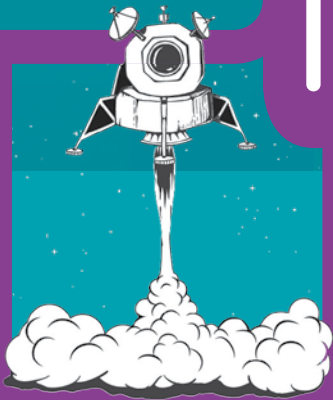




Reader

3

# Come Together



**Manuel  
LUNA**  
**Adriana  
DEL PASO**



**EDUCACIÓN**  
SECRETARÍA DE EDUCACIÓN PÚBLICA



Reader

3

# Come Together

Manuel  
**LUNA**  
Adriana  
**DEL PASO**



Macmillan Education  
Prohibida su descarga y venta

# Chapter 1

## Unit 1



### Social practice:

Exchange emotions and reactions caused by a television program.

### Informative

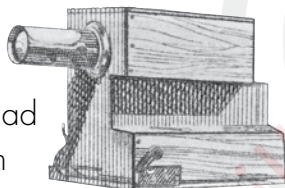
#### **Work in pairs. Discuss the questions.**

- 1 What do you know about the history of television?
- 2 How different do you think TV programs were 50 years ago?
- 3 What do you think television of the future will be like?



## Behind the Invention


The most influential invention of the 20<sup>th</sup> century, after the Internet, was television. Few inventions have had as much effect on society as television; nowadays, 79% of households in the world own at least one television. That's a lot of televisions.



In fact, according to the INEGI, 92.7% of Mexican **households** receive a digital signal via public access or cable television.

TV was not born accidentally or overnight, and it was not created by a single person. It was in the 20s that the birth of television occurred as we know it today. The effort of many people working for many years, together or separately, made this invention possible. It was in 1927 when the American inventor Philo Taylor Farnsworth developed the world's first electronic television.

**households (household) (n)** – the people who live in a house or apartment when they are considered as a single unit



Prior to Farnsworth's invention, a group of inventors contributed to the invention of television. They developed a device known as mechanical television.

The Scottish engineer John Logie Baird demonstrated the televising of moving objects using a mechanical system that scanned images by means of a rotating disk and lenses. His work was influenced by the German inventor Paul Nipkow, who invented the electric telescope that converted an image into a series of light pulses. And in 1897, Karl Ferdinand Braun, a German scientist, invented the cathode ray tube, which was used in almost all the computer and television monitors until plasma and LCD (Liquid Crystal Display) monitors came into the market from the late 90s **onward**.

Between 1926 and 1931, all mechanical televisions became obsolete, and by 1934, all TVs had been converted into the electronic system. In addition, Baird had started broadcasting some experimental television transmissions using BBC frequencies, but the definition was so bad that actors had to wear exaggerated green, purple, and yellow make-up and black lipstick; they had to work under very strong, hot lights for the image to look a little better in black and white.

**onward (adv)** – when something continues to happen or exist from a particular moment and forward

## The Big Success

In 1932, the BBC (British Broadcasting Corporation) started broadcasting and it was the first company in the world to launch a regular high-definition television service consisting of 405 lines. Unfortunately, this service was interrupted by the **outbreak** of World War II in 1939. The last program to be **aired** was a famous cartoon.

It was in 1941 that the Mexican engineer Guillermo González Camarena impressed the world with the invention of color television. His invention was so important that the Mexican National School of Medicine began to use it, and so did the NASA, that



used this system for capturing images of Jupiter in outer space. González Camarena patented his invention in 1943 and his first experimental color broadcast took place in 1946.

**outbreak (n)** – the sudden start of war, disease, violence, etc.

**aired (air) (v)** – to broadcast something on radio or television



## The Golden Age: From the Late 1940s to the Early 1960s

The first Golden Age of Television was full of different productions, which were mostly broadcasted live. Before this era, television had remained commercial-free, but with the creation of many sixty-to ninety-minute shows, commercials appeared and started being broadcasted as well. The first commercial was transmitted in 1941. The ad was for a watch and lasted 10 seconds. The cost for an advertisement was 9 US dollars for 30 seconds of air time, while today, 30 seconds of air time during the National Football League Championship cost 2.7 US million dollars!

A wide range of changes and improvements took place from this moment on. The 1950s were a **watershed** in the history of television.

TV stations started to grow all over the world. In the USA, cable was used to carry TV signal to areas with a poor connection. In Mexico, the first television station was launched, and it was called XHTV.



**watershed (n)** – an event that causes an important change to take place



This decade saw the **birth** of various television genres like comedy shows, sitcoms, talk shows, drama, cartoon programs, altogether with dancing, game, cooking, and culture shows.

In 1953, Queen Elizabeth II's coronation ceremony was transmitted internationally on live television. It has been estimated that an audience of nearly 277 million people watched the coronation. This day is remembered as the day the Queen saved television because it changed people's perspective about this invention.



Then, in 1969, approximately 500 million people watched how Neil Armstrong stepped on the Moon.

**birth (n)** – the beginning of something such as an idea, institution, etc.

## Television Today

After this period, television turned from a mere technological invention to an essential form of communication found in almost every single living room across the world. Technology has kept advancing to make television what it is today. The average household **viewership** was 4.5 hours a day in the 1970s, but by 2010, the average household viewership had risen to nearly 8.5 hours per day.

Since the 70s, the evolution of TV has not stopped: it began with the creation of more than a thousand TV stations that exist until today, hundreds of channels, many satellite TV companies, and even the development of supplemental technologies like Betamax —that appeared in 1975— or VHS —that appeared one year later— and their evolution, the DVD and the Blu-ray disc, which appeared in 1997 and 2002 respectively.



**viewership (n)** – the total number of people who watch a particular TV station or program

The 90s saw major changes in technology. Internet was born, and personal computers became more affordable. Cable television continued to boom. New TV technologies appeared, but it was after the year 2000 when many countries joined a worldwide analog switch-off, driving people to the digital TV era. A few years ago, people were amazed at plasmas and LCD (Liquid Crystal Display) monitors that transmitted 1080-line images. Nowadays, the world of TV has moved on a lot in the last few years with the creation of 4k or Ultra High Definition that transmits 2160-line images. As a result, television has become a complex system that every time offers more choices and technologies that change and improve incredibly fast.



Television has revolutionized the way that the world works, and it has been an extremely powerful form of communication. Television channels worldwide have begun to transmit more and

**line (n)** – each segment of a picture frame that is progressively displayed on a TV

more in high definition, and nowadays many countries began to switch to HDTV. Every year, many people change their old TVs for newer TV monitor models. It has become a major problem because by 2016, the world had already generated 44.7 million metric tons of **e-waste**.



Now, with the Internet being around for a few decades in our lives, and with the online streaming of TV programs, movies, and more, the future of television as we know it is uncertain.



**e-waste (n)** – electronic equipment that has been thrown away

However, there is no way to compare the Internet and television, as the Internet is really young, while television is fast **approaching** the century mark and is an invention that has survived wars. Will TV still exist twenty years from now? We could be surprised.



**approaching (approach) (v)** – to almost reach a particular level, number, or condition

# Vocabulary Strategies

- 1 Read the following Spanish words and find equivalent English cognates in Chapter 1. You should find words that match the verbs tense and mode, the nouns number, or the adjectives and adverbs endings.

Spanish Words	English Cognates
1 aparecieron	_____
2 estaciones	_____
3 conexión	_____
4 estimado	_____
5 avanzando	_____
6 aproximadamente	_____
7 canales	_____
8 compañías	_____
9 increíblemente	_____
10 sobrevivió	_____
11 ocurrió	_____
12 catódico	_____

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Stephens, Mitchell, History of Television, New York University, retrieved from: <http://www.edutics.mx/5Qe>

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