

"dummy" newspapers, (19 bring) all the ingredients together, (20 get) used to the technology and (21 learn) (22 work) as a team.

A. Smith - Editor,

f.

In 1947 a Royal Commission examined the conduct and control of the British Press. It asked Lord Beaverbrook, a Canadian, (1 own) the mass circulation *Daily Express* and *Sunday Express*, what his motives were for (2 own) newspapers. Almost (3 surprise) at the question's naivety, he answered that they were (4 make) propaganda. There could be no other motive for (5 buy) or (6 launch) newspapers, he said. Liberal commentators held up their hands in horror that society allowed a rich man (7 use) his wealth and his newspapers (8 influence) the political opinions of their readers.

Fifteen years later a second Royal commission on the Press heard evidence from a second Canadian Press baron, Mr Roy Thomson soon (9 be), who owned the *Scotsman*, the *Sunday Times*, and a chain of other daily, Sunday and weekly newspapers throughout Britain, and would eventually own the *Times*. Did he buy them (10 influence) public opinion, the commission asked. No, of course not was his answer: he owned them (11 make) profits. Each editor was free (12 take) whatever editorial line suited his paper and its readers.

g. *How TV Influences People*

There is a lot of evidence that television influences behaviour in a manner of life-styles, images, popularity of fashion. Whether it is a deep influence on behaviour is questionable, because it could (1 see) as both a force for good and a force for evil. I think that television is a reflection of the society *in* which you live, as long as that television is free (2 be) that reflection.

In this country television has on the whole been run by people of a certain amount of education, and a certain social background for many years. That television has been what a certain group of people think other people ought (3 have). It certainly hasn't been a straightforward television (4 be) what people would (5 like) (6 have). Television (7 be) what people would (8 like) (9 have) is a lowest common

denominator, because in **that** case you would **have** a much larger percentage of low-(10 challenge) programmes.

I spend a lot of my time (11 see) with my own eyes the sort of subject which is very difficult (12 put) on television, which is death and cruelty*, unkindness and violence.

And I have (13 make) regular judgements about what I feel can (14 show) on television, and by no means, have ever believed **that** everything can (15 show). I hear no evidence of real harm (16 do) to people by mere (17 show⁷) violent acts on television. But of course, there are certain people **who** are uniquely susceptible, who are influenced by anything and who are not able (18 distinguish) between fictional and real violence shown on TV. And I think it's up to the television companies (19 bear) some responsibility for (20 say): "This is fictional; this is a fantasy" and (21 say) "This is reality⁷". But to my mind most viewers do distinguish.

I find extreme violence very offensive. I don't like it in real life. I am physically sickened when I see people (22 fight). I also find horror where the human body is chopped up, squashed, generally exploded and extruded (23 appall). But I wouldn't stop other people (24 watch) it.

h. *English by TV*

Can one (11 learn) a foreign language by TV? Many intelligent people have merely turned the question into a statement - of course one can't. The truth is that there are many different ways of (2 learn) a language (3 provide) one wants (4 do) so. Some are slower, others are quicker and pleasanter. In that final count it seems that if you have a certain aptitude and desire (5 learn), you can acquire a language even by the poorest method (6 offer). It is all a question of efficacy and speed. But one thing appears certain: if you want (7 learn) the (8 speak) language you must hear it (9 speak). Conversations (10 reproduce) in textbooks are necessarily dead matter. A classroom situation is at least half dead matter since the only good speaker of English is the teacher. (11 be) in the **country** where the language is spoken is of course excellent but some preparatory (12 train) is indispensable if you are (13 profit) fully by it.