

Directions:

Read the following four texts. Answer the questions after each text by choosing A, B, C or D. Mark your answers on the **ANSWER SHEET**. (40 points)

Text 2

There's no business like show business — but in Los Angeles, it feels like there's no business at all.

If that sounds melodramatic, consider this: The Art Directors Guild, a labor union representing about 3,000 film workers, has suspended a training program and issued a statement explaining that "we cannot in good conscience encourage you to pursue our profession." This is a reaction to Hollywood's decline, which is reaching a critical point for the industry and Southern California.

Production has been slipping away from Hollywood since the 1950s, but the effects have never been more apparent than at present. Other regions in the United States, Canada and Europe have steadily increased incentives to attract TV shows and movies, leaving California in the dust. Georgia offers up to 30% in transferable tax credits on film and TV production costs, plus an additional 10% increase on the base tax credit if the project includes a Georgia promotional logo.

Even as California lost a huge volume of production to other locations, there was still plenty of film production taking place in Los Angeles before this year. We were kept afloat by "peak TV", the glut of content that was required by the explosion of streaming services.

But 2022 was the peak of peak TV. Back then platforms such as Netflix, Amazon and Apple TV hemorrhaged billions of dollars to generate content to attract new subscribers, resulting in 633 scripted series being released that year. As the streamers' emphasis changed from subscriber growth to profitability, prices for the services went up and the number of new shows went down to 481 released in 2023, with the number expected to dip into the 300s within a few years.

If productions in Southern California dip below a critical level for too long, the industry's essential talent will drift away along with enormous sums of revenue. Persuading studios to film here would become much more challenging if we couldn't offer a deep bench of local film workers, on-screen talent and local businesses that support the entertainment industry.

That's why the California Film Commission and its Los Angeles counterpart, Film LA, now should act, before it's too late. These agencies and other government bodies should dramatically improve incentives to keep our current shows and attract new productions to Los Angeles. Let's go on with the show...and make sure the show doesn't go on without us.

26. The Art Directors Guild's statement reveals ____

- [A] people's reduced interest in film.
- [B] film workers' nostalgia for the past.
- [C] the appeal of Southern California.
- [D] the gloomy situation of Hollywood.

27. The example of Georgia is used to illustrate the efforts to ____
- [A] lure production with tax incentives.
 - [B] drive improvements in film facilities.
 - [C] stimulate competition among states.
 - [D] collect funds for film and TV making.
28. Peak TV passed its peak as ____
- [A] streamers lost their technical advantages.
 - [B] streamers changed their strategic priorities.
 - [C] subscribers grew wary of large platforms.
 - [D] subscribers were unhappy with new shows.
29. According to Paragraph 6, California's entertainment industry might face ____
- [A] a decline in product quality.
 - [B] a demand for foreign talent.
 - [C] a brain drain to other places.
 - [D] a dramatic rise in labor costs.
30. The author concludes the text by emphasizing that California should strive to ____
- [A] maintain its position in the industry.
 - [B] attract more investment than it had.
 - [C] pursue a higher standard of production.
 - [D] strengthen coordination with other states.