

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 | a. adventure, love story, horror |
| 2. budget : a plan about how to spend money | b. commercials on TV or the Internet |
| 3. genre : a type of book or film | c. made by people, companies or governments |
| 4. target audience : the people who will buy a product | d. women, teenagers, people who use their car a lot |

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!

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.

- 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.

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 / informal 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. →