



The BBC

– an Awfully¹ British Brand²

Few media organisations can be so well known³ or respected⁴; George Sandford switches on⁵ the telly⁶ to see how a national institution⁷ became a global brand.

A stiff upper lip⁸

Founded⁹ in 1922, the British Broadcasting¹⁰ Corporation is considered¹¹ to be the first national broadcasting network in the world. Initially¹², it only provided¹³ radio broadcasts, but television transmissions followed in the thirties. They were consolidated¹⁴

with a more powerful¹⁵ transmitter set up¹⁶ on a hill in London at Alexandra Palace, referred to affectionately¹⁷ as¹⁸ Ally Pally. The style of the early broadcasts was 'frightfully¹⁹ British' and rather jolly hockey sticks²⁰, and the accent of the presenters was the now virtually²¹ extinct²² Received Pronunciation²³ spoken by the Queen;

this also became known as BBC English. At the time, RP was a BBC rule for presenters, but from the late sixties, regional accents became more acceptable²⁴ and even desirable²⁵. For many years, the BBC was nicknamed²⁶ Aunty²⁷, on account of²⁸ its somewhat²⁹ maternalistic and slightly³⁰ condescending³¹ tone. It was very ►

¹ **awfully** | strasznie, bardzo

² **brand** | marka

³ **well known** | dobrze znany

⁴ **respected** | szanowany

⁵ **to switch sth on** | włączyć coś (np. urządzenie)

⁶ **telly** | telewizor

⁷ **national institution** | instytucja państwowa/narodowa

⁸ **a stiff upper lip** | (o brytyjczykach) zachowanie się z godnością i dystansem, trzymanie fasonu (w każdej sytuacji)

⁹ **to found** | założyć

¹⁰ **to broadcast** | nadawać (audycje radiowe/programy TV)

¹¹ **considered** | uznawany, uważany

¹² **initially** | pierwotnie

¹³ **to provide** | zapewnić

¹⁴ **to consolidate** | *tu:* połączyć

¹⁵ **powerful** | mocny, silny

¹⁶ **to set up** | założyć

¹⁷ **affectionately** | pieszczotliwie, z czułością

¹⁸ **referred to as** | okreśłany mianem, nazywany

¹⁹ **frightfully** | potwornie (UK)

²⁰ **to be rather jolly hockey sticks** | być trochę sztywniakim, oderwanym od rzeczywistości

²¹ **virtually** | praktycznie, w zasadzie

²² **extinct** | wymarły

²³ **Received Pronunciation** | wzorcowa wymowa brytyjska/brytyjski "akcent królewski"

²⁴ **acceptable** | dopuszczalny

²⁵ **desirable** | pożądany

²⁶ **nicknamed** | przezywany

²⁷ **aunty** | cioteczka (*tu:* nadopiekuńcza i surowa starsza pani)

²⁸ **on account of** | ze względu, zważywszy na

²⁹ **somewhat** | nieco, cokolwiek

³⁰ **slightly** | odrobinę

³¹ **condescending** | protekcyjny

patriotic and **establishment**³², which is not surprising given its rather unusual **business model**³³.

A government mouthpiece³⁴?

The BBC is **state-owned**³⁵ but **semi-autonomous**³⁶. The **head**³⁷ of the organisation is called the **Director General**³⁸ and he or she has a **certain degree**³⁹ of **discretion**⁴⁰ in how the company is run and in the management of programming. However, s/he is **answerable to**⁴¹ what was the **Board of Governors**⁴², and is now known as the BBC Trust. These **high-level**⁴³ people are **nominated**⁴⁴ by the government **of the day**⁴⁵ and formally

appointed⁴⁶ by the Queen. **Regardless of**⁴⁷ the **hue**⁴⁸ of the government, this has often led to **accusations**⁴⁹ that **the Beeb**⁵⁰ is **biased**⁵¹ – becoming too liberal under a Socialist administration and too **reactionary**⁵² when the Conservatives are **in power**⁵³. The DG's **hands are further tied**⁵⁴ by the **issuance**⁵⁵ of a **renewable ten-year Royal Charter**⁵⁶. This **imposes**⁵⁷ the **remit**⁵⁸ of the BBC 'to inform, educate and entertain.' There is frequent debate as to what the balance of these elements should be, with the most common criticism being that the corporation is **erring on the side of**⁵⁹ populism.

On the foreign front, the BBC World Service provides English and foreign



H.M. King George VI broadcasting to his peoples throughout the world on Christmas Day 1944.

language services to almost every country in world, transmitting not only in English but in a long list of languages from Arabic to Vietnamese. Some would **argue**⁶⁰ that this provides **essential**⁶¹ access to **honest**⁶², **impartial**⁶³ **news coverage**⁶⁴ to people living in countries where the media are manipulated or **restricted**⁶⁵, whilst others might say that the BBC itself is a **tool**⁶⁶ for the transmission of British government propaganda.

A licence to print money⁶⁷?

Perhaps one of the most **anachronistic**⁶⁸ **legacies**⁶⁹ of its early **inception**⁷⁰ is the way in which the BBC is funded. Unlike most television networks, the BBC does not have **commercials**⁷¹ between or during programmes; not in the **domestic market**⁷² at least, although it does air them outside of the UK. Whilst **advertising**⁷³ **revenue**⁷⁴ and the sale and licensing of programmes are **nice little earners**⁷⁵, it still **derives**⁷⁶ **the lion's share**⁷⁷ of its **income**⁷⁸ (**in excess of**⁷⁹ £3,600 million) **from the licence fee**⁸⁰. Each television owner is **obliged**⁸¹, by law, **to possess**⁸² a television licence at the **princely**⁸³ sum of £145.50 **per year**⁸⁴. Under **mounting**⁸⁵ **public pressure**⁸⁶, this **rate**⁸⁷ has been frozen until the next review of the Royal Charter at the end of 2016. **Furthermore**⁸⁸, there are many people who **oppose**⁸⁹ the licence fee altogether, on the basis that in a multi-network world, it is **unfair**⁹⁰ to have to pay for one broadcaster's **output**⁹¹, even where the viewer **elects** not **to**⁹² watch it. Licence ownership is **strictly**⁹³ **enforced**⁹⁴ by **antenna-crowned**⁹⁵ TV detector vans, **crawling**⁹⁶ along

³² **establishment** | typowy dla establishmentu, prawomyślny

³³ **business model** | model biznesowy

³⁴ **mouthpiece** | tuba (o kimś, kto głosi propagandę), rzecznik

³⁵ **state-owned** | państwowy

³⁶ **semi-autonomous** | częściowo niezależny

³⁷ **head** | dyrektor, kierownik

³⁸ **Director General** | dyrektor naczelny

³⁹ **certain degree** | pewien stopień

⁴⁰ **discretion** | swoboda decydowania, gestia

⁴¹ **to be answerable to sb** | być odpowiedzialnym przed kimś

⁴² **Board of Governors** | zarząd spółki (starego typu)

⁴³ **high-level** | wysoko postawiony

⁴⁴ **nominated** | *tu*: mianowany

⁴⁵ **of the day** | tych czasów/danego okresu

⁴⁶ **to appoint** | wyznaczyć, mianować

⁴⁷ **regardless of** | niezależnie od

⁴⁸ **hue** | barwa, *tu*: orientacja polityczna

⁴⁹ **accusation** | oskarżenie

⁵⁰ **the Beeb** | *pot.* o BBC

⁵¹ **biased** | uprzedzony

⁵² **reactionary** | reakcyjny

⁵³ **to be in power** | być u steru/u władzy

⁵⁴ **sb's hands are tied** | ktoś ma związane ręce

⁵⁵ **renewable** | odnawialny

⁵⁶ **Royal Charter** | edykt królewski (oficjalna koncesja lub zezwolenie w Wlk. Brytanii)

⁵⁷ **to impose** | narzucać

⁵⁸ **remit** | gestia, kompetencje

⁵⁹ **to err on the side of X** | skłaniać się w kierunku X

⁶⁰ **to argue** | przekonywać, uzasadniać

⁶¹ **essential** | podstawowy, niezbędny

⁶² **honest** | uczciwy

⁶³ **impartial** | bezstronny

⁶⁴ **news coverage** | reportaże, wiadomości

⁶⁵ **restricted** | ograniczony

⁶⁶ **tool** | narzędzie

⁶⁷ **a licence to print money** | worek bez dna, żyła złota

⁶⁸ **anachronistic** | anachroniczny, przestarzały

⁶⁹ **legacy** | spuścizna, spadek

⁷⁰ **inception** | założenie, stworzenie

⁷¹ **commercial** | reklama

⁷² **domestic market** | rynek krajowy

⁷³ **advertising** | reklamowanie

⁷⁴ **revenue** | przychód

⁷⁵ **nice little earner** | niezły zarobek (np. na boku), fucha

⁷⁶ **to derive sth from sth** | *tu*: wyciągać coś z czegoś, czerpać coś z czegoś

⁷⁷ **the lion's share** | lwia część

⁷⁸ **income** | dochód, dochody

⁷⁹ **in excess of X** | powyżej X

⁸⁰ **(television) licence fee** | opłata licencyjna, *tu*: abonament RTV

⁸¹ **obliged** | zobowiązany

⁸² **to possess** | posiadać

⁸³ **princely** | bajeczny, zawrotny

⁸⁴ **per year** | na rok, rocznie

⁸⁵ **mounting** | rosnący, narastający

⁸⁶ **public pressure** | presja opinii publicznej

⁸⁷ **rate** | stawka

⁸⁸ **furthermore** | co więcej

⁸⁹ **to oppose sth** | sprzeciwiać się czemuś

⁹⁰ **unfair** | nieuczciwy, nie fair

⁹¹ **output** | produkcja, produkty (danej spółki)

⁹² **to elect to do sth** | postanowić coś, zdecydować się coś zrobić

⁹³ **strictly** | surowo, ostro

⁹⁴ **enforced** | przestrzegany, pilnowany, narzucony

⁹⁵ **antenna-crowned** | najeżony/obsadzony antenami (np. dach)

⁹⁶ **to crawl** | pelzać

housing estates⁹⁷ seeking to home in on⁹⁸ miscreants⁹⁹ and impose hefty fines¹⁰⁰.

Pirates on the horizon

Although the Second World War brought a temporary¹⁰¹ halt to¹⁰² television broadcasts, the BBC had things more or less its own way¹⁰³ right through to the 1955, when ITN (Independent Television Network) was given a licence to transmit television programmes. This station was much more populist with adverts and the focus on¹⁰⁴ entertainment. Criticisms that the BBC was dumbing down¹⁰⁵ its output to compete¹⁰⁶ led to the addition of the more highbrow¹⁰⁷ BBC2 in 1964. But ITN's appearance on the scene was just a shot across the bows¹⁰⁸, and the real sea change¹⁰⁹ came in the swinging sixties¹¹⁰ with attacks from pirates on the high seas¹¹¹.

In the days of long hair, short skirts, The Beatles and The Rolling Stones, the BBC was true to¹¹² its stuff¹¹³ and out of touch¹¹⁴ 'Aunty' image. Its BBC Radio Light Programme broadcast safe, easy-listening music¹¹⁵ and not the new

The BBC was in a desperate turf war of the airwaves to maintain its dominant position.

pop music that the young generation¹¹⁶ craved¹¹⁷. Spotting¹¹⁸ a loophole in the law¹¹⁹, 'Pirate Radio' stations like Radio Free London and Radio Caroline transmitted music to the mainland¹²⁰. They did so without broadcasting licences, from ships anchored¹²¹ outside of British waters – where they could not be banned¹²² or penalised¹²³ by the broadcasting authorities¹²⁴. It served as a wake-up call¹²⁵ for Aunty and turned out to be¹²⁶ a blessing in disguise¹²⁷.

A whole new ball game

The BBC responded¹²⁹ by restructuring its radio channels into Radio 1 (featuring¹³⁰ young DJs playing pop music), Radio 2 (providing middle-of-the-road¹³¹ music), Radio 3 (broadcasting serious classical music) and Radio 4 (a talk channel offering a diet of news, current affairs¹³², documentaries¹³³, plays, book readings and discussions). Although it was a successful counter-attack¹³⁴, the BBC found it was suddenly into a whole new ball game.

Their radio monopoly was lifted¹³⁵ in the seventies, and further deregulation in the subsequent¹³⁶ decade saw the arrival¹³⁷ of terrestrial¹³⁸ Channel 4 and the SKY satellite network. Viewers now had an immense¹³⁹ choice and the BBC was in a desperate turf war¹⁴⁰ of the airwaves¹⁴¹ to maintain¹⁴² its dominant position.

Aunty fights back

Of course, as P.G Wodehouse* would confirm¹⁴⁴, Aunts aren't gentlemen, and the BBC came out fighting with all guns blazing¹⁴⁵. During the eighties and nineties it would split¹⁴⁶ and multiply¹⁴⁷ its output to provide regional channels, a dedicated¹⁴⁸ sports station, Radio 5, a children's channel CBeebies, BBC Parliament, BBC News 24 and BBC Knowledge, to name but a few¹⁴⁹. As part of a 1995 reorganisation, BBC Worldwide was formed¹⁵⁰ to market¹⁵¹, licence and sell BBC programmes abroad¹⁵². This has been extremely¹⁵³ successful and proved to be a great ►

⁹⁷ housing estate | osiedle mieszkaniowe

⁹⁸ to home in on sb | namierzyć kogoś

⁹⁹ miscreant | łotr, szubrawiec

¹⁰⁰ hefty fine | pokaźna grzywna

¹⁰¹ temporary | tymczasowy

¹⁰² to bring a halt to sth | zatrzymać coś, skończyć z czymś

¹⁰³ to have sth one's own way | być tak, jak ktoś tego chce

¹⁰⁴ focus on sth | uwaga (skupiona) na czymś, akcent/nacisk na coś

¹⁰⁵ to dumb sth down | uprościć coś, uczynić bardziej zrozumiałym

¹⁰⁶ to compete | konkurować, rywalizować

¹⁰⁷ highbrow | wyszukany, intelektualny

¹⁰⁸ a shot across the bows | strzał na postrach, ostrzeżenie

¹⁰⁹ sea change | całkowita przemiana

¹¹⁰ the swinging sixties | swingujące lata sześćdziesiąte

¹¹¹ on the high seas | na pełnym/otwartym morzu

¹¹² to be true to sth | być czemuś wiernym, być lojalnym wobec czegoś

¹¹³ stuffy | wyniosły, sztywny

¹¹⁴ out of touch | oderwany od rzeczywistości

¹¹⁵ easy-listening music | muzyka lekka

¹¹⁶ generation | pokolenie

¹¹⁷ to crave | pożądać, łaknąć

¹¹⁸ to spot sth | dostrzec coś

¹¹⁹ a loophole in the law | luka prawna

¹²⁰ mainland | kontynent, stały ląd

¹²¹ anchored | zakotwiczony

¹²² to ban | zakazać

¹²³ to penalise | ukarać

¹²⁴ authorities | władze

¹²⁵ a wake-up call | sygnał ostrzegawczy, ostatni dzwonek

¹²⁶ to turn out to be | okazać się (być)

¹²⁷ a blessing in disguise (of a disaster) | błogosławione w skutkach nieszczęście, (nie ma tego złego) co by na dobre nie wyszło

¹²⁸ a whole new ball game | zupełnie nowa sytuacja, całkiem inna historia

¹²⁹ to respond | odpowiedzieć, zareagować

¹³⁰ to feature | prezentować

¹³¹ middle-of-the-road | obliczony na przeciętną osobę, średni

¹³² current affairs | aktualności

¹³³ documentary | film/audycja dokumentalna

¹³⁴ counter-attack | kontratak

¹³⁵ lifted | anulowany, uchylony

¹³⁶ subsequent | dalszy, kolejny

¹³⁷ arrival | nadejście

¹³⁸ terrestrial | *tu*: naziemny

¹³⁹ immense | ogromny

¹⁴⁰ turf war | wojna terytorialna, walka o przestrzeń

¹⁴¹ airwaves | fale radiowe/eteru

¹⁴² to maintain | utrzymać

¹⁴³ to fight back | oddawać cios, stawiać opór

¹⁴⁴ to confirm | potwierdzić

¹⁴⁵ with all guns blazing | w pełnej gotowości do działania

¹⁴⁶ to split | podzielić, rozbić

¹⁴⁷ to multiply | pomnożyć

¹⁴⁸ dedicated | dedykowany, poświęcony (czemuś)

¹⁴⁹ ...to name but a few | żeby wymienić tylko kilka...

¹⁵⁰ to form | ukształtować

¹⁵¹ to market | sprzedawać

¹⁵² abroad | za granicą/za granicę

¹⁵³ extremely | niezwykle, wyjątkowo

The BBC World Service provides English and foreign language services to over seventy countries.

money-spinner¹⁵⁴, generating revenue while at the same time increasing brand presence¹⁵⁵.

Not only do they sell programmes but also formats for countries to produce local versions of shows such as I'm a Celebrity¹⁵⁶ – Get me out of here¹⁵⁷! and Come Dancing.

21st Century¹⁵⁸ Beeb

Into the new millennium, the BBC has not rested on its laurels¹⁵⁹ but fully embraced¹⁶⁰ the modern world. A major infrastructure overhaul¹⁶¹ took place as old transmitters were replaced¹⁶² and the whole nation went digital. The BBC's Online service is attractive and easily navigable¹⁶³ with text and video relating to¹⁶⁴ news, sport, business, Europe, World, entertainment, food, travel, language learning and so on. It receives massive traffic¹⁶⁵ and is one of the most visited sites in the world. Devotees¹⁶⁶ of the Beeb can now purchase¹⁶⁷ the BBC iPlayer to stream¹⁶⁸ TV and radio. Far from being a dodo¹⁶⁹, the BBC is bang up to date¹⁷⁰, even a little risqué¹⁷¹. A recent episode of a TV adaptation of Sherlock Holmes, A Scandal in Belgravia, featuring (almost) nude scenes with actress Lara Pulver,

was watched by 2.4 million people online and on mobile devices. I say¹⁷², it's just not British¹⁷³!

The brand advantage¹⁷⁴

Now there are more TV and Radio Channels than ever, people access news via¹⁷⁵ the Internet and iPhones and choice is virtually unlimited¹⁷⁶, so what is it that gives the BBC its unique¹⁷⁷ market-leading position? Here are some suggestions:

Original and best

It's always an advantage to be the first into a market, and the BBC has had 90 years to establish¹⁷⁸ the brand. It's arguably¹⁷⁹ the best known¹⁸⁰ network in the world.

Appetite for English

As a world language, English is extremely popular and the appetite of foreign language learners remains¹⁸¹ insatiable¹⁸². Not only can they stay in touch with¹⁸³ the language and develop their skills¹⁸⁴ through the BBC's Online Learning Zone, but also by watching news, video clips and legally downloading¹⁸⁵ programmes.



Still very British

Although Aunty isn't quite as starchy¹⁸⁶ as she used to be, there is still something comforting¹⁸⁷ and reassuringly¹⁸⁸ British about the BBC. For all the accusations of pandering to¹⁸⁹ the mass market, it still retains¹⁹⁰ a certain dignity¹⁹¹ and decorum¹⁹². Stylistically, it is different to networks such as Fox or Sky, and its distinctive¹⁹³ British flavour¹⁹⁴ makes it a tasty choice on the lavish¹⁹⁵ menu of media channels.

A vast¹⁹⁶ presence

The BBC has a footprint¹⁹⁷ in almost every corner of the globe¹⁹⁸, thus¹⁹⁹

¹⁵⁴ **money-spinner** | maszynka do robienia pieniędzy, dochodowy interes
¹⁵⁵ **brand presence** | zasięg/swojskość marki
¹⁵⁶ **celebrity** | gwiazda, sława
¹⁵⁷ **Get me out of here!** | Wydostańcie mnie stąd!
¹⁵⁸ **century** | wiek
¹⁵⁹ **to rest on one's laurels** | spocząć na laurach
¹⁶⁰ **to (fully) embrace sth** | (w pełni) coś zaakceptować
¹⁶¹ **overhaul** | przegląd, gruntowna odmiana/naprawa
¹⁶² **to replace** | zastąpić, zamienić
¹⁶³ **easily navigable** | łatwy w nawigacji (o serwisie internetowym)
¹⁶⁴ **relating to** | odnoszący się do, dotyczący
¹⁶⁵ **traffic** | ruch (internetowy, uliczny)
¹⁶⁶ **devotee** | miłośnik
¹⁶⁷ **to purchase** | nabyć

¹⁶⁸ **to stream sth** | odbierać coś strumieniowo (za pośrednictwem łącza internetowego)
¹⁶⁹ **a dodo** | ptak dodo, *tu*: symbol czegoś przestarzałego/odchodzącego do lamusa
¹⁷⁰ **bang up to date** | jak najbardziej aktualny
¹⁷¹ **risqué** | pikantny, sprośny
¹⁷² **I say!** | a niech to! do licha!
¹⁷³ **it's just not British** | to po prostu barbarzyńskie!
¹⁷⁴ **advantage** | przewaga, korzyść
¹⁷⁵ **via** | za pośrednictwem
¹⁷⁶ **unlimited** | nieograniczony
¹⁷⁷ **unique** | unikalny
¹⁷⁸ **to establish** | założyć, umocnić
¹⁷⁹ **arguably** | zapewne, możliwe
¹⁸⁰ **best known** | najlepiej znany
¹⁸¹ **to remain** | pozostawać
¹⁸² **insatiable** | nienasycony
¹⁸³ **to stay in touch with sth** | utrzymywać kontakt z czymś, mieć stały kontakt z czymś

¹⁸⁴ **skill** | umiejętność
¹⁸⁵ **to download** | ściągać (z Internetu)
¹⁸⁶ **starchy** | sztywny, oficjalny
¹⁸⁷ **comforting** | pocieszający
¹⁸⁸ **reassuringly** | krzepiąco, uspokajająco
¹⁸⁹ **to pander to sb** | ulec czyimś kaprysom, dogadzać komuś
¹⁹⁰ **to retain** | zachować
¹⁹¹ **dignity** | godność
¹⁹² **decorum** | ogląda
¹⁹³ **distinctive** | charakterystyczny
¹⁹⁴ **flavour** | smak, smaczek
¹⁹⁵ **lavish** | bogaty, szczodry
¹⁹⁶ **vast** | ogromny, szeroki
¹⁹⁷ **footprint** | ślad stopy, *tu*: obecność, ślady kogoś (gdzieś)
¹⁹⁸ **corner of the globe** | strona świata, część świata
¹⁹⁹ **thus** | w ten sposób, tak oto

Few networks, if any, can compete with so much high quality content.

making it both a global brand and a local brand.

A reputation for integrity²⁰⁰

The BBC is a trusted brand. Most people are inclined²⁰¹ to believe that its news coverage is fair and that its reports are accurate²⁰². High standards in journalism are taken for granted²⁰³, both within the organisation and from a customer's perspective.

Excellent²⁰⁴ content²⁰⁵

It's important to remember that all the skilful²⁰⁶ branding and marketing in the world could not compensate for²⁰⁷ or mask²⁰⁸ a poor product and perhaps above all, the BBC is renowned for²⁰⁹ producing consistently²¹⁰ high standard programmes. These range from elegant costume dramas²¹¹ such as *Pride and Prejudice*²¹² to ²¹³ the saucy²¹⁴, innuendo-packed²¹⁵ 'Allo 'Allo! and everything in-between²¹⁶. Skimming²¹⁷ the list of some of the BBC's best exports, it's easy to see why it is so popular. Few networks, if any, can compete with so much high-quality content. Some of the most popular and lucrative exports include the following dramas, documentaries, soaps²¹⁸ and comedies:

- Top Gear²¹⁹
- Doctor Who

- Only fools and horses
- East Enders
- Frozen Planet
- Spooks²²⁰
- Sherlock
- Planet Earth
- The world's most dangerous roads
- Natural World
- Technological adaptation

Had the BBC not adapted and responded swiftly²²¹ to deregulation, satellite TV and the Internet, there is a strong chance²²² that it might have become a dinosaur, been broken up²²³ and fed to its cannibalistic²²⁴ competitors. However, it managed to respond to all of these environmental changes and turn them to its advantage.

How long will Aunty prevail²²⁵?

Will the BBC still reign supreme²²⁶ in the years to come? We'll have to wait and see. It won't be easy to knock down²²⁷ such a huge edifice²²⁸ with over 23,000 employees,

properties²²⁹, orchestras, recording studios, a record label²³⁰ and a cornucopia²³¹ of TV and radio channels from London to New Zealand. Regardless of what happens in the world of media and technology, chances are that²³² this very British brand will be slogging it out²³³ with the big boys²³⁴ and managing to stand its ground²³⁵ long into the future. Aunty's good for a few more years yet. ■

* P.G. Wodehouse – a popular British author who wrote humorous books that featured dominating aunts.



²⁰⁰ **integrity** | prawość, uczciwość
²⁰¹ **to be inclined to do sth** | mieć skłonność do robienia czegoś, skłaniać się ku czemuś
²⁰² **accurate** | dokładny, wierny
²⁰³ **to take sth for granted** | uważać coś za rzecz oczywistą
²⁰⁴ **excellent** | świetny
²⁰⁵ **content** | zawartość, treść
²⁰⁶ **skilful** | umiętny, sprawny
²⁰⁷ **to compensate for sth** | nadrobić coś, zrekompensować coś, wynagrodzić coś
²⁰⁸ **to mask** | zamaskować
²⁰⁹ **to be renowned for sth** | być znanym z czegoś
²¹⁰ **consistently** | stale, konsekwentnie
²¹¹ **costume drama** | film/serial kostiumowy

²¹² **prejudice** | uprzedzenie
²¹³ **to range from... to...** | zawierać się w przedziale od... do..., sięgać od... do...
²¹⁴ **saucy** | pikantny, sprośny
²¹⁵ **innuendo-packed** | przepelniony dwuznacznymi aluzjami
²¹⁶ **everything in-between** | wszystko podobne/ wszystko tego typu
²¹⁷ **to skim** | pobieżnie przejrzeć, przebiec okiem
²¹⁸ **soap** | opera mydlana
²¹⁹ **gear** | bieg (w aucie)
²²⁰ **spook** | szpieg
²²¹ **swiftly** | szybko, prędko
²²² **there is a strong chance that...** | jest bardzo możliwe, że...
²²³ **to break sth up** | rozbić coś, zniszczyć

²²⁴ **cannibalistic** | kanibalistyczny, tu: drapieżny
²²⁵ **to prevail** | zwyciężać, brać górę
²²⁶ **to reign supreme** | niepodzielnie rządzić
²²⁷ **to knock sth down** | zburzyć, obalić coś
²²⁸ **edifice** | gmach, olbrzym
²²⁹ **properties** | posiadłości, władania
²³⁰ **record label** | wytwórnia płytowa
²³¹ **cornucopia** | róg obfitości, ogromna ilość
²³² **chances are that...** | jest (całkiem) prawdopodobne, że...
²³³ **to slog it out with sb** | pobić się z kimś (na pięści), powalczyć z kimś
²³⁴ **the big boys** | grube ryby, najwięksi gracze
²³⁵ **to stand one's ground** | nie dawać się, nie poddać się