

TV in the UK and the USA

1 Read these two articles.

The **BBC** (British Broadcasting Company) was founded in 1922 when it began its radio transmissions to the public. In 1932 the BBC's television services started. It is now one of the biggest broadcasting companies in the world.



It has two main channels in the UK, BBC 1 and BBC 2, with BBC 3, BBC 4, two children's channels and BBC News 24 on digital TV. It has five national radio stations, and many regional ones too. On an international level, the BBC has a news and current affairs channel, BBC World, and BBC Prime, a subscription channel for general entertainment.

The bbc.co.uk website has information on the latest news, sports, music and technology, as well as many other sections such as health, food and entertainment. There is also a special site for children, with chat rooms, quizzes and homework help.



CNN (Cable News Network) was founded in 1980 by Ted Turner, an American media mogul.

It broadcasts news 24/7 from its headquarters in

Atlanta, and studios in New York and Washington.

In the USA, it is available in about 90 million homes and 900,000 hotel rooms and is considered to be America's number one cable news source. It is famous for being the first on the scene of major national and international news events.

The international version, CNN International, is available by cable or satellite in more than 200 countries. CNN.com has constantly updated news reports from across the world, reports on business, technology, sport and travel, as well as popular blogs.



Glossary

broadcasting	<i>emittenza radiotelevisiva</i>
current affairs	<i>attualità</i>
subscription channel	<i>canale a pagamento</i>
available	<i>disponibile</i>
source	<i>fonte</i>

2 Read the articles again and complete the sentences.

The BBC was founded in **1922**.

- 1 The BBC in the UK has two main channels and also _____.
- 2 BBC World is _____.
- 3 BBC Prime is _____.
- 4 Ted Turner founded CNN in _____.
- 5 It broadcasts from _____.
- 6 CNN International can be seen in _____.

COMPARING CULTURES

3 TRINITY What do you know about the media in your country? Discuss the following questions with your partner and then write in your notebook a summary about the differences between your country and the information on these pages.

- 1 Is there a channel in your country that shows only news programmes?
- 2 Do you usually read the news online, watch the news on the television or read newspapers?
- 3 What news is important to you and your friends?