



Unit one

British Culture

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学习目标

learning objectives

01

Talk about
British
culture 谈论
英国文化

02

Express
emphasis 表
达强调

03

Give
explanations
给予解释

04

Write a
comment
写评论



01

Reading

British TV

Television broadcasting started in the United Kingdom in 1936 as a **public service** **free of** advertising. Now there is **a collection of** free and **subscription** services over a variety of **distribution** media, through which there are over 480 channels for consumers as well as **on-demand** content. There are six main channel **owners** who are **responsible** for most viewing. On October 24, 2012, all television broadcasts in the United Kingdom were in a digital format . Digital content is **delivered via terrestrial means**, satellite and cable **as well as** over **IP** .



Fading sunflowers

Yellow oil painting

Yellow oil painting

1. public service 公共服务
2. free of... 没有... eg: free of charge 不收费
3. a collection of 一批, 许多
4. subscription 订购, 订阅 eg: subscription library
收费图书馆 subscription channel 付费频道
5. distribution 分配 分布
6. on-demand 按需的
7. delivered 送达 传送
8. via 取道, 通过, 经由
9. terrestrial 陆地的, 地球的
10. means 工具, 方法, 手段 eg: terrestrial means 地面设施
11. as well as 不但, 而且
eg: He can play tennis as well as basketball
12. IP : Internet protocol 互联网协议

In 1953 the Conservative Government introduced a bill to make arrangements for commercial television. This was opposed very strongly by the Labor and Liberal Parties, but the bill was passed and commercial television now flourishes . The Independent Television Act created an Independent Television Authority , which exercises general supervision . One disadvantage of the present system is that the BBC and Independent Television often both put out programs of the same type at the same time. This forces the viewer to choose between two similar things but not two entirely different forms of entertainment.

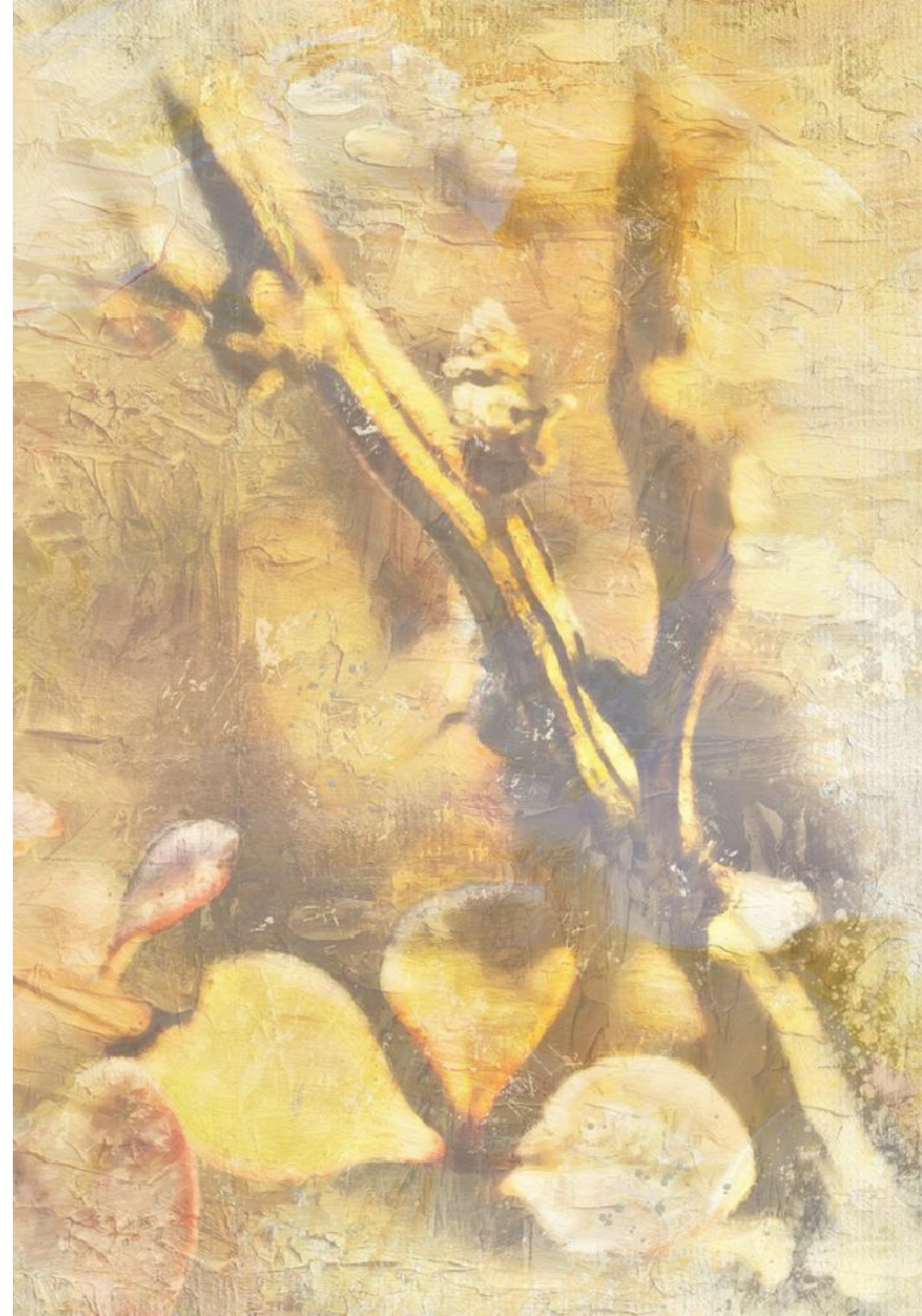
1.Conservative 保守的 Conservative Government

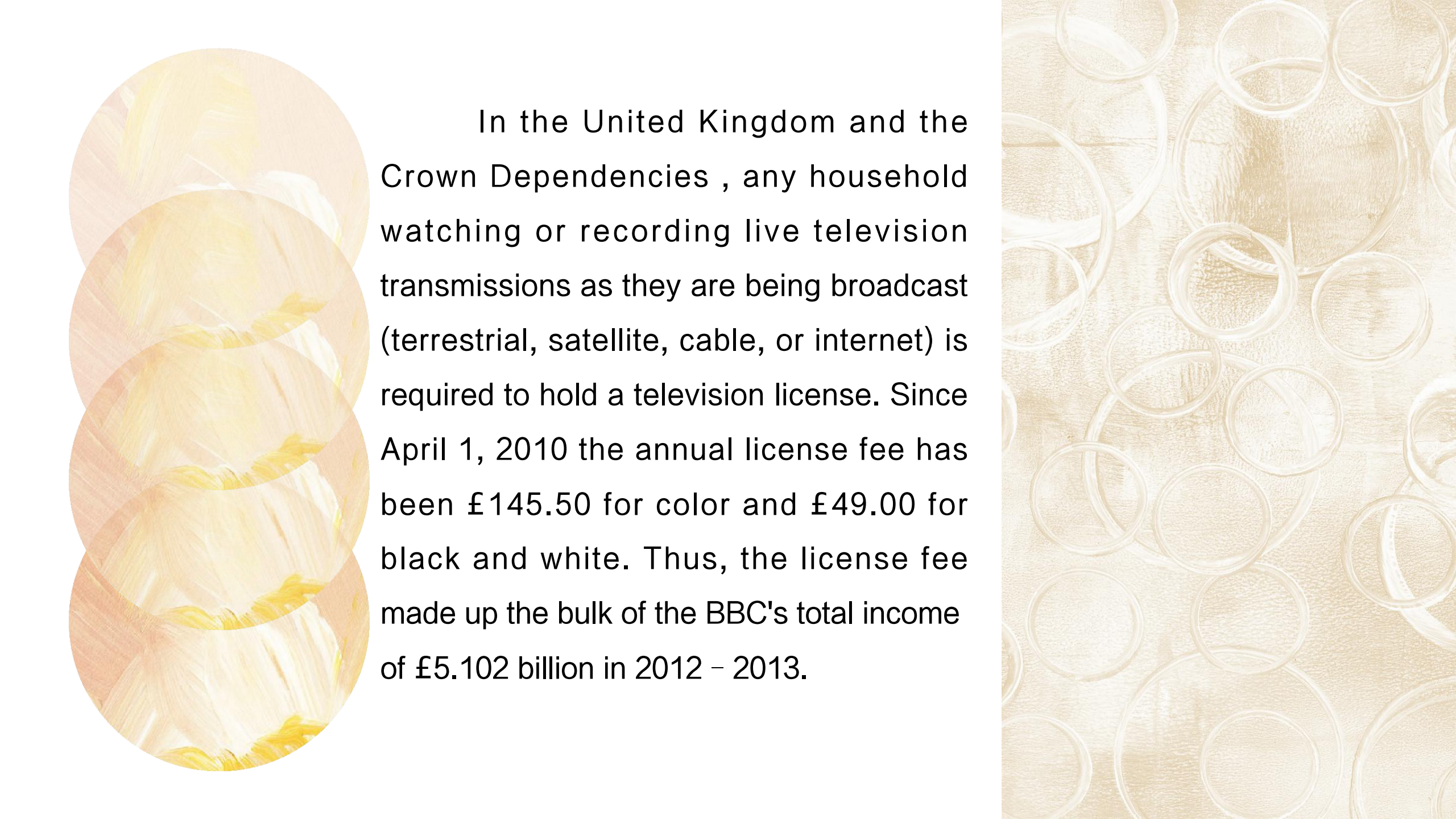
2.bill 钞票，账单，法案

3.make arrangements for 安排某事

4.commercial 商业的

5.put out 逐出 赶走



The background of the slide is divided into two main sections. On the left, there is a vertical strip featuring four overlapping circles. Each circle contains a textured, painterly image of a landscape with yellow and orange hues, suggesting a sunset or sunrise. On the right, the background is a solid light beige color with a repeating pattern of faint, overlapping circles, some of which are slightly more prominent than others, creating a subtle, textured effect.

In the United Kingdom and the Crown Dependencies , any household watching or recording live television transmissions as they are being broadcast (terrestrial, satellite, cable, or internet) is required to hold a television license. Since April 1, 2010 the annual license fee has been £145.50 for color and £49.00 for black and white. Thus, the license fee made up the bulk of the BBC's total income of £5.102 billion in 2012 – 2013.

英国电视

1936年，电视广播最初作为一项没有广告的公共服务媒体在英国兴起。现在，各种传播媒体可为消费者提供480多个频道及点播内容，其中既有免费服务也有付费服务。有六大频道运营商负责绝大部分电视节目的播出和收视。2012年10月24日，英国所有的电视广播都采用了数码格式。数字内容是通过地面设施、卫星、电缆以及互联网协议传送的。1953年，保守党政府提出了一项议案，安排设立商业电视。这遭到工党和自由党的强烈反对，但这项议案最终得以通过。现在，商业电视遍地开花，欣欣向荣。独立电视法案促成独立电视管理局的设立，由其行使监管权。现有系统的一个缺点是，BBC和独立电视台经常在同一时段播放相同类型的节目。这迫使观众在两种相似的东西中做选择，而不是两种完全不同的娱乐形式。在联合王国和皇家属地，任何通过广播（地面、卫星、有线或互联网）收看或录制直播电视节目的家庭都必须持有电视收视许可证。自2010年4月1日起，彩色电视机和黑白电视机的年度收视许可证费分别为145.5英镑和49英镑。因此，在BBC2012~2013年51.02亿英镑的总收入中，收视许可证费占了其中大部分。



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语法小结



It is / was +被强调部分+ that ... 句型

It is / was +被强调部分 + that ...句型是强调句型，将被强调的部分放在前面，其他部分置于 that之后。被强调部分可以是主语、宾语或状语。强调的主语如果是人，that也可以由who替代。It is... 或 It was... 分别表示现在（将来）或过去。例如：

It was they that (who) cleaned the classroom yesterday. (强调主语)

It is me that he is going to blame. (强调宾语)

It was on Monday night that all this happened. (强调状语)



强调句

英语中表示“强调”的方式有很多种，常见的方法如下：

1. 用助词 do表示强调。例如：

Do be quiet. I told you I had a headache.

2. 用形容词 very, single等表示强调。例如：

The Red Army fought a battle on this very spot.

3. 用副词 very, only, even, so等表示强调。例如：

Only in this way can we wipe out the enemy troops.

4. 用... and that, ... and those, ... not too much, “否定加否定”等结构表示强调。例如：

I am not unfaithful to you.

5. 用反身代词表示强调。例如：

You can do it well yourself.

6. 用短语 in every way, in no way, by all means, by no means, only too, all too, but too, in heaven, in the world, in hell, on earth等表示强调。例如：

His behavior is in every way perfect.

Thank
you

