

UNIT 3 - MUSIC AND RADIO

Lesson 3: On the Air

Exercise 1: Fill in the blanks with the words given below. Some words are used more than once.

The radio was first invented in 1895 by Guglielmo Marconi as a means for (1) _____ Morse code through the (2) _____. However, by 1906, this “wireless telegraphy” was to change forever. On December 24, a few operators on a ship in the North Atlantic heard a voice reading from St. Luke’s Gospel, instead of the usual (3) _____ of the Morse code. This voice belonged to Reginald Fessenden, an inventor who first made transmitting a wide range of sound possible. This was the start of a technological, as well as a cultural innovation called (4) “_____”.

Soon after, amateur radio (5) _____ were using this newly discovered technology to talk to each other over the (6) _____. Some operators, who proclaimed themselves as (7) _____, took interest in reading the newspaper or playing music over the radio. From the late 1930’s the (8) _____ of the radio began to grow immensely. By 1940, nearly 90 percent of households owned at least one radio (9) _____. On average, families (10) _____ to three to four hours of (11) _____ a day. The most popular radio (12) _____ drew in approximately 30 million people. Even some of the secondary shows were able to attract a few million listeners.

With such enormous popularity, it is no wonder that radio became the principal (13) _____ of communication during World War II. During the war, the radio served as the main tool by which a “wartime culture” could be created. Using (14) _____, daily soap operas and popular programming, the government was able to insert propaganda, instil patriotism, and explain the intricacies of the war, and at the same time was able to (15) _____ millions of (16) _____ around the country.

The decision to use radio as the main means of war propaganda was based on two advantages that radio held over other forms of (17) _____, such as newspapers. First, the radio provided a daily link to large portions of the population. Since 90 percent of families owned a radio, the reachability of the populace was quite high. Radio also reached many more people than newspapers or posters because anyone could (18) _____ radio. There was no literacy requirement to understand what (19) _____ were saying. Therefore, everybody could be informed. Another reason why radio was used so widely was because it had a regular and predictable (20) _____. Propagandists could plan for the distribution of their (21) _____ and be able to count on the same number of people to listen daily.

By the early 1940’s in America the airwaves were controlled mostly by advertising agencies and their commercial clients. Almost every time- (22) _____ was taken up by these (23) _____. Once they controlled a slot, it was up to them to fill it with whatever (24) _____ they preferred. Eventually radio stars became connected with the specific product they were selling.

Radio is being transformed in this (25) _____ age and it may lose its very name. Our present, pre-digital, understanding of radio is challenged, as is the very field of radio studies. There are four systems now for delivering digital radio (26) _____ - satellite, cable, DAB (Digital Audio Broadcasting) and the Internet. There are also Internet-only radio (27) _____. Two instances are particularly meaningful: 1) Music Choice, a new ‘super-multiplex’ of automated music (28) _____ available on the Sky Digibox; 2) the downloading of MP3 files from Internet sites.

advertising	air	airwaves
signals	beeps	broadcasters
commercials	communication	entertain
listened /listeners	digital	means
medium	messages	programmes
stations	schedule	set
slot	radio	sponsors
channels	broadcasting	popularity
transmitting	understand	operators

Text 1 - BBC Radio: London News Entertainment – *Brick Lane* (full text in the KEYS)

You will listen to a radio programme about a film version of the book *Brick Lane*. This award winning book, by author Monica Ali, tells the story of a young girl who comes from Bangladesh to live in Brick Lane – a well known street in the East end of multicultural London – after her arranged marriage. But a very loud “CUT” has been called on the action in the Brick Lane area. We will find out why.

Exercise 2: As you listen to the programme, try to answer the following questions. You'll hear the answers during the programme.

1. Why were the people who live and work in the Brick Lane area unhappy about the movie being filmed there? _____
2. What type of people did the *Guardian* newspaper article suggest that Monica Ali should write about? _____
3. Does Monica think that it's a good idea for authors to avoid writing books that might offend people? _____

GLOSSARY

an author – a person who writes books or articles

an arranged marriage – a wedding where the parents of the bride and groom have influenced the choice of partner, or perhaps made the choice themselves

to pull out of something – to suddenly stop doing something that had been planned or expected

local feeling – the general mood of the people who live in a particular area and will be particularly affected by something, in this case, the filming

a protest – a demonstration to show that you don't want something to happen

a campaign – a planned set of protests or demonstrations over a particular period of time

characters – the imagined people who are created by an author for a book, film or play

a disgrace – something that's disrespectful and an embarrassment

overcrowded conditions – usually a place where there isn't enough space for the number of people who live in it

Exercise 3: Choose the correct answer.

1. Which word best describes how people who live and work in Brick Lane feel about the making of the film *Brick Lane*?
 - a) excited
 - b) interested
 - c) offended
2. The characters in a book like *Brick Lane* are usually...
 - a) actors who the writer knows
 - b) imaginary people made up by the writer
 - c) ordinary people who the writer knows
3. The production company have “pulled out of filming”. Which of the following best describes what that means?
 - a) filming was stopped secretly
 - b) filming was stopped suddenly
 - c) filming continued quietly
4. A newspaper article described Monica Ali's book *Brick Lane* as “a disgrace”. What does that mean?
 - a) the book is disrespectful and embarrassing
 - b) the book is gracefully written
 - c) the book is a gracious tribute to the people of Brick Lane

Text 2 - BBC News: Europe freezes Libyan state assets (2nd March 2011)

Businesses and governments across the European Union continue to take action to control the finances of Libyan leader, Muammar Gaddafi, and his family. Meanwhile the Fitch financial ratings agency cut Libya's status to "junk" on Tuesday. - Farhana Dawood reports.

The economic noose is tightening around the Gaddafi regime. Austria's central bank has said it will freeze an estimated \$1.5 billion worth of Libyan deposits. The Austrian Foreign Minister said the authorities needed to check carefully whether money had been deposited under pseudonyms, but his government would seize any property linked to Colonel Gaddafi's circle.

And here in Britain, the publisher Pearson, owners of the *Financial Times* newspaper, said it had frozen shares in the company held by the Libyan state. The Gaddafi regime has a 3% holding worth around \$407 million. The British government has also foiled a plan by the Libyan leader to move \$1.5 billion worth of Libyan banknotes, held in storage in north-east England, out of the country.

In Berlin, the German government said it was freezing a bank account held by an unnamed son of the colonel, containing close to \$3 million. The moves across Europe come despite Colonel Gaddafi's assertion to the BBC that he disliked money. "I have a tent. I don't like money. I challenge them and I put my two fingers in their eyes, if they can find any accounts whether it's inside or outside Libya."

It seems western governments are eager to take up that challenge. The Gaddafi family is estimated to have amassed a personal fortune of anywhere between \$30 and \$100 billion. Some of it is believed to be hidden in secret bank accounts in South East Asia and the Gulf.

Exercise 4: Decide if the following statements are true (T) or false (F)

1. The text says all the world is making efforts to limit Libyan access to foreign bank accounts
2. All the actions undertaken against Muammar Gaddafi concern only the Lybian money accounts
3. The Austrian government has declared it will freeze any property directly or indirectly linked to under Gaddafi's real name
4. In Britain the Muammar only owns shares in multimillionaire companies
5. Gaddafi has denied to have ever exported money outside Libya
6. Europe is the only place where Gaddafi has brought his money to

Exercise 5: Match terms 1-10 from the text with their definitions (a-j)

- | | |
|-------------------------------|---|
| 1) amassed | a) names used to hide your real name |
| 2) assertion | b) number of shares owned in a company |
| 3) close to | c) to volunteer to try and overcome an obstacle |
| 4) economic noose | d) almost or nearly |
| 5) foiled | e) kept in a special place for safety, until it is needed |
| 6) freeze | f) here, to legally stop anyone accessing money in a bank account, including the account holder |
| 7) held in storage | g) collected or gathered (a large amount of) |
| 8) holding | h) here, efforts of banks and governments outside Libya to restrict access to money |
| 9) pseudonyms | i) declaration |
| 10) to take up that challenge | j) prevented or stopped (something) from happening |

Exercise 6:

Which verb tense is prevailing in the text? List all verbs in the present perfect, past perfect and passive

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

LANGUAGE NOTE: Written English vs. Spoken English

Written English and spoken English may be *formal* or *informal* depending on the *linguistic register requested* in a particular situation: a public *speech* is formal and a *Tv broadcast* may be informal or viceversa for some specific reasons accepted by the interlocutors.

Broadly speaking, there are some *general characteristics* that mark the two types:

Written

- requested formal correctness
- there is no interaction or immediate *feedback*
- use of punctuation to divide sentences and phrases
- the writer can read again and again to correct, to add ideas, to explain better
- too many repetitions are considered as redundant

Spoken

- presence of a reference background or setting for the speakers
- many para-verbal elements (face expression, pitches and intonation, gestures, state of mind) influence the verbal interaction
- verbal interaction is fast
- the speakers get an immediate feedback
- repetitions, also with different words, help understanding and sharing

GRAMMAR NOTE: The Passive form

Study this examples:

This house was built in 1895 → passive [the agent is not specified]



Someone built this house in 1895 → active

This house was built **by** my father in 1895 → passive [the agent is specified: my father]



My father built this house in 1895 → active

In passive sentences we use the correct form of:

be (is/ are / was / were / has been / have been) + **past participle** (done/cleaned/damaged/built...)

The *passive infinitive* be done / be cleaned / be built etc. is used after *modal verbs* (will, can, must, etc.) and a number of other verbs (for example *have to, be going to, want to...*)

Ex: Active: We **can** solve the problem

Passive This problem **can be solved**

other passives: will be opened... might be sent... is going to be done... I want to be left alone

► These are the passive forms of the *present* and *past tenses*:

Present simple

Active: Somebody cleans this room every day

Passive *This room is cleaned every day*

Past simple

Active: When did the King build the castle?

Passive *When was the castle built by the King?*

Present continuous

Active: Is somebody serving you, madam?

Passive: *Are you being served, madam?*

Past continuous

Active: The waitress was cleaning the room when we arrived

Passive: *The room was being cleaned when we arrived*

Present perfect

Active: Has ever a dog bitten you?

Passive: *Have you ever been bitten by a dog?*

Past perfect:

Active: The room was nice. The workers had painted it.

Passive: *The room was nice. It had been painted by the workers*

Exercise 7:

Transform the sentence into other sentences with the same meaning

1. The bill includes service. Service _____ in the bill.
2. People don't use this road very often. This road _____ very often.
3. They cancelled all flights because of the fog. All flights _____ because of the fog
4. Somebody accused me of stealing the money. I _____ of stealing the money.
5. They are building a new road round the city. A new road _____ round the city
6. I didn't realise that someone was recording our conversation. I didn't realise that our conversation _____
7. They have changed the date of the meeting. The date of the meeting _____
8. Brian told me that a burglar had attacked and robbed him in the street. Brian told me that he _____ in the street.