

My response to :-
BBC Charter Review Consultation
Department for Culture, Media and Sport
2-4 Cockspur Street
London SW1Y 5DH

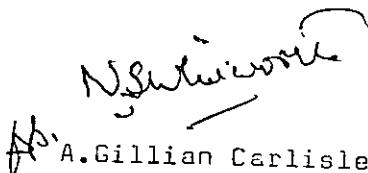
The programmes that I value most are news, nature programmes, arts and documentaries on T.V., and Radio 4 programmes, especially Woman's Hour.

I would like to suggest three ways to improve our daily viewing:-

- 1) when the name and title of the person speaking comes up on the screen, it should be left on for a few seconds longer. Many people, particularly women, might be at the sink or at the cooker and even if the head is turned quickly, it is often too late to read the whole title before it blanks out.
- 2) The BBC very often introduces "trailers" of forthcoming programmes at a volume way above that of the preceding programme, thus making it necessary to turn the volume down. This should not be necessary. It is all too reminiscent of the excessively loud advertisements on commercial programmes. Trailers shown at the same volume would encourage a more sympathetic viewing.
- 3) Recently "clever" technology has been showing activities going on in the background behind the speaker. This detracts from the purpose and seriousness of the programme. Also the music- or general noise background of many speaking programmes is frequently too loud and seems unnecessary.

I hope that there will be less "dumbing down" of the BBC and that it will continue to be respected throughout the world.

23 March, 2004.


A. Gillian Carlisle