

Lessons 1–2 Multimedia in the UAE

1 Match the words or phrases with the correct definition.

- | | | |
|--|--|--|
| <p>1 b;
2 e;
3 a;
4 c;
5 d;
6 j;
7 i;
8 f;
9 h;
10 g</p> | <p>1 studio
2 set up a business
3 advertising
4 facilities
5 film making
6 production
7 multimedia
8 sound stage
9 animation
10 graphic design</p> | <p>a Creating material to promote a product or service, such as posters or a TV advert, or displaying that material.
b An area where an artist, photographer, film or television company works.
c Places or equipment that can be provided or rented for a business.
d Putting together a film.
e Organise and start a new company.
f An area used to record sound and audio.
g Combining text and pictures to be used in advertisements, magazines or books.
h Using drawings to create movement similar to cartoons.
i More than one type of media used together, for example images, sound or text.
j The organisation and creation of a product.</p> |
|--|--|--|

2 Rearrange the letters and add vowels to make correct words.

- 1 T _ DV _ _ NRS _ G
2 _ ML _ DT _ _ _ M
3 FL _ _ TSC _ _ _
4 _ DST _ _
5 M _ N _ _ TN _ _
6 ND _ PRC _ T _ _
7 MFL _ _ KN _ MG _

- 1 advertising;** _____
2 multimedia; _____
3 facilities; _____
4 studio; _____
5 animation; _____
6 production; _____
7 film making _____

3 Complete the sentences using a word below. There is one extra word.

advertising animation production studio graphic design

1 animation;
2 advertising;
3 graphic design;
4 studio

- 1 Many children's films are _____.
- 2 The breaks in popular TV shows are used for _____ products or services.
- 3 When you work in _____ you have a talent for combining images and words.
- 4 You can't have a film production company without a _____.! Where will all the filming and recording happen?

4 Number the conversation in the correct order. The first sentence is done for you.

- 1 d;
2 i;
3 g;
4 a;
5 c;
6 f;
7 h;
8 e;
9 b
- a B: Okay, and how many employees do you need? ____
 - b A: Thank you! That sounds like exactly what I need! ____
 - c A: I'm going to need somewhere between 70 and 90 staff members. I'll need managers, but the majority will be for production and filming. ____
 - d A: I need your help. I have to set up a new branch of the business, but I don't know where to start. **1** ____
 - e B: Everything really. They'll bring in your staff for you, rent you office space and give you access to all the facilities you need. ____
 - f B: That's a lot of staff. I think you should use a company to do the set up for you. ____
 - g A: We produce advertising videos for our clients. ____
 - h A: Yes, I thought that too. Are there any here? What will they be able to help me with? ____
 - i B: Well, first of all, what's your business in? ____

5 Re-order the phrases to create correct sentences.

- 1 your business / By setting up / with the help of an organisation, / a lot of time / you save
1 By setting up your business with the help of an organisation, you save a lot of time.
- 2 all the information you need, / to start / By finding out / you feel more prepared
2 By finding out all the information you need, you feel more prepared to start.
- 3 you save / your films locally, / By making / a lot of money
3 By making your films locally, you save a lot of money.
- 4 for the job / you can rely on him / By hiring an HR manager, / to find the best staff /
4 By hiring a HR manager, you can rely on him to find the best staff for the job.

Lessons 3–4 Profile of an Emirati film maker

- 1 Complete the speech bubbles with words from the text on pages 204–205 of your Coursebook.

1 I'm a TV d_____ **director** _____.
I make programmes about wildlife.

4 You can buy tickets at the
b_____ **box office** _____.

2 I love watching f_____ **feature films** _____
_____. They're more interesting than
d_____ **documentaries** _____!

5 My brother loves writing plays.
He plans to be a
s_____ **scriptwriter** _____
when he finishes university.

3 There's a brilliant new
b_____ **biography** _____ about my
favourite actor.

6 The p_____ **producer** _____ has read
the s_____ **screenplay** _____
and has decided to make the film.

- 2 Refer to the Language tip on page 205 of your Coursebook. Put the adjectives in the correct column below.

plastic successful old Emirati green wooden aspiring tiny young urban wide
prestigious white Arabic talented influential new exciting mountainous hard-working
22-year-old large British blue cotton yellow teenage deep paper

Opinion	Size	Age	Colour	Place	Material
successful aspiring prestigious talented influential exciting hard-working	tiny wide large deep	old young teenage 22-year-old	green white blue yellow	Emirati urban Arabic mountainous British	plastic wooden cotton paper

NOUN

- 3 Put the adjectives in the correct order. Then, write complete sentences.

1 a / an plastic cheap Japanese new camera

It's a cheap new Japanese plastic camera.

2 ~~It's a cheap new Japanese plastic camera camera.~~
a / an 300-year-old woollen valuable carpet

We saw a valuable, 300-year-old woollen carpet.

3 a / an tall talented young filmmaker

We met a talented, tall, young film maker.

4 a / an blue beautiful deep river

He lives next to beautiful, deep, blue river.

- 5 a / an middle-aged influential British documentary maker

Her brother is an influential, middle-aged, British documentary maker.

- 6 a / an teenage Indian aspiring poet

He read about an aspiring teenage Indian poet.

- 4 **21st** Read these detailed notes about Nujoom Al-Ghanem and write a short biography about her. Use the biography of Ali F Mostafa on pages 204-205 of your Coursebook to help you. Write between 100 and 150 words.



Nujoom Al-Ghanem

Date of Birth	24 th October 1962
Place of Birth	Dubai

Nujoom Al-Ghanem is a successful Emirati film director, producer, screenwriter and poet. She was born 24th October 1962 in Dubai.

She received her education at Ohio University in the USA in TV Production and Direction. She went on and got her MA in Cinema Production from Griffith University in Australia.

In 1997 she made her first short film Ice Cream, The Park and continued in her career making two documentaries, six feature films and writing seven poetry collections.

She has been acknowledged in her career with two awards. She received an award in 2008 for Most Promising UAE Female Film Maker. In 2014 Muhr Features awarded her with Best Non-Fiction Feature for her film Nearby Sky.

Lessons 5–6 The language of advertising and marketing

1 Match the words with the correct definition.

- | | |
|---------------|---|
| 1 slogan | a Being unlike anything else. |
| 2 brand | b A general idea that a product presents to the public. |
| 3 image | c Supporting something publicly. |
| 4 claim | d A short and memorable phrase used in advertisements. |
| 5 emotions | e With the same sounds. |
| 6 rhyme | f Strong feelings. |
| 7 endorsement | g To state something without providing evidence. |
| 8 a unique | h A product known by a particular name. |

2 Choose the correct word (a–c) to complete the sentences.

- The new _____ for our product works well. Everyone is saying it.
 - brand
 - emotion
 - slogan
- This shampoo is _____ – no other has the same ingredients.
 - image
 - unique
 - rhyme
- Which is your favourite _____ of perfume?
 - brand
 - claim
 - rhyme
- We're looking for a celebrity to provide _____ for our new product.
 - unique
 - endorsement
 - emotion

3 Complete the sentences with the words below. There are two extra words.

slogan brand image claim rhyme endorsement unique

- 1 A _____ has to be a short and easy to remember sentence or it doesn't work.
- 2 This is an excellent _____. People have been using their products for over 15 years.
- 3 I love poetry that uses _____. I think it's very clever.
- 4 This laptop is only made by one company and it has software that no other laptop has. It's _____.
- 5 A lot of food companies are now using doctors and other health specialists for _____.

1 slogan;
2 brand;
3 rhyme;
4 unique;
5 endorsement

4 Rewrite the sentences with the intensifier in the correct place.

- 1 I was unhappy with the way the advertisement ended. (very)

I was very unhappy with the way the advertisement ended.

- 2 She was excited when they announced the new date for the campaign. (really)

She was really excited when they announced the new date for the campaign.

- 3 This attitude is unacceptable. Managers should respect their employees. (totally)

This attitude is totally unacceptable. Managers should respect their employees.

- 4 The staff members were professional. (extremely)

The staff members were extremely professional.

- 5 I watched a documentary about making short films. The section on choosing a location was interesting. (especially)

I watched a documentary about making short films. The section on choosing a location was especially interesting.

Lessons 7–8 Practise and prepare

Texts are generally divided into paragraphs. Each paragraph talks about one main idea. This can be found in a topic sentence at the beginning of the paragraph, or it may be summarised in the final sentence.

- 1 a Read the paragraph below. Choose the main idea a, b or c. If there is a topic sentence, circle it.
- a The difference between cinemas and theatres.
 - b The fast rise of cinema.
 - c The first film.

topic sentence

In its first thirty years, cinema grew very quickly. It started in just a few big cities – New York, London, Paris and Berlin – but soon became popular across the world, attracting more and more people, and replacing other forms of entertainment. These large movie audiences needed places to see the films. So, the 'great picture palaces' of the 1920s became more elegant and glamorous than theatres and opera-houses. Meanwhile, films themselves went from being short 'spots', only a couple of minutes long, to the full-length feature that we know today.

A detail is an important or specific piece of information. These can be facts or examples in a text that support the main idea.

- b Read the paragraph again. Underline the details which support the main idea.
- c Look at the details you underlined and answer the questions below using no more than five words.
- 1 Where did the first cinemas open?
In a few big cities
 - 2 When did the first cinemas open?
1920s
 - 3 How long were the first films?
short, only a couple of minutes long

When you summarise a text, you must pick out the main ideas and then say them using fewer sentences.

- 2 Read the paragraph below then complete the summary using no more than three words from the text.

The United States became, and remains, the largest single market for films. The Americans started to dominate the world market by 1914. The centre of filmmaking moved to Hollywood and it is films from these new Hollywood studios that have filled the world's film markets since that time. Few film industries have come close to competing. The Italian industry almost collapsed. In Scandinavia, Swedish cinema had a brief period of success, but because its films were mainly about what happened in Sweden, their audience was limited. Even French cinema found itself in a difficult position.

The USA has been the biggest film market¹ since 1914. Most of the films in the world are made in Hollywood². There have been no other industries³ as big as the American.

- 3 Read the paragraph. Are the statements below true (T), false (F) or is there no information (NI)?

Cinema would not exist today without technology. In the early years, this art form was quite basic. Early cinema programmes were a mixture of comic sketches, brief episodes and some animated films. With the Americans' first feature-length films, other types of films became less important. Cartoons and newsreels became a separate branch of filmmaking, generally practised outside the major studios and were usually shown as short items before the main feature. However, with Walt Disney, animated films went from just short clips to major full-length films.

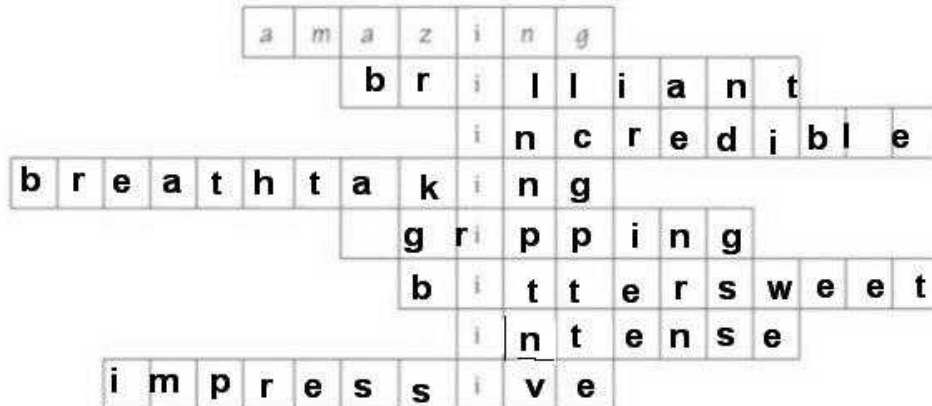
- 1 Cinema was very complicated when it first started.
- 2 Early animated films had sound.
- 3 Small studios usually made short films about news events.
- 4 Walt Disney made full-length films.

1 F;
2 NI;
3 T;
4 T

Lessons 9–10 The Dubai International Film Festival

- 1 Look again at the Speaking tip on page 212 of your Coursebook. Then complete the crossword with the adjectives below. All of the words share the same vowel sound /i/.

amazing bittersweet breathtaking brilliant gripping impressive incredible intense



- 2 a Listen to the adjectives and add them to the correct category.

First syllable stressed adjectives	Second syllable stressed adjectives
brilliant gripping bittersweet breathtaking	amazing incredible intense impressive

- b Repeat the words with the correct word stress.
- 3 Read the text about two young film directors and answer the questions.

Following the most recent Muhr Awards for Arabic films at the Dubai International Film Festival, two directors are making big headlines. **Both** Nasser Aldhaferi **and** Saeed Salmeen are young Emirati directors who won awards at the festival. Nasser won the prize for Best Director and Saeed for Best Feature Film. Even though they have produced a number of award-winning films in the past, **neither** Saeed **nor** Nasser are famous outside the Arab world. 'Both of us just make films for people to enjoy' said Nasser at a recent press conference. And while neither Saeed nor Nasser seem too worried about fame, that looks set to change in the next year. Hollywood studio bosses are keen to sign them up to make films **either** in The Gulf **or** in the States.

- 1 What prize did Nasser win at the film festival? **Best Director.**
- 2 Have they ever won prizes before? **Yes.**
- 3 Why do they make films? **For people to enjoy.**
- 4 Where will their next film projects be? **In either The Gulf or the USA.**



Nasser Aldhaheeri

Saeed Salmeen

b Look at the words in bold in the text. Match the words below.

- | | |
|--------------------|--------------|
| b 1 Both | a nor |
| c 2 Either | b and |
| a 3 Neither | c or |

c Read the text again. Are the following true (T) or false (F)?

- | | |
|--|----------|
| 1 Both ... and is followed by the verb in the plural. | <u>T</u> |
| 2 Neither ... nor can be followed by the verb in the singular. | <u>F</u> |
| 3 Either can be combined with or and nor. | <u>F</u> |

We can also use:

	with nouns		with object pronouns
Both	of the films	Both	of us
Either	of the directors	Either	of them
Neither		Neither	

4 Tick the correct sentences. Re-write the incorrect sentences.

- 1 Both Saeed and Nasser is prize winning Emirati directors.
- Both Saeed and Nasser are prize winning Emirati directors.**
- 2 Neither Saeed nor Nasser are well-known outside the Arab world.
- 3 Saeed was nominated for either Best Film and Best Director at this year's festival.
- Saeed was nominated for both Best Film and Best Director at this year's festival.**
- 4 The soundtrack can be bought on both CD or mp3.
- The soundtrack can be bought on either CD or Mp3.**
- 5 Neither of these films have English subtitles.
- 6 Both of they will have to learn English when they go to Hollywood.
- Both of them will have to learn English when they go to Hollywood.**

Lessons 11–12 What is a documentary film?

- 1 passionate
- 2 tension
- 3 viewpoint
- 4 genre
- 5 dramatic
- 6 conflict
- 7 factual
- 8 portray
- 9 worthy
- 10 enlightening

1 Complete the sentences with the words below.

genre	viewpoint	enlightening	passionate	factual
dramatic	conflict	tension	worthy	portray

- 1 Documentary filmmakers should feel _____ about their topic, otherwise there is no reason to make the film.
- 2 Those politicians really don't like each other – you can feel the _____ between them.
- 3 My parents have a completely different _____ from me. I believe we should recycle everything and they don't.
- 4 The favourite _____ for many teenagers is comedy.
- 5 The ending of the film was very _____.
- 6 There is too much _____ in the world today. We need to find peaceful solutions.
- 7 You can learn a lot from _____ programmes on TV.
- 8 The documentary tried to _____ the difficult conditions people have to live in.
- 9 Protecting our wild animals is a very _____ cause and people should donate more money to it.
- 10 The programme was very _____ and I learnt a lot from it.

2 Complete the sentences with the correct form of the verb + *to*. All the verbs are from the text on page 213 of your Coursebook. The first letter of each verb is given.

- 1 Matt w_____ **wanted to** _____ take some photos yesterday, but it rained all day.
- 2 Next year my sister h_____ **hopes to** _____ study in Dubai.
- 3 To make a good documentary you n_____ **need to** _____ have a good story.
- 4 Sometimes directors c_____ **choose to** _____ make films in black and white for dramatic tension.
- 5 Would you l_____ **like to** _____ watch a documentary about the Abu Dhabi Grand Prix this evening?
- 6 I d_____ **decided to** _____ try and make a non-fiction documentary.

3 Read the extract and answer the questions below.

In 1980, I set out to record the work of a group of zoologists who were trying to reintroduce the Arabian Oryx back into the wild. In 1972, the last Arabian Oryx was seen in the wild, it was the victim of too much hunting. The only living Arabian Oryx were in zoos and zoologists worked together to organise a programme so they could be released back into the wild. Eight years later I was lucky enough to document their release into the deserts of Oman and Saudi Arabia.



So in 2010, thirty years later, I decided to make another documentary to see how successfully the Oryx has settled back into the wild. I've always been passionate about these beautiful animals and together with a local zoologist, Hassan Abdullah, we set off to find the Arabian Oryx. The conflict between animal and man is a continuous one, and animals usually lose, so I was worried that the Oryx might not have survived the building of roads and houses. However, Abdullah told me that in 2007 zoologists released 100 animals into the wild in Dubai. I was delighted and even happier when we managed to follow and film a herd for two weeks. The best news was when I discovered that the UAE government is giving money to a conservation programme to reintroduce the Arabian Oryx into Jordan. I now believe that this amazing animal has a great chance of survival.

Thorne, D. (2011) The Oryx of Arabia [electronic version] *National Journal of Zoology*, 8, 123-126

1 Who wrote the text?

Thorne, D

2 Who did he make the second documentary with?

Hassan Abdullah

3 When and why did he make it?

2010, to find out what had happened to the Oryx which had been released into the wild in 1980. He is passionate about the Oryx and worried about its survival—

4 What story is he telling in this documentary?

The story of how the Arabian Oryx was re-introduced into the wild, how it's surviving and conservation programmes that have been set up to help

4 Write a summary of the text about the Arabian Oryx.

As the Arabian Oryx was hunted into near extinction in the wild, zoologists worked together to release the ones housed in zoos back into the wild in the deserts of Oman and Saudi Arabia. There has been a release of 100 animals into the wild in Dubai. As of 2010 there is herd still in wild there. The UAE government is now financially supporting a conservation programme to reintroduce the Arabian Oryx into Jordan.

Lessons 13–14 Hollywood films shot in the UAE

1 Match the words or phrases below to the correct definition.

- | | | | | |
|-----|---|--------------|---|---|
| 1 e | 1 | desert | a | The outline of land and buildings against the sky. |
| 2 h | 2 | location | b | A very tall building with many floors. |
| 3 b | 3 | skyscraper | c | A part of a film in which a particular activity or action happens. |
| 4 a | 4 | skyline | d | The staff involved in creating a film other than the actors and producers, for example cameramen. |
| 5 c | 5 | scene | e | An area that has little or no water. |
| 6 g | 6 | shoot a film | f | A large building usually the residence of royalty. |
| 7 d | 7 | crew members | g | Record a film. |
| 8 f | 8 | palace | h | The place where something is. |

2 Underline the stressed syllable for each word below. Practise saying the words.

desert location skyscraper skyline crew members palace

3 Complete the sentences with the words below. There are two extra words.

scene desert skyline location skyscraper crew members palace

- Dubai is known to have the highest **skyscraper** in the world; the Burj Khalifa.
- There is a lot of wildlife in the UAE **desert**.
- My favourite **scene** in the film is when the lead character reaches his goal.
- Dubai's **skyline** is ranked amongst the most beautiful in the world because of all the modern buildings.
- This film had a huge number of **crew members**; the make-up team alone was over 100 people.

4 Quiz your partner. Can they remember the past participles of these verbs?

choose	know	begin	become	build
buy	come	teach	fly	write
				see

chosen
known
began
become
built
bought
come
taught
flown
written
seen

5 Change the sentences from active to passive.

- 1 The film director changed the design of the room.

The design of the room was changed by the film director.

- 2 People invited the celebrities to a lot of dinners while they were in the UAE.

Celebrities were invited to a lot of dinners while they were in the UAE by people.

- 3 People have bought thousands of tickets to see the film.

Thousands of tickets have been bought to see the film by people.

- 4 The producer chose Al Ain to film the beach scene.

Al Ain was chosen to film the beach scene by the producer.

- 5 The author wrote the script for the movie in 2010.

The script for the movie was written in 2010 by the author.

- 6 Different film associations have given this production many awards.

Many awards have been given to this production by different film associations.

