

# 16 The media

## SECTION A Quiz

Choose the correct answer.

- 1 Which of these is regarded as a 'quality' newspaper?
  - A *The Daily Express*
  - B *The Daily Mirror*
  - C *The Daily Telegraph*
- 2 Which of these is not regarded as a 'quality' newspaper?
  - A *The Guardian*
  - B *The Sun*
  - C *The Times*
- 3 Which newspaper is famous for its 'page three girls'?
  - A *The Daily Express*
  - B *The Sun*
  - C *The Daily Mirror*
- 4 Where does BBC television get its money from?
  - A advertising
  - B the government
  - C licence fees
- 5 Which of these is not a TV soap opera?
  - A *The Archers*
  - B *Coronation Street*
  - C *Eastenders*
- 6 Which BBC radio station has the most in-depth news coverage?
  - A Radio Two
  - B Radio Three
  - C Radio Four
- 7 Which of these has the largest sales?
  - A *The Economist*
  - B *Private Eye*
  - C *The Radio Times*



## SECTION B Summary

Put the following clauses and phrases into the correct order to complete a paragraph summarizing the nature of television programming in Britain.

TV channels in Britain are generally free from government interference. They are also free from commercial interference. For example, advertisers have no influence on programming.

- 1 so that specialist tastes can be catered for.
- 2 or that British TV is devoid of serious content.
- 3 because they need as many viewers as possible.
- 4 because these are currently the most popular types.
- 5 These days, numerous other channels are available,
- 6 while BBC TV needs them in order to justify the licence fee.
- 7 The one thing the main channels are not free from is public taste,
- 8 The commercial channels need them in order to attract more advertisers,
- 9 This does not mean, however, that all TV programmes are of these types
- 10 Perhaps this is why British TV makes some of the best documentaries in the world.
- 11 Moreover, British viewers are accustomed to the idea of TV as a learning resource.
- 12 As a result, television is full of soaps, soap-style dramas, and so-called 'reality TV' programmes,