC introduced teletext service in (year) \_\_\_\_\_, but did not transmit it in-vision until \_\_\_\_\_.

When BBC went on strike, they \_\_\_\_\_ in TV Service, and \_\_\_\_\_ in Radio Service.

Since (years) \_\_\_\_\_ BBC has faced increased competition because of \_\_\_\_\_.

BBC's main competitor is \_\_\_\_\_, especially in \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ services.

BBC's function as a public body is to \_\_\_\_\_.

ITC's function as a public body is to \_\_\_\_\_.

Radio Authority's function as a public body is to \_\_\_\_\_.

**3. What are the advantages and disadvantages of having a lot of TV channels to choose from? How many do you have? How many do you watch? Why? How many would you like to have? Why?**