

## Quiz A: RI.6.2

Read the passage. Then answer the question.

### The Past and Future of Television

- 1 Ray Bradbury's famous novel, *Fahrenheit 451*, depicts a frightening future world where books are outlawed and home televisions span entire walls. The book was written and published in the early 1950s, at a time when the television was transitioning from an elitist curiosity to a standard appliance found in most middle-class homes. Bradbury saw what was happening in the world and speculated that the future might be a more isolating and impersonal place due in part to television. While the grim world that Ray Bradbury imagined has yet to come about in full, it is beyond dispute that television has changed American culture in dramatic and unpredictable ways, for better or worse.

### Broadcast Television Becomes King

- 2 The origins of television technology go back to the late nineteenth century. But it wasn't until the late 1920s that a television that most people would recognize was released. Following World War II, the popularity of television began to skyrocket as families began to view the ownership of a television as yet another middle-class status symbol, much like a suburban house or a fine automobile. Since then, there have been all kinds of innovations to improve the television: color displays, surround sound, hi-definition screens, and now even 3D features. Over the years, television has entertained, informed, and inspired people around the world. It has also been the source of intense controversy for people who question the mental and social effects of TV watching.
- 3 Despite some concerns, the popularity of television only increased. Over time, it became the core appliance for a growing number of peripheral systems like performance stereos, gaming systems, VCRs, DVRs, DVDs, and Blu-ray players. Each of these advancements expanded the content available to viewers on their televisions.
- 4 Nonetheless, the rise of exclusive online shows and online broadcasts of television network programming has left many people wondering if the Internet may be the end of television. Can television broadcasting and all the peripheral systems stay current during the Internet age?

### Internet-based Television

- 5 One popular new approach to watching television has been to bypass traditional providers altogether by using the Internet. This includes the use of services like Netflix, Hulu, Roku, or Apple TV. These services allow users to stream content like movies and television shows directly to a television monitor. The major challenge to traditional broadcast television posed by these hybrid systems is that streaming services have limited or zero commercials. Why watch a show with annoying commercials that airs at an inconvenient time when you could watch the same show without the ads whenever you want? People might not like commercials and specific airtimes, but this is the way broadcast television makes money. In the traditional system, corporate sponsors pay television networks for ad time during the programs that they think will most appeal to the consumer market for their product. By filtering out commercials, television viewers are actually participating in the continuing decline of broadcast TV.

