UNIT 3. TRENDS IN TELEVISION

3.1 Read and learn the words that will help you to translate the text.

Vocabulary

1. available	доступный
2. over-the-air broadcasting	эфирное вещание
3. radio frequency spectrum	диапазон радиочастот
4. delivery	доставка, передача
5. dissemination	рассылка, распространение
6. high-definition television	телевидение высокой четкости
7. deployment	ввод в эксплуатацию, применение
8. market penetration	внедрение на рынок
9. to consolidate	объединять
10. to boost	продвигать
11. trunk	линия связи
12. coaxial cable	коаксиальный кабель
13. cable-ready	рассчитанный на подключение к кабельным сетям
14. converter	преобразователь, конвертер
15. pay-per-view	плата за просмотр
16. unidirectionality	однонаправленность
17. bandwidth	пропускная способность
18. compressing	уплотнение, сжатие
19. video-on-demand	видео по запросу

3.2 Find the definition for each word

1. compress	a) the making and sending out of television and radio programmes.
2. channel	b) the supply or provision of something
3. terrestrial	c) the organization and positioning of them so that they are ready for quick action.
4. broadcasting	d) the radio waves which are used in radio and television broadcasting.
5. delivery	e) an insulated wire or wires having a protective casing and used for transmitting electricity or telecommunication signals
6. deployment	f) a device for altering the nature of an electric current or signal, especially from AC to DC or vice versa, or from analogue to digital or vice versa
7. airwaves	g) alter the form of (data) to reduce the amount of storage necessary
8. cable	h) combine (ingredients) into one substance
9. converter	i) denoting television broadcast using equipment situated on the ground rather than by satellite
10. incorporate	j)a band of frequencies used in radio and television transmission, especially as used by a particular station

3.3 Translate the word combinations.

Trends in television, over-the-air broadcasting, land-based towers, to provide a wider range of channels, the mass deployment, delivery of new kinds of services, picture clarity, television broadcasters, market penetration, converter box, on a pay-per-view basis, quality and flexibility of cable transmission, compressing digital signals, computer-data transmission, direct-broadcast satellites, terrestrial broadcasting, digital compression technology, to offer an increased number of regular channels, video-on-demand.

3.4 Complete the sentences with the words from the table and translate them.

available delivery television entirely deployment frequency cabled spectrum available consolidated market radio pay-per-view trends

1. We spent every …… hour upon the ice.
2. Self-help books are covering a broader and broader……..
3. Shops have closed with increasing …… during the period.
4. I heard the bad news over the …….
5. I got a …….. of fresh newspapers this morning.
6. Prime-time is convenient for viewers but very expensive for advertisers.
7. Competence - the effective t of the skills and knowledge needed to do what is required.
8. They planned to sell the meat on the black ……..
9. All manufacturing activities have been …….. in new premises.
10. Competence - the effective …….. of the skills and knowledge needed to do what is required.
11. We …….. the message to them.
12. He ordered special programs on a basis.
13. She knows all latest …….. in modern fashion.
14. The information is …….. to anyone.
15. The juries were made up …… of men

3.6Before you read the text answer the questions:

1. How do you think television can be transmitted?
2. What kind of television service is frequently used in our country?

3.7 Read and translate the text.

TRENDS IN TELEVISION

Computerization is transforming the world of television news and entertainment. This is evident in the three kinds of television systems available. The first is traditional over-the-air broadcasting, in which analog signals are sent out from land-based towers for reception by the antenna of every TV set in the area. Digital TV has the potential to provide a wider range of channels within the scarce radio frequency spectrum. It also will facilitate the flexible use of that spectrum for the delivery of new kinds of services, such as "data- casting" (the dissemination of data messages to multiple users through the airwaves) to TV sets or PCs.

A related trend concerns picture clarity. Much effort is going into developing high-definition television (HDTV), a new, digital standard providing images five times as rich in information as traditional TV pictures. But there are problems that could slow the mass deployment of these systems. Television broadcasters will not be alone in offering HDTV, and they will have to replace their entire technological base to keep up with their competitors. In addition, the large TV sets that display HDTV images to advantage are currently expensive and their market penetration could be limited for years to come.

A second kind of service is cable television. Cable TV works this way: the cable company's central office consolidates the transmission, which combines some local programming with transmissions received from satellites. From there it is sent in analog form to subscribers over a unidirectional, tree-and- branch network. Amplifiers boost the signals along trunks and local feeders, which, like telephone lines, are suspended from poles or buried in the ground. The "drop," usually in the form of coaxial cable, brings the signal to the home, connecting either directly to a "cable-ready" television set or to a set-top converter box. One type of converter, the addressable converter, controls the programming mix the subscriber receives while also allowing the subscriber to order special programs on a pay-per-view basis.

Cable networks originally depended entirely on coaxial cable, but coax's need for amplification and its unidirectionality limited the quality and flexibility of cable transmission. Modulation technologies introduced in the past few years, however, have allowed fiber optic lines to replace coax in the trunk and feeder portions of the system. This move to hybrid fiber/coax architecture, combined with the ability to economize on bandwidth by compressing digital signals will make it possible for cable operators to increase their maximum offering of channels from around 125 to around 500. The new architecture has already led cable companies to experiment with video-on-demand (VOD), a service in which subscribers order customized transmissions sent specifically to their receivers, and to consider entering the markets for such interactive services as telephony and computer-data transmission. But cable companies' move toward a full-service network that would incorporate home shopping, interactive games, and distance learning with VOD and news-on-demand has been slower than anticipated.

The third kind of television service in which rapid progress can be seen involves satellites. Direct-broadcast satellites are a form of television transmission that competes with cable and terrestrial broadcasting. The first satellite-broadcast television images were designed for use by cable- and broadcast- TV service providers—but private

individuals residing in remote or underserved areas who were willing to make a significant investment in a large satellite antenna also could pick up the signal.

Since digital compression technology is more easily adaptable to satellite than to cable transmission, direct-broadcast satellite operators pioneered its use in TV. It has allowed them not only to offer an increased number of regular channels, but to provide "near video-on-demand," in which the same offering, generally a movie, begins showing on a different channel every quarter- or half-hour over a period of several hours.

3.8 Answer the questions:

1. How does over-the-air television system broadcast?
2. What advantages does digital TV provide?
3. How does cable TV work?
4. What lines have replaced coaxial cables in cable networks?
5. What opportunities does the move to hybrid fiber/coax architecture suggest?
6. What were the first satellite-broadcast television images designed for?
7. To what transmission is digital compression technology more easily adaptable?

3.9 Complete the sentences according to the information given in the text and translate them

1. ……..in which analog signals are sent out from land-based towers for reception by the antenna of every TV set in the area.
2. Digital TV also will facilitate the flexible use of that spectrum for the delivery of new kinds of services, …….
3. High-definition television (HDTV) is …….
4. …….the cable company's central office consolidates the transmission, which combines some local programming with transmissions received from satellites.
5. Cable networks originally depended entirely on ……
6. ……..will make it possible for cable operators to increase their maximum offering of channels from around 125 to around 500.
7. Direct-broadcast satellites are a form of television transmission that ……..
8. …….direct-broadcast satellite operators pioneered its use in TV.

3.10 Agree or disagree with the following statements, using phrases in the table. If you disagree give your reasons.

agreement	disagreement
I completely agree with you	I can’t agree with you
I am with you on this point	This is here my point of view differs
That’s it	I completely disagree
I think so	I don’t think so
You are right her	I am afraid you are mistaken
That’s true	You are not right here

1. Analog signals are sent out from land-based towers for reception by the antenna of every TV set in the area in cable television.
2. Digital TV has the potential to provide a wider range of channels within the scarce radio frequency spectrum.
3. HDTV is a new, digital standard providing images five times as poor in information as traditional TV pictures.
4. Over-the-air broadcasting works this way: the cable company's central office consolidates the transmission, which combines some local programming with transmissions received from satellites.
5. The new hybrid fiber/coax architecture has already led cable companies to experiment with video-on-demand (VOD), a service in which subscribers order customized transmissions sent specifically to their receivers, and to consider entering the markets for such interactive services as telephony and computer-data transmission.
6. Since digital compression technology is more easily adaptable to satellite than to cable transmission, direct-broadcast satellite operators pioneered its use in TV.

3.11 Pair work. Make up a dialogue between a television system specialist and a subscriber who can’t decide what television system to install. Explain how cable and satellite systems work.

3.12 Be ready to speak about trends in television in general and television systems the most frequently used in our country.