14 Creative careers

1 **Complete the conversation. Use the passive form of the verbs given.**



Anna: Putting on a fashion show must be really fun!

Marcus: Yeah, but it's also challenging. All the clothes have to *be numbered* (number) so that the models wear them in the right sequence. And they also have to _____ (mark) with the name of the right model.

Anna: What happens if something _____ (wear) by the wrong model?

Marcus: Well, if it doesn't fit, it looks terrible! First impressions are very important. A lot of clothes _____ (sell) because they look good at the show.

Anna: Do you have to rehearse for a fashion show?

Marcus: Of course! There's more involved than just models and clothes. Special lighting _____ (use), and music _____ (play) during the show.

Anna: It sounds complicated.

Marcus: Oh, it is. And at some fashion shows, a commentary may _____ (give).

Anna: A commentary? What do you mean?

Marcus: Well, someone talks about the clothes as they _____ (show) on the runway by the models.

Anna: It sounds like timing is really important.

Marcus: Exactly. Everything has to _____ (time) perfectly! Otherwise, the show may _____ (ruin).

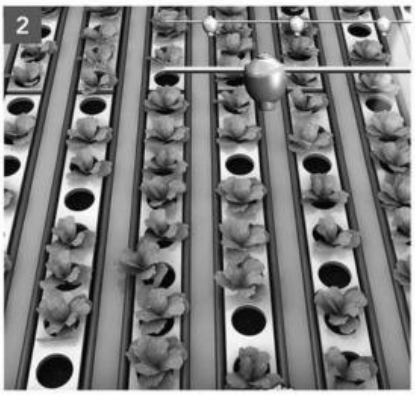
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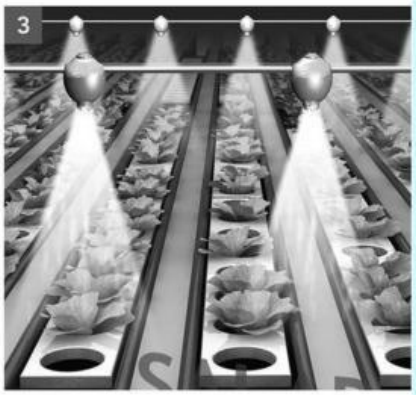
2 Choose the correct words or phrases.

1. Often, special music has to be _____ for a film.
   (written / designed / hired)
2. A play may be _____ for several weeks before it is shown to the public.
   (shot / taken / rehearsed)
3. Designing _____ for actors to wear requires a lot of creativity.
   (scripts / movies / clothes)
4. Newspapers are _____ to stores after they are printed.
   (written / delivered / reported)
5. _____ are added after the film has been put together.
   (Scenes / Sound effects / Actors)

3 Complete this passage. Use the passive form of the verbs given.











1. Nowadays, all sorts of things _are produced_ (produce) in factories, including lettuce!
   At one food factory, fresh green lettuce _____ (grow) without sunlight or soil.
   Here is how it _____ (do).
2. Lettuce seedlings _____ (place) at one end of a long production line.
   Conveyor belts _____ (use) to move the seedlings slowly along. The tiny plants
   _____ (expose) to light from fluorescent lamps.
3. They have to _____ (feed) through the roots with plant food and water that
   _____ (control) by a computer.
4. Thirty days later, the plants _____ (collect) at the other end of the conveyor belts.
5. They may _____ (deliver) to the vegetable market the same day.

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4 Professional fashion blogger

A Scan the article and use the past participle form of the words in the box to complete the sentences with the passive voice.

concern	create	inspire	interest	interview	notice

A Passion for Fashion

In just the last ten years, a new job category has been [1]_____: professional fashion blogger. The story of one of the very first professional bloggers is an inspiration to young people everywhere who are [2]_____ with how to make a good living while also doing something that is important to them.

In 2007, Imran Amed, a young Canadian-British citizen who had recently moved to London, decided to take advantage of some free time he had while he wasn't busy working at his job. He sat down in his living room and began to write about something he was passionately [3]_____ in: fashion. Sitting on his sofa, he created a blog that allowed him to communicate with readers who shared his fascination with the fashion industry. Naturally, at the beginning, his readers were mainly his friends and family. But because of his ability to tell interesting and perceptive stories that made readers want to keep on reading, his blog was soon [4]_____ by many people, and by professionals in the industry.

In time, advertisers began to pay Amed's blog, *The Business of Fashion*, for the opportunity to connect with all those readers and potential clients. Amed was also an excellent interviewer. His interviews with Karl Lagerfeld, Natalie Massenet, Nick Knight, and other giants in the fashion industry became another great attraction to his blog. Designers were willing to be [5]_____ by him because his questions and comments were relevant, intelligent, and [6]_____ by his passion for fashion.



Imran Amed, accepting the Business of Fashion Media Award at the 2016 CFDA Fashion Awards

Today, professionals in 200 countries consider *The Business of Fashion* to be required reading in order to keep up with the latest developments in fashion. Thirty employees now fill the demand for information on fashion. More recent fashion blogs like Chiara Ferragni's *The Blonde Salad* in Italy and Sabina Hernandez's blog *Te lo dije nena (I told you, girl)* in Argentina are now also very successful.

Potential professional bloggers, take note: passionate interest is fundamental to success. If you can discover your passion, then the power of that energy will be the magnet that captures and holds your readers' attention. That is exactly what happened one day when Imran Amed sat down and began to write a blog on his sofa.

B Read the article. Check (✓) the true statements according to the article. For the statements that are false, **choose** the true information.

1. ☐ Imran Amed has always lived in London.

2. ☐ His family and friends are not interested in fashion and do not read about it.

3. ☐ Because Imran Amed knows how to tell an interesting story, many people began to read his blog.

4. ☐ Designers enjoy giving interviews to Imran Amed because his questions are intelligent and show that he is interested in fashion.

5. ☐ Chiara Ferragni's and Sabina Hernandez's blogs were started before *The Business of Fashion*.

6. ☐ If you want to be a professional blogger, the most important thing you will need for success is money.

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5 Join these sentences with *who* or *that*. Add a comma wherever one is needed.



broadcast presenter



junior newspaper reporter

Examples:

Broadcast presenters are journalists.

They report the news on television.

Broadcast presenters are journalists who report the news on television.

A junior newspaper reporter should be curious.

He or she is often new to journalism.

A junior newspaper reporter, who is often new to journalism, should be curious.

1. An editorial director chooses only the most interesting stories.

He or she tells the reporters what news stories to cover.

2. A game animator is a skilled artist.

He or she creates detailed graphics for computer games.

3. A storyboard artist is a creative person.

He or she illustrates plans for individual scenes for a movie.

4. Stunt people perform dangerous moves in films and TV shows.

The films and shows have a lot of action scenes.

5. TV sitcoms include actors and actresses.

They are recognized by television viewers around the world.

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6 Match the definitions with the jobs.

1. a cinematographer __g__
2. a film editor _____
3. a gossip columnist _____
4. a graphic designer _____
5. a club DJ _____
6. a band manager _____
7. a web content manager _____
8. a talk show host _____

a. a journalist who specializes in reporting on the personal lives of famous people
b. someone who plays music in a dance club
c. someone that helps a movie director put together the best "takes"
d. a person who is in charge of choosing the text and pictures on a website
e. a TV personality who invites guests to come on his or her program
f. a person who takes care of business for a band
g. a person who operates the main camera during shooting
h. someone that creates the design for a printed work

7

Complete the paragraphs by filling in the blanks with the correct relative pronoun: **who**, **which**, or **that**. Each blank requires one of these pronouns to connect ideas clearly and add important details.



I'd like to be a teacher ____ inspires students to love learning. Teachers are people ____ shape the minds of the next generation. A good teacher needs to create a classroom environment that supports curiosity and growth. Students ____ feel encouraged and respected often perform better and grow in confidence. Teachers ____ adapt their methods to meet different needs can help all students succeed.

This job interests me because my mother, ____ was also a teacher, showed me how meaningful the profession can be. Education, ____ is the foundation of society, is something I deeply value. I enjoy working with children, ____ are naturally curious and full of energy. My school, ____ is located near my home, has a supportive environment ____ makes teaching enjoyable. I believe I have the patience and creativity, ____ are essential traits for any successful teacher.

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8 **Describe six steps in the process of renovating a restaurant. Use the passive form of the verbs given below.**

1 
designer

2 
builders

3 
painters

4 
electrician

5 
delivery people

6 

reopening

1. First, *a renovation plan is approved.* (a renovation plan / approve)
2. Next, _____ (new walls / build)
3. Then _____ (the walls / paint)
4. After that, _____ (new lighting / install)
5. Then _____ (new furniture / deliver)
6. Finally, _____ (the restaurant / reopen)

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