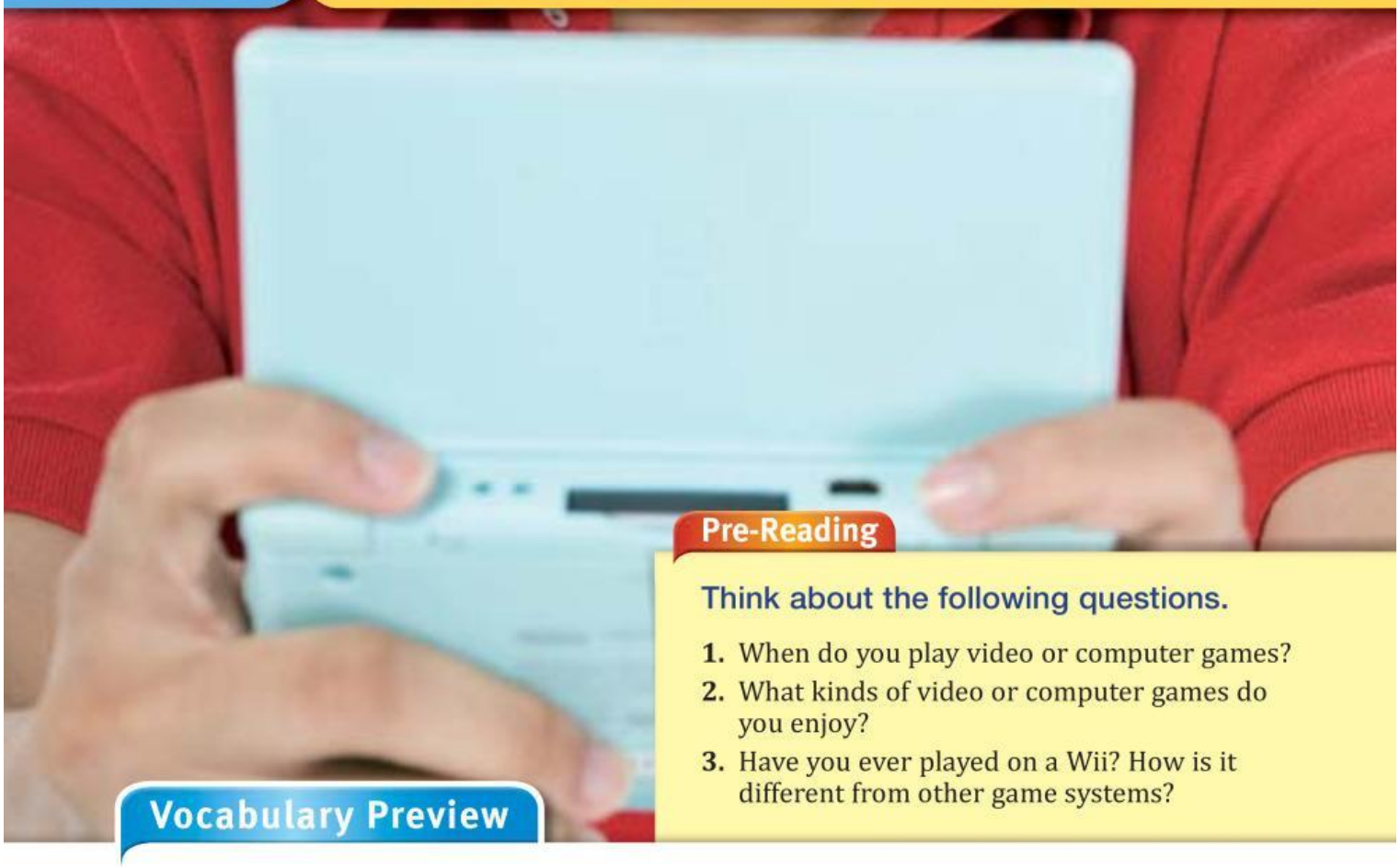
6 Mr. Nintendo



Pre-Reading

Think about the following questions.

1. When do you play video or computer games?
2. What kinds of video or computer games do you enjoy?
3. Have you ever played on a Wii? How is it different from other game systems?

Vocabulary Preview

Write the letter of the word or phrase with the same meaning as the underlined word or phrase.

a. see and know	d. skill
b. ideas and image behind	e. act on
c. related to; connected with	f. not doing well

1. ___ Do you <u>recognize</u> that game system?
2. ___ Business is <u>suffering</u> because of the poor economy.
3. ___ I don't like the <u>concept</u> of shooting games.
4. ___ Is this subject <u>relevant to</u> my life?
5. ___ I <u>interact with</u> Wii games by using body movements.
6. ___ This game improves thinking <u>ability</u>.

LIVEWORKSHEETS

Mr. Nintendo

Track 11

Satoru Iwata is not a household name, but he should be. Most people, however, would recognize his brain children, the Nintendo DS and the Wii. These two game systems completely changed the world of gaming. It's hard to imagine gaming without them, but amazingly, the DS and Wii almost didn't happen! It is only thanks to the **innovative** ideas of Iwata that we have these systems today.

Satoru Iwata was made the CEO of Nintendo in 2002. At that time, the video game market was suffering, and Nintendo was having trouble with its sales. Iwata thought that a change in **strategy** was due. **Previously**, the strategy in the game **industry** was to keep making the same kinds of games and **consoles** but just improve their power and complexity. However, Iwata didn't just want to attract dedicated gamers. He wanted to bring in new kinds of players to video gaming. How was he going to do that? He decided to change the very concept of video games.

Iwata wanted to make video games easier to pick up and more relevant to people's lives. Out of this idea came the Nintendo DS. People interacted more directly with the game by using a touch screen instead of just a set of buttons. Iwata took this idea to the extreme with the **motion**-based Wii. Now, just by using natural body movements, players can enjoy playing all sorts of games.



The kinds of games produced changed as well. Along with the regular role-playing game (RPG), action, and sport games, new kinds of "games" were designed. Some of these new games, like Brain Age, improved thinking abilities. Others, like Wii Fit, improved **fitness**. This has brought in a new age of gaming. Everyone from grandparents to their grandchildren seems to be playing Nintendo products.

With all that we have seen so far, we can only wonder what is next for Iwata. Surely it will be something **groundbreaking**!

Reading Time _____ minutes _____ seconds 324 words

5 *innovative*: new and creative
8 *strategy*: a plan
8 *previously*: before
8 *industry*: business
9 *console*: a game system
17 *motion*: movement
24 *fitness*: good physical condition
30 *groundbreaking*: very new and original

LIVEWORKSHEETS

Reading Comprehension

Choose the best answer.

1. What is the main idea of this reading?

a. Satoru Iwata is a man with amazing ideas.
b. Gaming is not just for dedicated gamers anymore.
c. Satoru Iwata is an important man for dedicated gamers.
d. The gaming industry is making educational games now.

2. What first motivated Iwata to change the strategy of Nintendo?

a. He wanted to make useful consoles.
b. He wanted to lower sales.
c. He wanted to attract more players.
d. He wanted a new concept for gaming.

3. What did Iwata change about the world of gaming?

a. More games for children and girls
b. More dedicated gamers
c. Created a new style of gaming
d. Less expensive game systems

4. What does the phrase "brain children" mean as seen in the reading?

a. Products thought of and created
b. The brains of gamers
c. The world of gaming
d. Children who are geniuses

5. What does the author think about Iwata's future products?

a. There will be no future products.
b. They will probably not change the world of gaming.
c. They will probably be very innovative.
d. They will be very similar to products now.

Idiomatic Expressions

Find these idioms in the reading.

- **a household name** [very famous]
  President Obama is a household name.

- **a change (in something) is due** [it is time for (something) to change]
  A change in our sales strategy is due. We're starting to lose money!

- **take (something) to the extreme** [to develop or improve something to the highest degree]
  The soccer team took their defense to the extreme when they prevented the other team from scoring any points.

Fill in the blank with one of the above idioms. Change its form if necessary.

1. Brad Pitt is _____.

2. We _____ the cookie recipe _____ by adding even more chocolate chips.

3. _____ in weather _____. I heard it's finally going to stop raining tonight.

LIVEWORKSHEETS

Summary

Read the sentences from the reading passage. Paraphrase the sentences to create a summary of the passage.

a. Most people, however, would recognize his brain children, the Nintendo DS and the Wii.
b. These two game systems completely changed the world of gaming.

1. a + b: The world of video games completely changed after he came out with _____.

c. Satoru Iwata was made the CEO of Nintendo in 2002.
d. He wanted to bring in new kinds of players to video gaming.

2. c + d: After becoming the CEO of Nintendo, _____.

e. People interacted more directly with the game by using a touch screen instead of just a set of buttons.
f. Iwata took this idea to the extreme with the motion-based Wii.

3. e + f: After Nintendo introduced _____, the company went to the next level of gaming with its motion-based Wii game system.



Listening

Not Just Another Game

Track 12

Listen to the dialog. Check True or False for each sentence.

	True	False
1. Satoru Iwata's son has designed a new Nintendo product.	☐	☐
2. The new product is related to health and fitness.	☐	☐
3. The new product can show healthy things in your blood.	☐	☐

LIVEWORKSHEETS

Discussion

Discuss the following questions.

1. What is your favorite computer or video game? What do you do in the game?
2. Why do you like it?
3. What kinds of game systems have you used before?

Grammar

Coordinating Conjunctions

A coordinating conjunction joins together two clauses which are equally important. They are easily remembered as *fanboys: for, and, nor, but, or, yet, so*. Use a comma before the coordinating conjunction unless both clauses are very short.

Satoru Iwata is not a household name, (but / and) he should be.

At that time, the video game market was suffering, (and / but) Nintendo was having trouble with its sales.

Writing

Write your own short paragraph by answering the questions below.

My Favorite Game

(1) What is your favorite computer or video game? **(2)** What kind of game is it? **(3)** Why do you like it? **(4)** How often do you play it? **(5)** Are you good at playing it?

Example

My favorite game is Super Mario Kart. It is a kind of driving or racing game. I like it because it has cute characters and driving around the track is fun. I play it almost every day, but I am not very good at it.

LIVEWORKSHEETS

Vocabulary and Idiom Review

A. Choose the best word or phrase to fill in the blank.

1. How can I _____ more customers to my store?

a. improve b. suffer c. attract d. produce

2. My coach thinks we need a new _____. We're losing too many games.

a. ability b. motion c. strategy d. industry

3. I am playing computer games too much. My grades are starting to _____.

a. interact b. interfere c. be due d. suffer

4. Spanish class is not very _____ to my life here in Hong Kong.

a. normal b. innovative c. relevant d. regular

5. John is a _____ teacher. He spends hours preparing his lessons.

a. previously b. groundbreaking c. natural d. dedicated

6. That's a new _____. I haven't heard that idea before.

a. fitness b. motion c. concept d. fur

7. The Wii _____ is quite expensive.

a. console b. name c. industry d. gamer

B. Choose the correct form of the word to fill in the blank.

8. My dog has the _____ to learn new tricks.

a. ability b. disability c. able

9. With that hat and those glasses, he is not _____.

a. recognize b. recognition c. recognizable

10. That game is _____.

a. interact b. interactive c. interaction

LIVEWORKSHEETS