

2018-DSE
ENG LANG

PAPER 4

1.2

EXAMINER

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2018

ENGLISH LANGUAGE PAPER 4

PART A Group Interaction

This article appeared in an online TV magazine:

The decline and fall of TVB?

TVB, Hong Kong's biggest free TV station, used to be Hong Kong's pride. It was a leader in shaping the city's pop culture in the 1980s. But the broadcaster appears to be losing support with the latest viewing figures showing that the average evening audience of TVB fell from 2.4 million in 1984 to 1.58 million in 2016.

The fall is especially noticeable in TVB top drama series. In 2008, four out of the five top-rated TVB shows had an average audience size of more than two million viewers. By 2016, none of the five top-rated shows passed two million viewers.

The lack of financial investment and creativity are two reasons often given for the decline in the broadcaster's viewing figures. Many of the TVB drama serials have been shot using the same props and sceneries for years now. TVB fans have made fun of this by doing a "screen capture" of one scene in a drama series and comparing it with another done for another show. Because of the management's cost-control measures, only a small number of artists dominate the shows in primetime slots. As a result, viewers get confused after watching the same actor performing the roles of three different characters in three different drama programmes in a single night.

The worst may yet be to come for TVB though, as more Hong Kong viewers take to the internet to satisfy their drama-watching craving, especially given the current trend for watching all things Korean.

You are doing a school project on TVB. Your group has been asked to discuss the fall in the number of viewers. You may want to talk about:

- why TVB was so successful in Hong Kong in the past
- why there is a fall in the number of viewers
- whether TVB can be successful again in the future
- anything else you think is important

PART B Individual Response

1. Do you ever watch TVB?
2. Do you enjoy watching TVB dramas?
3. What types of TVB programme do you like to watch?
4. Do you prefer local TV programmes or foreign TV programmes?
5. Do you prefer to watch programmes on TV or online?
6. Should the government do more to support free TV stations?
7. How would you feel if TVB closed?
8. How important is TVB to Hong Kong culture?

Note Grid – Your Notes for the Discussion

1. why TVB was so successful in Hong Kong in the past	2. why there is a fall in the number of viewers
3. whether TVB can be successful again in the future	4. anything else you think is important

Note Grid – Your Notes for Part B Individual Response Questions

Question: _____	Question: _____
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St. Joseph's Anglo-Chinese School

Form 5 English Language

Paper 4 Speaking – Exam Practice (DSE 2018 Set 1.2)

Warm-up – Two Easier Part B Questions (6 minutes, in pairs)

Both partners answer the same question. Push for a time, a reason and one detail — not a one-word answer. This is where you hear their Level 3 baseline.

Question 1	Do you ever watch TVB?	What to listen for
Model answer	Almost never live — I only see TVB clips when somebody shares one online.	How honest they are about how little they watch, and which platform they actually use.
Question 2	Do you enjoy watching TVB dramas?	
Model answer	Some old ones, yes — the 1990s classics. The new series feel like the same story again.	A favourite title and a reason, not just a yes or no.

► Upgrade opportunity — take what they say and lift it

“What I usually say”	Upgrade (useful for Part A and Part B)	Where it pays off
"Not many people watch TVB now."	TVB's audience has fallen sharply over the last decade.	Part A bullet 2, Part B Q8
"TVB shows are boring."	Many of the dramas rely on the same props and plots.	Part A bullets 2 and 4
"I watch YouTube instead."	Younger viewers have moved to streaming platforms.	Part A bullets 2 and 3
"TVB was good before."	TVB used to shape the city's popular culture.	Part A bullet 1

Part A – The Discussion Task (10 min preparation, 8 min discussion)

You are doing a school project on TVB. Your group has been asked to discuss the fall in the number of viewers. You may want to talk about:

► Say it another way — synonyms to replace the question's own wording

Students who recycle the paper's words score lower than students who paraphrase. Put these on the board and ban the left-hand column.

The question says...	Say instead	Model sentence
successful	it dominated the market · it led the way · it was unrivalled · it set the standard	<i>For twenty years TVB dominated free-to-air television.</i>
a fall in the number of viewers	a decline in the audience · shrinking viewing figures · viewers drifting away	<i>The decline in the audience started long before 2016.</i>
successful again	regain its audience · make a comeback · reverse the decline · win viewers back	<i>Only original drama could reverse the decline.</i>
I don't watch it	it no longer appeals to me · I have moved to streaming platforms	<i>It no longer appeals to me — I watch everything on my phone now.</i>
competition	streaming platforms · on-demand services · online rivals	<i>Streaming platforms let viewers choose what they want, whenever they want it.</i>
anything else you think is important	one thing often overlooked · what also matters here · a further consideration	<i>One thing often overlooked is that the audience now includes Chinese viewers overseas.</i>

Ideas for the Note Grid – Noun Phrases per Question, with a Model Example (the same sets appear on the deck: Q1–Q3, then Part B Q7–Q8)

Give the noun phrase first (it is what they write in the grid), then the model example (it is what they say). The points in each set are deliberately different in kind, so a group cannot make the same point twice. Where a question has two sides, the set is built in two halves, so the group always has both sides ready.

1. why TVB was so successful in Hong Kong in the past

• it had almost no competition	<i>e.g. For decades TVB was the only free TV station most Hong Kong families could watch.</i>
• a strong training academy	<i>e.g. Its acting classes produced the stars who later carried Hong Kong cinema and pop music.</i>
• dramas that spoke to Hong Kong people	<i>e.g. The stories were about local families, local problems and local dreams.</i>

2. why there is a fall in the number of viewers

• audiences moved online	<i>e.g. Viewers now watch Korean dramas and YouTube videos whenever and wherever they like.</i>
• a lack of investment and creativity	<i>e.g. Many of the dramas have been shot with the same props and the same scenery for years.</i>
• too few faces on screen	<i>e.g. Cost-control means the same actors play three different characters in a single night.</i>

3. whether TVB can be successful again in the future

• YES: one genuinely original series	<i>e.g. A single fresh drama would bring the audience back for a whole season.</i>
• YES: the streaming market is global	<i>e.g. Cantonese-speaking viewers overseas are a huge audience that no other platform serves.</i>
• NO: the habit is broken	<i>e.g. Once viewers have on-demand platforms, a fixed evening schedule feels like a punishment.</i>
• NO: the money cannot match the giants	<i>e.g. Competing with international streaming services needs investment TVB does not have.</i>

Note: the fourth bullet (anything else you think is important) has no slide — it is the group's open floor. If they stall, ask them to raise one thing the paper never mentions, or to disagree with the group's best idea so far.

Part B – Individual Response: Questions 7 and 8 (1 minute each)

Q7. How would you feel if TVB closed?

4 noun-phrase ideas (2 SORRY · 2 NOT SORRY)	Model example
• NOT SORRY: the air time could go to fresher producers	<i>If TVB closed, the freed-up slots might finally go to new local film-makers.</i>
• NOT SORRY: my generation has already moved on	<i>Most of my classmates stopped watching years ago, so little would change for us.</i>
• SORRY: Hong Kong would lose a shared living-room memory	<i>Most of us grew up hearing the same theme songs on the same channel every night.</i>
• SORRY: hundreds of people would lose their jobs	<i>Technicians, writers, make-up artists and actors all depend on those studios.</i>

► Upgrade opportunity for Q7

"What I usually say"	Upgrade	Why it scores
"It's old."	It has lost the creative edge it once had.	Names the problem precisely
"It's sad."	Personally, I would feel we had	Adds a personal and cultural

	lost a piece of Hong Kong's shared culture.	dimension
"I don't care."	Honestly, my generation has already moved on to streaming platforms.	Explains the indifference

Q8. How important is TVB to Hong Kong culture?

2 noun-phrase ideas (IMPORTANT · NOT IMPORTANT)	Model example
• IMPORTANT: it created a shared culture	<i>Its stars, theme songs and catchphrases are recognised by an entire generation.</i>
• NOT IMPORTANT: it no longer sets the tone	<i>The slang and the trends young people follow now start on YouTube and social media.</i>

► Upgrade opportunity for Q8

"What I usually say"	Upgrade	Why it scores
"It is important."	TVB was central to the way Hong Kong people saw themselves.	Past tense plus a specific claim
"It is not important now."	Its cultural influence has faded as audiences have fragmented.	Names the cause
"TVB is famous."	Its golden age produced the stars and the songs a whole generation grew up with.	Historical and specific

DSE PAPER 4 • SPEAKING PRACTICE

Free TV, streaming platforms
and Hong Kong popular culture

DSE 2018 Paper 4 Set 1.2 • Lesson 5

MUST-SEE TV?



Still watching?

Two questions to get you talking



QUESTION 1 (Student A)

Do you ever watch TVB?

QUESTION 2 (Student B)

**Do you enjoy watching TVB
dramas?**

Your discussion task

You are doing a school project on TVB. Your group has been asked to discuss the fall in the number of viewers. You may want to talk about:

- why TVB was so successful in Hong Kong in the past
- why there is a fall in the number of viewers
- whether TVB can be successful again in the future
- anything else you think is important



Q1 Why TVB was so successful in the past

SUGGESTED IDEAS — noun phrases

- it had almost no competition
- a strong training academy
- dramas that spoke to Hong Kong people



Q2 Why there is a fall in the number of viewers

SUGGESTED IDEAS — noun phrases

- audiences moved online
- a lack of investment and creativity
- too few faces on screen



Q3 Can TVB be successful again?

SUGGESTED IDEAS — noun phrases

- YES: one genuinely original series
- YES: the streaming market is global
- NO: the habit is broken
- NO: the money cannot match the giants



Part B – Question 7

How would you feel if TVB closed?

SUGGESTED IDEAS — noun phrases

- **NOT SORRY:** the air time could go to fresher producers
- **NOT SORRY:** my generation has already moved on
- **SORRY:** Hong Kong would lose a shared living-room memory
- **SORRY:** hundreds of people would lose their jobs



Part B – Question 8

How important is TVB to Hong Kong culture?

SUGGESTED IDEAS — noun phrases

- **IMPORTANT:** it created a shared culture
- **NOT IMPORTANT:** it no longer sets the tone



Say it like this — from the lesson

TVB's audience has **fallen sharply** over the last decade.

Many of the dramas rely on **the same props and plots**.

Younger viewers have moved to **streaming platforms**.

For twenty years TVB **dominated** free-to-air television.

Only original drama could **reverse the decline**.

Its cultural influence has faded as audiences **have fragmented**.

It has lost **the creative edge** it once had.

TVB was **central to the way** Hong Kong people saw themselves.