



Segment 4 (Units 5–8)

The Human Family

Genre: TV commercial

Viewing Time: 00:58

Background Information

Public Broadcasting Systems (PBS) are paid for by the people in the viewing areas and by foundations who give money to the organization. The programs on PBS are often more educational than those on commercial or cable networks. In this segment, "EBS" is a fictitious educational broadcasting network.

Vocabulary for Comprehension

Preview the vocabulary with your students.
broadcasting: *the business of making radio and television programs*

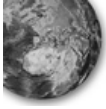
Answer Key

Previewing (Answers may vary—as long as they are appropriate guesses, accept them for now.)

1. China, Kenya, Chechnya, India, and Mexico
2. It's a commercial for a new program about people around the world.
3. It's not such a big world—but it is a big family!

In-Depth Viewing

1. F—It will be on Sundays.
2. T
3. F—It will be about other people around the world.
4. F – It will be about children and adults
5. T



Video Script

Narrator: . . . Starting next Sunday, June 10, a new EBS series, *The Human Family*.

It's often been said that we are a family. But what makes us the same? What makes us different? Join *The Human Family* as we travel the world to see how people in different countries live, eat, learn, and play.

From the Arab world to China . . .

From Kenya to Chechnya . . .

From India to Mexico . . .

It's not such a big world after all—but it *is* a big family.

The Human Family. Sundays at nine, only on EBS, the Educational Broadcasting System.