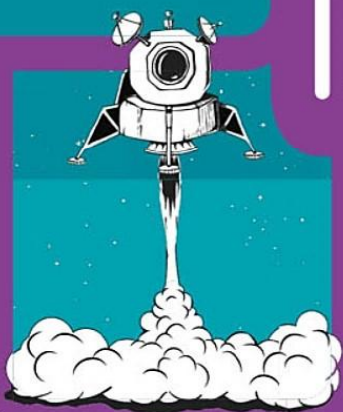




Reader

3

# Come Together



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



**EDUCACIÓN**  
SECRETARÍA DE EDUCACIÓN PÚBLICA



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Este libro ya es tuyo; es un regalo de todo el pueblo de México para ti. ¡Conócelo, cuídalo y disfrútalo!

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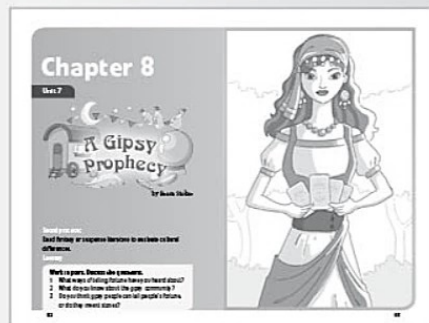
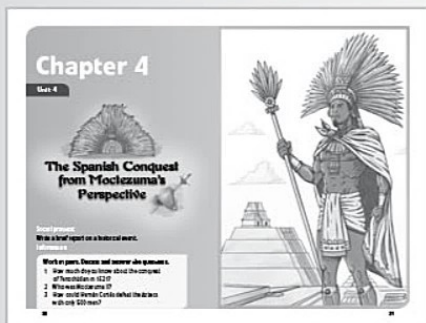
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# Welcome

This Reader is an interesting and entertaining learning tool to help you improve your English level. You will find enjoyable informative and literary texts that will expose you to new language in varied contexts and will help you to be a more successful reader.

The chapters for each unit are divided into:

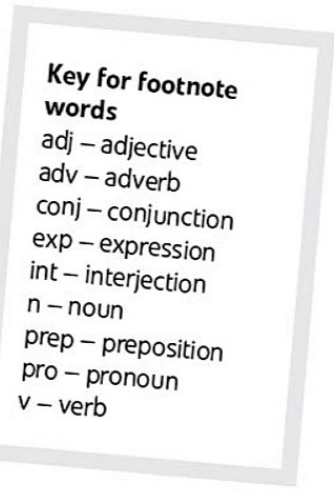
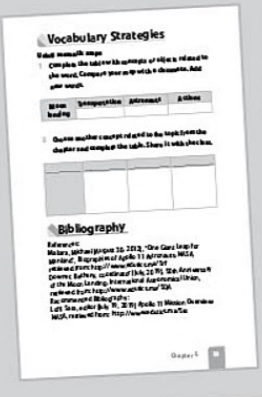
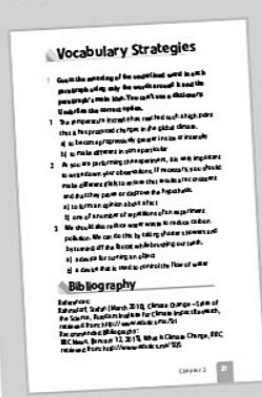


**Informative** – texts which teach you facts and general information

**Literary** – short stories and classic tales based on a variety of topics

Features of your Reader include: Activation box, Footnote words, and Vocabulary Strategies pages.

Enjoy and have fun with your Reader!



# Chapter 1

## Unit 1



### Social practice:

Exchange emotions and reactions caused by a television program.

### Informative

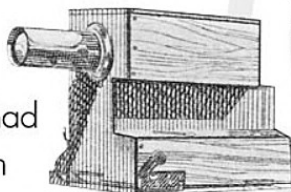
#### **Work in pairs. Discuss the questions.**

- 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.

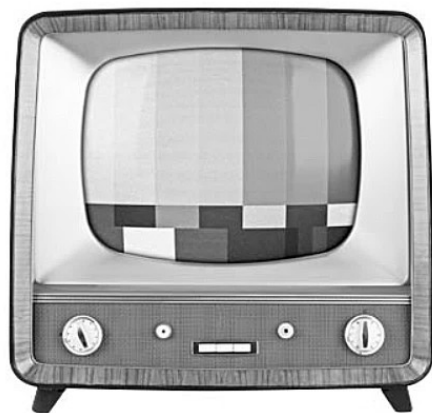
Between 1926 and 1931, all mechanical televisions became obsolete, and by 1934, all TVs had been converted into the electronic system. In addition, Baird had started broadcasting some experimental television transmissions using BBC frequencies, but the definition was so bad that actors had to wear exaggerated 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