

C1

English language TV programmes in my country

Introduction

The aims of this report are to:

1. give statistics on how popular the programmes are and describe why,
2. comment on the effect which they have on local community,
3. recommend some changes that should be made.

As preparation for this report I went through statistics of some local TV networks which import TV programmes from English-speaking countries. Also, I interviewed a sample of over 30 people from different age groups about their favourite TV shows and improvements they would like to see.

Current popularity of programmes

At present, most people have satellite antennas or cable TV in their homes. That means that more than 60% of channels which they have installed on their TVs are the ones imported from English-speaking countries. Most of the people interviewed think that this is because our fellow citizens believe that imported programmes have better quality than ours.

Effect of programmes on community

In the beginning, when the first foreign programmes were introduced to our country, people thought that they would not have any kind of impact on our community. However, nowadays we do realize what a great influence imported programmes have on our culture and values:

- Firstly, people have changed their habits because of the lifestyle imposed from the West through television and other types of media, especially in their choice of recreation and clothing
- Secondly, the rate of unrealistic aspirations caused by people's desire to be exact copies of their favorite actors and actresses has dramatically increased.
- However, the programmes have also had a good impact: children have started to learn English at very young age, and people have generally become more interested in learning this widely-spread language.

Recommendations

In my view, and in view of people that I have interviewed, imported programmes are very amusing and varied, but they could be better with just a couple of improvements:

- Cutting down on reality TV shows and re-running the old series
- More advertising of documentaries and scientific programmes so that their ratings can go up.

Milica Cvetinović
Lingva, Valjevo