

Television

电视

How important is telly in your life? 看电视对你有多重要?

This is what people said about the role of television in their lives:

***Woman:** Telly takes about 40% of my day - watching telly, especially fashion and celebrities lives. It's important for me because after school and work and everything I can relax in front of the telly. Definitely, unwinding, relaxing. Yeah.*

***Presenter:** Generally speaking, how do you feel about TV? 一般来讲, 你对电视有些什么看法?*

***Man 1:** Personally, I don't watch that much TV, and when I do I watch the news and stuff. I think TV has conjured up like a hyper-reality and when people watch it their mind-set of things kind of changes. For instance, things like fashion. A woman watches how women are on TV and stuff and automatically feels like... oh, they want to be that kind of person. I think it has a negative effect - the negatives outweigh the positives.*

***Man 2:** Generally speaking, I think TV is a great medium for communication. You've got things like comedy, factual programmes, documentaries, art programmes, and then things like soap operas. So it covers a broad range of interests and expression.*

Did you know...? 你知道吗...?

Fact

According to a survey by OFCOM, the British Media and Communications regulator, people in the US watched over 4.5 hours of TV a day, compared to people in Sweden who watched just over 2 hours a day in 2008.

Language tip

Other words for television in British English - telly, the box, the tube.

Cultural tip

The BBC TV channels which are shown in the UK do not show any advertising.

Here is the webpage for this programme:

www.bbc.co.uk/ukchina/simp/elt/ask_about_britain/110712_ee_25_television_story.shtml