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https://www.100test.com/kao_ti2020/559/2021_2022__E5_A4_A7_E5_AD_A6_E8_8B_B1_E8_c84_559127.htm One of the three major

commercial networks, CBS were organized 1. _____ in 1928 which its founder, William Paley, acquired 2. _____ ownership of a group of radio stations. As the Columbia Broadcasting System expanded its operations, soon become the largest radio network in the 3.

_____ United States, it precociously recognized the potential for the rapidly evolved television broadcasting 4. _____ technology. On July 13th, 1931, it began experimentally 5. _____ television broadcasting in New York, and ten years later began regular black and white week broadcasts over 6. _____ its WCBW TV station in the same city, that

became 7. _____ WCBSTV in November 1946. With Television City in Hollywood, CBS launched the industry ' s first full scale production studio. Today CBS owns television stations, radio stations, and home video production and distribution interests. The CBS \ Broadcasting Group composed of six 8. _____ divisions :

television network, entertainment, sports, news, local television stations, and radio. For most of commercial television history, CBS has been the leader in primetime ratings, having the highest rated shows in almost every year from the mid 1950s through the mid 1980s. During the late 1980s, however, CBS lost its top position from NBC.

9. _____ CBS has traditionally been strong in the TV news area. The network began the first regular TV news program in 1948 with Douglas Edwards as anchor, Journalism legends such as Edward R.

Murrow and Walter Cronkite gave CBS its reputation as quality 10.
____news broadcaster. 100Test 下载频道开通，各类考试题目直
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