



HELLO







1 SPEAKING Work in pairs. Discuss the questions.

- 1 How do you listen to music?
- 2 How often do you listen to music on the radio?

BRITAIN'S RADIO 1

4.24

1960s

1970s

1990s

2000s

2010s


BBC Radio 1 was set up in 1967 to replace the pirate radio stations that the government had just made illegal. British pop and rock music was popular all over the world, but Britons couldn't listen to it on the radio because there were only three national radio stations, which broadcast a mixture of classical music and talk shows.

At first, some music fans boycotted the station because it wasn't cool enough, but it soon attracted the world's biggest radio audiences, up to 20 million for some shows, with a mix of chart pop music during the day and promising bands at night. The station also created the Radio 1 Roadshow, where DJs would broadcast the show live from a seaside resort.

The 1990s saw radical changes, with the director of the BBC claiming that the radio station wasn't different enough. The target audience was changed from 13–40 to 13–25, and The Beatles were banned because the DJs weren't allowed to play any songs that were more than five years old.

After accusations of racism and failing to ensure gender equality, Radio 1 started to employ more female DJs and DJs from ethnic minorities. The station also launched the BBC Radio 1's Teen Awards, an annual event that gives prizes to celebrities and inspirational young people.

Radio 1 set up a 'youth council' of young people aged from 16 to 24 to hear their opinions on what they wanted to listen to. Audience numbers fell at the beginning of the decade as young people switched to streaming music services on their smartphones.



2 Read the text. In which decade did Radio 1 change the most? How did it change?

3 Read the text again. Are the sentences true or false? Write T or F. Correct the false sentences.

- 1 People in different countries listened to British music. ___
 - 2 Some people refused to listen to Radio 1 because it played chart music. ___
 - 3 Radio 1 was aimed at a younger age group after the changes. ___
 - 4 Some people said Radio 1 didn't represent all members of the community. ___
 - 5 Modern technology has had little effect on Radio 1. ___
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4  4.25 Listen and choose the best summary (A–C).

- A The girl thinks the best moment was seeing the award for the best pop song. The boy enjoyed a few things about the event, but says it's not a good idea to combine awards for celebrities and inspirational young people because people only want to hear about the celebrities.
- B The girl thinks the best moment was the award for the boy who stood up against bullying. The boy enjoyed a few things about the event, but says they shouldn't mix awards for celebrities with awards for inspirational young people because the celebrities are so unimportant.
- C The girl thinks the best moment was the award for the boy who stood up against bullying. The boy enjoyed a few things about the event and says it's a good idea to combine awards for celebrities and inspirational young people because everybody benefits.