

2018-DSE
ENG LANG

PAPER 4

1.2

EXAMINER

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY
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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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