ON SCREEN

Scan to review worksheet

Expemo code:
15RF-17JB-G2LD

1 Warm up

Read the text and try to understand the words in bold. Then match them with their meanings.

> Many people work in media jobs where they **create** films, websites, computer games or e-books. Some people think of new ideas, while others **design** artwork. There are also people who **edit** the content that the writers **produce**. Still more people work to **promote** the new products. These people might plan to **launch** a new product at a party or online event.

1. introduce a new product to the market _____
2. make changes to a book or film so that it is better _____
3. make plans for how something will look or how people will make it _____
4. make something completely new, often from your imagination _____
5. make something (often something to sell) _____
6. try to get people to buy, like or use something _____

Match each word and meaning with an example or extra information.

1. **advertising**: information to make people want to buy a product
2. **budget**: a plan about how to spend money
3. **genre**: a type of book or film
4. **target audience**: the people who will buy a product

a. adventure, love story, horror
b. commercials on TV or the Internet
c. made by people, companies or governments
d. women, teenagers, people who use their car a lot

2 Listening

Lia is starting as an intern at a computer games company. The manager is introducing her to the people in the office. Listen to the conversation and correct one false piece of information in each sentence.

Lia will be working at the company for three months.

1. _____

Ric works in planning and he likes creating puzzle games.

2. _____

Danny, who also works in planning, helps to design the game's levels.

3. _____

The testing team, headed by Remi, has the easiest job.

4. _____

Natasha from the launch team isn't in the office because she's working from home.

5. _____

Lia doesn't know much about computer games.

6. _____

Listen again and choose the option that you hear for each sentence.

1. At the planning stage, the budget **is agreed, / agrees,** and the target audience **is chosen / chooses**.

2. Okay, so, before we **are agreed / agree** on the budget and **are choose / choose** the target audience, we come up with an original idea for a game.

3. ...Annie is **producing / produced** some basic artwork for the characters and backgrounds.

4. After the basic artwork **produces / is produced**, we work with the engineers to create a prototype of the game.

5. Character models **create / are created**, and the voice and sound effects **record / are recorded**.

6. Marlon **creates / is created** the models and Eloise **records / is recorded** the sound effects.

7. When everything is ready, the game **tests / is tested** by lots of people.

8. My team **test / are tested** the game to make sure everything works.

9. When we **find / are found** a bug, we have to edit the code.

10. Sometimes new bugs **find / are found** months after the game goes on sale!

Find three words in the second listening exercise with these meanings:

1. a phrasal verb (3 words) which means to suggest something new

2. the first working example of a new product

3. a problem or mistake in the code of a computer programme

3 Language point

There are two voices, or ways that we can use verbs, in English. Look at these examples and complete the activities.

Part 1

1. Character models **are created**, and the voice and sound effects are recorded.

2. Marlon **creates** the models and Eloise **records** the sound effects.

These sentences refer to the same actions. Sentence one uses *passive forms* and sentence two uses *active forms*.

1) In the active sentence, *models* and *sound effects* are the **subjects / objects**.

2) The object of an active sentence becomes the **subject / object** of the passive sentence.

3) In sentence one, the passive sentence, we are more interested in the **actions / people who did the actions**.

4) In sentence two, the active sentence, we are more interested in the **actions / people who did the actions**.

5) We make passive verb forms using a *form* of *to be* + **verb with -ing / past participle**.

Part 2

1. At the planning stage, the budget is agreed, and the target audience is chosen.

2. Sometimes new bugs are found months after the game goes on sale!

3. After the videos are made, the team put them on social media.

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1) Regular verbs form the past participle by adding *-ed* or *-d*. Find one regular past participle in these sentences.

2) Irregular verbs have irregular past participles. Underline three irregular past participles in these sentences.

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Part 3

How to produce a computer game: First, you need an original idea for a game. The budget is agreed, and the target audience is chosen. Then, the basic artwork is produced. Character models are created, and the voice and sound effects are recorded. Next, the game is tested. Finally, game-play videos are put on social media.

1) We often use the passive to describe processes and in more **formal / informa**l texts.

2) Underline all the passives in this text.

3) Explain why some of the passive forms include *is*, while others include *are*.

Part 4

When everything is ready, the game is tested by lots of people.

We normally use the passive when the person/people doing the action are not known, not interesting or not important. However, we can include this information in a passive sentence. What word do we use to introduce who did the action?

Change this active sentence to a passive one and include information about the person.

Annie produces the basic artwork. → ....

Do you have a passive form in your language?

4 Practice

Another intern is working with a company that produces websites for customers. The manager is explaining this process. Use the correct active or passive form of the verb in brackets to complete each sentence.

I'm not sure how much you know about how a website (build) _____ [1] , so I'll start at the beginning. A customer comes to us with their ideas. These ideas (discuss) _____ [2] at a meeting. At the meeting, the client also (choose)_____ [3] a domain name for the site and this name (register) _____ [4] . We also (find) _____ [5] a platform to host the site. Our designer (suggest) _____ [6] a theme so the website looks attractive. Then content, or information, (add) _____ [7] . Sometimes a blog or online store (include) _____ [8] on the site. The site (link) _____ [9] to other social media. Finally, the new site (launch) _____ [10] at a party or online event.
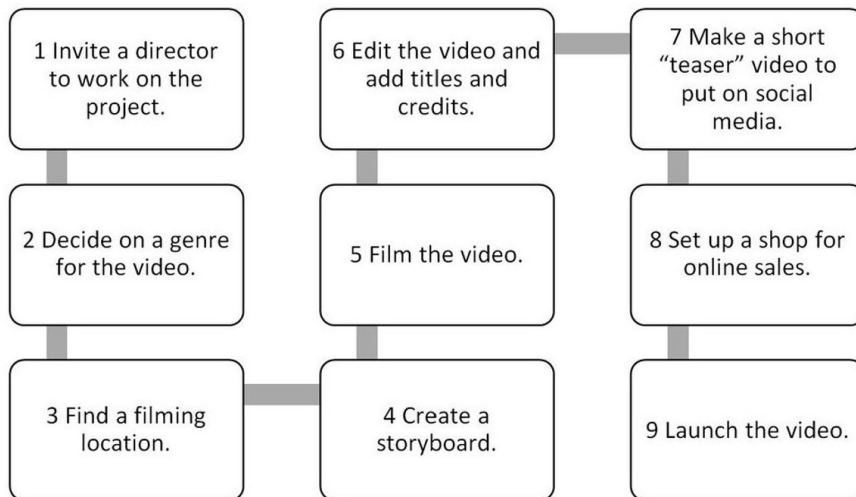
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5 Speaking

Work in A/B pairs. Look at the correct page of the worksheet.

Student A: You are in a band and you want to make a music video for one of your songs.

Tell your partner about the process that is described in your chart, changing the instructions to passive forms.

1 Invite a director to work on the project.	6 Edit the video and add titles and credits.	7 Make a short "teaser" video to put on social media.
2 Decide on a genre for the video.	5 Film the video.	8 Set up a shop for online sales.
3 Find a filming location.	4 Create a storyboard.	9 Launch the video.

Listen to Student B and add this extra information to their description of how to publish an e-book. Add the information in the most relevant part of their description.

1. Ask lots of different people to read the book and say what they think.

2. It should be short, original and interesting.

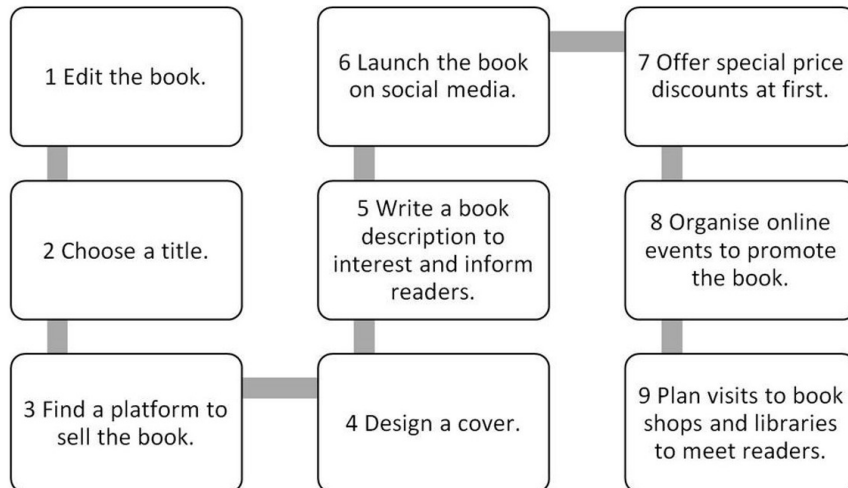3. The cover should show the book genre clearly.

After you share both descriptions, answer these questions.

1. Are any stages in the processes the same?

2. Which process do you think is the most difficult?

3. Which process do you think is the most expensive?

4. Which process do you think will make you richer and/or more famous?

Student B: You are a writer and you want to publish an e-book that you've written.

Tell your partner about the process that is described in your chart, changing the instructions to passive forms.

1 Edit the book.	6 Launch the book on social media.	7 Offer special price discounts at first.
2 Choose a title.	5 Write a book description to interest and inform readers.	8 Organise online events to promote the book.
3 Find a platform to sell the book.	4 Design a cover.	9 Plan visits to book shops and libraries to meet readers.

Listen to Student A and add this extra information to their description of how to make a music video. Add the information in the most relevant part of their description.

1. You'll also need costume people, make-up artists and maybe even dancers.

2. This might be telling a story or filming a performance.

3. Always film everything several times so you can choose the best shots.

After you share both descriptions, answer these questions.

1. Are any stages in the processes the same?

2. Which process do you think is the most difficult?

3. Which process do you think is the most expensive?

4. Which process do you think will make you richer and/or more famous?

6 Extra practice/homework

A webinar is an online event for discussion or study. An intern is going to organise a webinar for the computer games department. Read the message from the manager and change the instructions to passive sentences, as in the example. Include information about who does the action if it's appropriate.

> How to organise a webinar
>
> - Invite the presenter. *Example: The presenter is invited.*

Decide on the type of webinar - it could be discussion, interview or single speaker. The presenter usually makes this decision.

1. _____

Choose the date and time. The department manager will give you this information.

2. _____

Make the slides. The presenter will do this.

3. _____

Find a platform, for example, Zoom.

4. _____

Set up the cameras. Ask Natasha to do this.

5. _____

Promote the webinar in advance on social media.

6. _____

Practise the presentation. Obviously, the presenter will do this.

7. _____

Thank the people who came to the webinar and send them a survey.

8. _____

7 Optional extension

Read more about genres and complete the activities.

> A *genre* is a specific style. Items that belong to the same genre share the same features. We can talk about genres in music, books and films, computer games and even websites.

Find three examples of *genres* for each main group.

> action-adventure / blog / business / country / educational / hip-hop /
> love story / mystery / puzzle / rock / science fiction / sports

books or films	music	computer games	websites
_____ 1	_____ 2	_____ 3	_____ 4
_____ 5	_____ 6	_____ 7	_____ 8
_____ 9	_____ 10	_____ 11	_____ 12

1. Can you think of any more genres for each category?

2. Can you think of any specific examples of each genre?

3. Talk about some genres you really like and some you really don't like. Explain why you like/don't like this *genre*.