

Digital cinema

Level

Pre-intermediate

Tasks

Guessing figures relating to the cinema

Reading an article on digital cinema

Identifying some common business words in the article

Discussing points arising from the article

How to use the lesson

1 Give students a few minutes to discuss the questions with a partner. Monitor the discussion, then ask some students to report their answers to the class. Point out that the suffix *-goer* can be used in other expressions such as *church-goer* and *theatre-goer*.

2 Ask students to complete the sentences by guessing the correct figures from the alternatives in **bold**. Encourage them to compare their answers with a partner. (Students will be able to check their answers when they read the text.)

Answers

a 99% *b* \$1,000 *c* 100,000

3 Ask students to read the text in order to check their answers. Check the answers with the class.

You may wish to ask some comprehension questions on the text, such as: *What is Rain Networks's product? What are the advantages of digital distribution?*

4 Ask students to read the article again and find words with the definitions listed.

Answers

a generated *b* download *c* distribution *d* affordability *e* barrier *f* blockbuster

You could ask students to practise making sentences relating to their own jobs or companies with some of the above words and some of the other useful business vocabulary in the article, such as *make a profit* (paragraph 1), *take risks* (paragraph 1), *investment* (paragraph 1), *transportation costs* (paragraph 2) and *compete with* (paragraph 4).

5 Ask students to work in groups to discuss their answers to the questions. Questions **a** and **b** require students to make predictions using *will*, so you may want to revise this quickly before the discussion. Monitor the discussion. Ask some students to report their ideas to the class, then hold a class feedback session.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.technicolordigital.com/>

<http://entertainment.howstuffworks.com/digital-cinema.htm>

<http://www.filmsite.org/>

<http://www.lordoftherings.net/>