

NEWS ENGLISH LESSONS.com

Video screens appear in magazine

MANY FLASH AND ONLINE ACTIVITIES FOR THIS LESSON, PLUS A LISTENING, AT:

<http://www.NewsEnglishLessons.com/0909/090920-video.html>

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ALL ANSWERS ARE IN THE TEXT ON PAGE 2.

20th September, 2009

THE READING / TAPESCRIPT

From: <http://www.NewsEnglishLessons.com/0909/090920-video.html>

Another piece of science fiction became reality this week. The very first video advertisement appeared inside a paper magazine. 'Entertainment Weekly' from the USA, was published with a small screen inside it. Readers could open the mag and watch video ads for Pepsi and the TV network CBS. There were also tiny speakers in the magazine so people could listen to the ads too. Pepsi marketing officer Frank Cooper said it was an "extraordinary way to...interact with consumers". The screen can hold 40 minutes of video.

The video ads in Entertainment Weekly are amazing. They are from fantasy movies, only now they are real life. We first saw them a few years ago in movies like Minority Report, and then again in Harry Potter films. Very soon, everyone will be looking at videos in their newspapers. Journalists will appear under the headlines. We may even read along with what the reporters say. I can imagine people looking over someone's shoulder to see the video of a goal in the sports pages. Technology today really is like science fiction.

PHRASE MATCH

From: <http://www.NewsEnglishLessons.com/0909/090920-video.html>

Match the following phrases from the article.

Paragraph 1

- | | |
|---------------------------|-------------------|
| 1. science fiction became | a. officer |
| 2. appeared inside a | b. of video |
| 3. There were also tiny | c. reality |
| 4. marketing | d. with consumers |
| 5. interact | e. paper magazine |
| 6. 40 minutes | f. speakers |

Paragraph 2

- | | |
|---------------------------|----------------------|
| 1. fantasy | a. life |
| 2. real | b. shoulder |
| 3. a few years | c. the reporters say |
| 4. read along with what | d. pages |
| 5. looking over someone's | e. movies |
| 6. in the sports | f. ago |

LISTENING GAP FILL

From: <http://www.NewsEnglishLessons.com/0909/090920-video.html>

Another piece of science fiction _____ week. The very first video advertisement appeared inside a paper magazine. 'Entertainment Weekly' from the USA, was _____ small screen inside it. Readers _____ mag and watch video ads for Pepsi and the TV network CBS. There were _____ in the magazine so people could listen to the ads too. Pepsi marketing officer Frank Cooper said it was an "extraordinary way to...interact with consumers". The _____ 40 minutes of video.

The video ads in Entertainment Weekly are amazing. They are from fantasy movies, _____ real life. We first saw them a few years ago in movies like Minority Report, _____ Harry Potter films. Very soon, everyone will be looking at videos in their newspapers. Journalists _____ the headlines. We may _____ with what the reporters say. I can imagine people looking over someone's shoulder to see the video of a goal in the sports pages. Technology _____ science fiction.

MULTIPLE CHOICE

From: <http://www.NewsEnglishLessons.com/0909/090920-video.html>

Another (1) _____ of science fiction became reality this week. The very first video advertisement (2) _____ inside a paper magazine. 'Entertainment Weekly' from the USA, was published with a small screen inside (3) _____. Readers could open the mag and watch video ads for Pepsi and the TV network CBS. There were also tiny (4) _____ in the magazine so people could listen to the ads too. Pepsi marketing officer Frank Cooper said it was an "extraordinary (5) _____ to...interact with consumers". The screen can hold 40 minutes of video.

The video ads in Entertainment Weekly are (6) _____. They are from fantasy movies, only now they are real life. We first saw them a (7) _____ years ago in movies like Minority Report, and then again in Harry Potter films. Very (8) _____, everyone will be looking at videos in their newspapers. Journalists will appear under the headlines. We may even read (9) _____ with what the reporters say. I can imagine people looking over someone's (10) _____ to see the video of a goal in the sports pages. Technology today really is like science fiction.

Put the correct words from this table into the article.

- | | | | |
|-----|--------------|---------------|----------------|
| 1. | (a) peace | (b) peas | (c) piece |
| 2. | (a) appeared | (b) appearing | (c) appearance |
| 3. | (a) them | (b) it | (c) this |
| 4. | (a) speaker | (b) speaks | (c) speakers |
| 5. | (a) way | (b) weigh | (c) away |
| 6. | (a) amazed | (b) amazes | (c) amazing |
| 7. | (a) few | (b) several | (c) numerous |
| 8. | (a) soonish | (b) soon | (c) sooner |
| 9. | (a) around | (b) about | (c) along |
| 10. | (a) shoulder | (b) elbow | (c) wrist |

SPELLING

From: <http://www.NewsEnglishLessons.com/0909/090920-video.html>

Spell the jumbled words (from the text) correctly.

Paragraph 1

1. ccienes fiction
2. paper gazmeian
3. tiny aesreks
4. marketing ffercoi
5. interact with creumonss
6. 40 menitus of video

Paragraph 2

7. aaftsny movies
8. real iel
9. a few yaser ago
10. read nagol with
11. looking over someone's ehorudsl
12. sports esap

PUT THE TEXT BACK TOGETHER

From: <http://www.NewsEnglishLessons.com/0909/090920-video.html>

Number these lines in the correct order.

- () so people could listen to the ads too. Pepsi marketing officer Frank Cooper said it was an "extraordinary
- () open the mag and watch video ads for Pepsi and the TV network CBS. There were also tiny speakers in the magazine
- () life. We first saw them a few years ago in movies like *Minority Report*, and then again in *Harry Potter* films. Very
- () soon, everyone will be looking at videos in their newspapers. Journalists will appear under the
- () The video ads in *Entertainment Weekly* are amazing. They are from fantasy movies, only now they are real
- () shoulder to see the video of a goal in the sports pages. Technology today really is like science fiction.
- () way to...interact with consumers". The screen can hold 40 minutes of video.
- () headlines. We may even read along with what the reporters say. I can imagine people looking over someone's
- () inside a paper magazine. 'Entertainment Weekly' from the USA, was published with a small screen inside it. Readers could
- (**1**) Another piece of science fiction became reality this week. The very first video advertisement appeared

THE READING / TAPESCRIPT

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With a partner, put the words back into the correct order.

1. this fiction reality week Science became.

2. The first advertisement very video appeared.

3. small a with Published it inside screen.

4. the . also There magazine in tiny were speakers

5. of can video hold 40 The minutes screen.

6. years ago in movies We first saw them a few.

7. be videos newspapers will at their Everyone looking in.

8. Read say reporters the what with along.

9. to Looking see over the someone's video shoulder.

10. today fiction like really Technology science is.

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find more information about video ads. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about science fiction becoming real life. Include imaginary interviews with some inventors. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

5. LETTER: Write a letter to a futurologist. Ask him/her three questions about what technology we'll have in the future. Give him/her three of your opinions. Read what you wrote to your classmates in the next lesson. Your partner will answer the questions you asked.