

## Unit

# 9

## Film and media

- **Topics** multimedia in the UAE; profile of an Emirati filmmaker; the language of advertising and marketing; the Dubai International film festival; what is a documentary film?; Hollywood films shot in the UAE.
- **Use of English** *by + verb + ing*; adjective order; intensifiers; *either / neither ... or / nor*; *verb + infinitive with to*; passive.



### Lessons 1–2 Multimedia in the UAE

- What do you think *multimedia* is?
- What type of media do you prefer to watch or listen to?

#### Language tip

*Multimedia* is made up of two words, *multi* meaning *many* and *media* meaning *communication*.

### Listening 68

- 1 Listen to a conversation. What is DSC (Dubai Studio City)?

a an organisation that helps production companies

b a production company

c a group of production companies

#### Listening strategy

You don't need to hear and understand every word. Focus on stressed words because these are usually the important words in a sentence.

- 2 Listen again. Are the statements true (T), false (F) or is there no information (NI)?

- 1 Omar already has a business set up at DSC.
- 2 James and Amjad create animated adverts.
- 3 Omar had never heard of DSC before he spoke to James and Amjad.
- 4 The sound stage at DSC is one of the best in the Middle East.
- 5 Amjad believes that processing visas in three weeks is quick.

F  
NI  
F  
T  
T

### Speaking 69

- 3 Listen to extracts from the conversation. Think about the questions below.

- 1 Is one speaker stopping the other during the conversation? **Yes**
- 2 What phrases do they use to interrupt? **Actually ... , Just a moment ... , Sorry to interrupt, but ... , Can I just say that ...**
- 3 Are they polite? **Yes**

Can you think of any more phrases we can use in this way?

**Can I just come in here ... ,  
I'd just like to say something ... ,  
I don't mean to interrupt  
but ...**

## Language Focus

- 4 Look at these phrases from the conversation.

... **by asking** someone already using them, I could get more information ...  
 ... **by working** through DSC, you have access to the basic ...  
 ... **by bringing** our staff in through them, we saved a lot of time ...

- 1 Is the first part of the phrase an action or a result? **1 an action;**
- 2 Is the second part an action or a result? **2 a result;**
- 3 Which verb form follows *by*? **3 ing**

## Speaking

- 5 Imagine you would like to start a multimedia business. Which field would you choose?

### Examples:

- producing animation for websites
- producing videos for advertising agencies
- designing graphics for consumer products
- recording music or voiceover for adverts

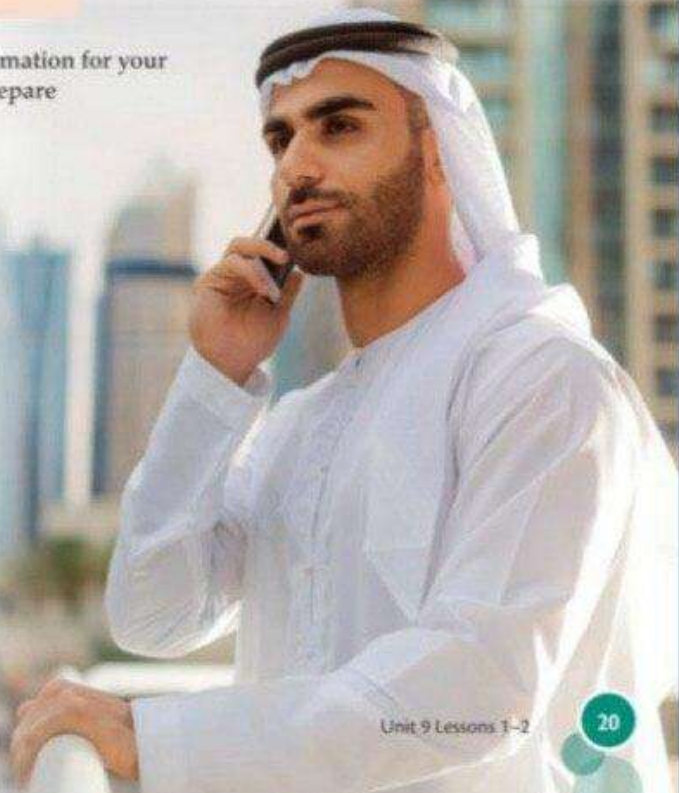
### Language tip

We usually use *by* + **verb** + *ing* to show the action taken for a particular result. For example, *By using our services, you will save time.*

You need to call a contact at DSC to get information for your business. Use the role cards for ideas and prepare what you want to say.

## Speaking

- 6 Make the call and try to get as much information as possible. Remember to use the phrases from Activity 3 if you need to interrupt the person you are talking to.





## Lessons 3–4 Profile of an Emirati filmmaker

- Would you like to be a film maker? Why? / Why not?
- What kind of films would you like to make?

### Vocabulary

- 1 e; 2 f; 3 a; 4 c; 5 g; 6 h; 7 d; 8 b
- 1 Match the words about the film industry with their meanings.
- |                |   |   |  |
|----------------|---|---|--|
| 1 biography    | — | a | The person who has control of a film, including the money.                   |
| 2 director     | — | b | A person who writes the words for films and TV shows.                        |
| 3 producer     | — | c | A full-length film with a story.   |
| 4 feature film | — | d | Words written for a film with instructions about what the actors need to do. |
| 5 box office   | — | e | The story of a person's life.  |
| 6 documentary  | — | f | A person who tells the actors what to do.                                    |
| 7 screenplay   | — | g | Place at a theatre or cinema which sells tickets.                            |
| 8 scriptwriter | — | h | A film or TV programme about real facts, not fictional stories.              |

### Reading

- 2 Read the biography about Ali F Mostafa. What does he hope to do in the future?

**He hopes to work on more projects and raise his profile.**

#### A man with a dream



Ali F Mostafa is a successful Emirati film director and producer. He was born on 25th September 1981 in London. His father is from Dubai and his mother is British. Ali grew up in the UAE.

Ali has been interested in film since childhood, and in 2003 he had the opportunity to follow his dream and attend the prestigious London Film School, where he received an MA in Film making.

At the age of 28, this aspiring young man was named Best Emirati Film Maker at the Dubai International Film Festival (DIFF) in 2009. His debut film, *City of Life*, is often referred to as the first Emirati feature film and received praise from many influential people in the film industry. It was a film with a powerful message and broke box office records for an Emirati film.

The following year, Mostafa won the Young Film Maker of the Year award at the Digital Studio Awards and has been called the

best Emirati  
film maker of his generation.

Prior to his success with *City of Life*, this talented, hard-working Emirati national directed a number of short movies. In 2005, he produced the film *Under the Sun*, which was shown at DIFF as well as the Rome, Rhode Island and San Francisco International Film Festivals. Mostafa not only directed this film, but wrote the screenplay too. A year later, the film was announced as the winner of the Emirates Film Competition.

That same year, Mostafa started his own production company, called AFM Films, because he wanted to produce his own work without outside influences and control. AFM Films create shorts, documentaries and commercials.

Although Mostafa produces films and is an excellent scriptwriter, his main interest is directing and he continues to work on new, exciting projects which he hopes will raise his profile even more.



**3** Read the biography again and answer the questions.

- 1 What qualification did Ali receive from the London Film School?
- 2 What was the title of his first film?
- 3 In which year did Ali win the Young Film Maker of the Year award?
- 4 Which film won the Emirates Film Competition in 2006?
- 5 What is Ali's production company called?

- 1 MA in Filmmaking;
- 2 *City of Life*;
- 3 2010;
- 4 *Under the Sun*;
- 5 AFM Films

**4** Read the example sentences below. Answer the questions.

A successful Emirati film director. **2 adjectives**

This aspiring young man was named Best Emirati Film Maker. **4 adjectives**

This talented, hard-working Emirati national directed a number of short movies. **4 adjectives**

- 1 How many adjectives are there in each sentence?
- 2 What do you notice about the order of the adjectives in each sentence?
- 3 Find more examples of sentences that use adjectives in the text.

He continues to work on new, exciting projects..

**Language tip**

When we use two or more adjectives in a sentence, we need to put them in a certain order. Adjectives that are giving opinions go before adjectives which are giving a fact. For example, *An interesting, old film.*

**2 - Adjectives that are giving opinions go before adjectives which are giving a fact.**

His debut film, is often referred to as the first Emirati feature film.



## Speaking

- 5 Read the brief notes about Nujoom Al-Ghanem. Then ask and answer with a partner. Use the question words below.

- When ... ?
- Where ... ?
- What ... ?
- How many ... ?

**When was she born?**  
She was born October 24,  
1962.

When was she born?

**Where did she go to university?**  
She went to Griffith University in Australia.

She was born on 24th October 1962.

**What type of films does she make?**  
She makes shorts, documentaries and feature films.



# Nujoom Al-Ghanem

**Date of Birth**  
1962

24th October

**Place of Birth**  
Dubai

**Education:**  
Griffith University,  
Australia -  
MA in Cinema

**Production**

**Skills:**  
Film director,  
producer,

screenwriter, poet

**Films:**  
Shorts,  
documentaries and  
feature films

**Poems:**  
Seven poetry  
collections

**Awards:**

2008  
Most Promising UAE  
Female Film Maker

2014  
Muhr Features - Best  
Non-Fiction Feature  
'Nearby Sky'



## Lessons 5–6 The language of advertising and marketing

- What is your favourite TV, magazine or radio advert?
- Do you think advertising works? Why / Why not?

### Reading

- 1 Skim-read the article and choose the best title.
  - a How advertising works
  - b Wordplay: the tricks of advertising
  - c Advertising today

#### Reading strategy

When you skim-read for the general idea of a text, look at the title, headings and any images first. Then, if you are still not sure, read the first sentence of each paragraph.

### Certain words can affect people's emotions

– a fact that all advertisers know. The language used in advertising is chosen to create a **very** positive image of their product.



#### HERE ARE SOME TRICKS ADVERTISING COMPANIES USE

#### Playing with language for slogans

Advertisers change grammar rules and language to create memorable slogans. Here are some popular techniques they use:

**RHYMING** Putting words that sound the same together always makes it easier to remember something! This is what they call a *catchy* slogan; one that people remember for years. A good example is the Duracell batteries slogan 'No battery is stronger longer'.

**CONCISE** The shorter the message, the easier it is to remember. Can you think of any advertising slogans? How long are they? Adidas's **extremely** unforgettable slogan in 2004 'Impossible is Nothing' is only three words.

**COMMAND ACTION** Do you sometimes watch an advertisement and feel like you have to do something? This is what advertising campaigns want you to do! Using imperative sentences leads to action. Sprite gave its viewers an order by saying 'Obey your thirst'.

To make their products seem **totally** unique and needed, advertisers use specific techniques when designing their campaigns. Here are a few:

**CELEBRITY ENDORSEMENTS** Knowing someone important is using a product makes people want to buy it. Some products use celebrities to advertise, like Michael Jordan for Nike shoes. Celebrities become the 'face' of brands, so people always think of the product when they see them. George Clooney's adverts for Nespresso are an **especially** good example.

**GIVING FACTS** Advertisers make claims in their slogans that aren't new. Facts give their product a **really** strong image. De Beers jewellery uses 'A Diamond is Forever' as their slogan, which is something people already know!

**ASKING QUESTIONS** Do you ever watch TV, read a magazine or listen to the radio and find yourself answering a question in an advertisement? One of the most famous question slogans is 'Got Milk?', which was a health campaign in the USA to get people to drink more milk.

#### Techniques

*Now you know some of the tricks in the advertising business, will you still believe all these adverts? More importantly, will you still buy all these products?*



- 2 Read the article and choose the correct answer.
- The Duracell batteries slogan is an example of ...
    - rhyming.
    - celebrity endorsement.
    - asking consumers questions.
  - The Adidas slogan '*Impossible is Nothing*' is unforgettable because ...
    - it rhymes.
    - it is only three words.
    - it is endorsed by superstar athletes.
  - An example of using commands in advertising is ...
    - the milk health campaign advert.
    - the Sprite advert.
    - the Nespresso advert.
  - Nike used Michael Jordan in one of its campaigns because ...
    - he is related to sport.
    - he didn't charge them a lot.
    - he drank Nespresso.
  - 'Got Milk?' was used to persuade people to ...
    - drink Nespresso coffee.
    - do more sport.
    - drink milk.

1 a;  
2 b;  
3 b;  
4 a;  
5 c

### Language Focus

- 3 Look at the words in bold in the text.
- What kinds of words follow them?
  - Can you still understand the sentence if you remove the word in bold?
  - What is the job of the words in bold?

1 Adjectives;

2 Yes, they only add emphasis to the meaning;

3 To make adjectives seem stronger/add emphasis

### Use of English

Intensifiers are adverbs. We use intensifiers before adjectives to make the adjective stronger.

### Writing

- 4 Think of a product you want to create. Write a number of advertising slogans for it. Remember to use intensifiers and the tricks you read about.

Example: *a new drink, an electronic gadget, smart clothes*

### Speaking

- 5 Discuss these questions with your group.
- Do you think it's acceptable that we have to watch and listen to so much advertising?
  - Do you think it's acceptable for children to be targeted by advertising?
  - Do you believe that advertising persuades us to buy things?



## Lessons 7–8 Practise and prepare

- Do you like watching old films?
- Have you ever watched a film in black and white?
- Have you ever watched a silent film?

### Reading

## The History of

# Early Cinema



In its first thirty years, cinema grew very quickly. It started in just a few big cities — New York, London, Paris and Berlin — but soon became popular across the world, attracting more and more people, and replacing other forms of entertainment. These large movie audiences needed places to see the films. So, the 'great picture palaces' of the 1920s became more elegant and glamorous than theatres and opera-houses. Meanwhile, films themselves went from being short 'spots', only a couple of minutes long, to the full-length feature that we know today.

Although some people think that the French, German, American or British invented cinema, it was mainly the French who exported cinema to China, Japan, Latin America and Russia, so that these countries could start an industry of their own. In terms of artistic development, it was again the French and the Americans who took the lead, though in the years prior to 1914 Italy, Denmark and Russia also played a part.

In the end, the United States became, and remains, the largest single market for films. The Americans started to dominate the world market by 1914. The centre of film-making moved to Hollywood, and it is films from these new Hollywood studios that have filled the world's film markets since that time. Few film industries have come close to competing. The Italian industry almost collapsed. In Scandinavia, Swedish cinema had a brief period of success, but because its films were mainly about what happened in Sweden, their audience was limited. Even French cinema found itself in a difficult position.

Hollywood took the lead artistically, as well as industrially. Hollywood films were more popular because they had better plots, their special effects were more impressive and the star system meant the actors became idols.

None of this would have happened without technology.

In the early years, this art form was quite basic. Early cinema programmes were a mixture of comic sketches, brief episodes and some animated films. With the Americans' first feature-length films, other types of films became less important. Cartoons and newsreels became a separate branch of filmmaking, generally practised outside the major studios, and were usually shown as short items before the main feature. However, with Walt Disney, animated films went from just short clips to major full-length films.



## 1 Answer the following questions.

1 America was, and still is, the leader of the film industry. Which three possible reasons are given in the text?

- a Plenty of money to pay for actors.  
☐
- b Making films about serious issues.  
☐
- c Being first to produce a feature film.  
☐
- d Well-written stories.  
☐
- e The collapse of Italy's film industry.  
☐
- f Excellent special effects.  
☐

2 Answer the questions below using no more than three words.

1 Where did people go for entertainment before cinemas became popular?

1 theatres and opera-houses

2 Cartoons and newsreels

3 animated films

2 Which two types of film were not generally made in major studios?

3 Which type of film did America develop in both short and feature films?

3 Look at the following statements (1–6) and the list of countries below. Match each statement with the correct country. You may use any letter more than once.

- 1 It helped other countries develop their own film industry. \_\_\_\_
- 2 It was the biggest producer of films. \_\_\_\_
- 3 It was first to develop the 'feature' film. \_\_\_\_
- 4 It was responsible for creating 'stars'. \_\_\_\_
- 5 It made movies based more on its own culture than outside influences. \_\_\_\_
- 6 It nearly stopped making films. \_\_\_\_

1 a  
2 c  
3 c  
4 c  
5 e  
6 h

## Countries

- |            |                 |
|------------|-----------------|
| a) France  | f) Japan        |
| b) Germany | g) Soviet Union |
| c) USA     | h) Italy        |
| d) Denmark | i) Britain      |
| e) Sweden  | j) China        |



## Lessons 9–10 The Dubai International Film Festival

- What do volunteers at the festival do?

- help organise events
- appear in films
- make phone calls
- sell tickets
- give information to the public
- write scripts

☐  
☐  
☐  
☐  
☐  
☐

### ARE YOU OVER 15

and interested in working in the film industry in the future?

If so, you could be perfect as a volunteer for the Dubai International Film Festival (DIFF). Apply now!

## Listening 70

- 1 **21st** Listen to three volunteers, Amaya, Mira and Samira, being interviewed. Which of the things in the list above do they do?

- 2 Listen again. Are the statements true (T) or false (F)?

- |   |         |
|---|---------|
| 1 Amaya works closely with famous actors and actresses during the festival.     | 1 True  |
| 2 Amaya thought the film <i>Green Light</i> was a bit boring.                   | 2 False |
| 3 Mira likes working in the office and dealing with the public.                 | 3 True  |
| 4 Mira feels that the film <i>Going to Heaven</i> is a good advert for the UAE. | 4 True  |
| 5 Samira volunteered for the festival with her brother and sister.              | 5 False |
| 6 Samira especially enjoyed the music on the film <i>Birds of Passage</i> .     | 6 True  |

## Speaking

- 3 Look at the prompts below and think about what you would answer. In pairs, ask each other questions related to the prompts.

### TELL ME ABOUT:

- a film that you saw recently
- a film character that you really like
- an Emirati film you know
- how often you watch films
- a film that scared you
- a film you know based on a true story

### TELL ME ABOUT:

- a film with a surprising ending
- your favourite actor or actress
- a film that has incredible special effects
- a film you thought was boring
- whether you would like to go to DIFF
- an animated film that you've seen.



## Vocabulary 21st

- 4 Match the film words below with the correct definitions. There are two extra words.

animation cast character crew director extras plot script soundtrack  
stars studio subtitles

- 1 The person who decides how to film the movie.
- 2 The music that is used in the film.
- 3 The main actors or actresses in the film.
- 4 The words the actors learn and say in the film.
- 5 The story of the film.
- 6 All of the actors in the film.
- 7 Minor actors who don't speak and stay in the background.
- 8 All the cameramen, sound engineers and technicians.
- 9 The dialogue in written form across the bottom of the screen.
- 10 The person the actor plays in the film.

- 1 director
- 2 soundtrack
- 3 stars
- 4 script
- 5 plot
- 6 cast
- 7 extras
- 8 crew
- 9 subtitles
- 10 character

## Functional language

- 5 Complete the sentences with the words below.

about as by in on

- 1 as
  - 2 by
  - 3 in
  - 4 about
  - 5 on
- 1 It stars Tom Hanks \_\_\_\_\_ the lead character.
  - 2 It's directed \_\_\_\_\_ Steven Spielberg.
  - 3 It's set \_\_\_\_\_ France.
  - 4 It's \_\_\_\_\_ two brothers who are separated.
  - 5 It's based \_\_\_\_\_ a true story.



## Speaking

- 6 Talk about your favourite film. Try to use the words from Activity 5.

- Make notes on your favourite film.
- Tell your partner about the film.
- Use the language we have learnt to talk about your film.
- Remember to give details.

*'There's this part where ...'*

*'The special effects were ...'*

*'The acting is so ...'*

*'The ending is ...'*

## Your favourite film

Name:

Cast:

Director:

Set where:

Plot:

Reasons why you like it:

- 
- 

## Speaking tip

Using the correct word stress is as important as getting the individual sounds right. Stressed syllables are usually slightly louder and have longer vowel sounds than the other syllables in the word, for example **amazing**, **incredible**, **brilliant**. Always make a note of the stressed syllable when you learn a new word.

## Lessons 11–12 What is a documentary film?

- What is the difference between a documentary film and a feature film?
- Which do you prefer watching and why?

### Reading

- 1 Skim-read the extract below from a chapter in a textbook.  
Choose the best title.

- a The documentary maker
- b Interesting documentaries
- c Drama in the media

Documentaries are a popular genre for filmmakers nowadays and there are plenty of good ones out there. However, there are also a lot of bad ones. For the up-and-coming documentary filmmaker, there are a few rules you need to follow before you get your camera out and start filming. Before you decide to make a documentary, you should ask yourself some important questions.

**What's it going to be about?** It's vital that you find a topic that you feel passionate about and want to share with the world. Many documentaries are made because the filmmaker believes that a particular viewpoint is not being discussed enough in the media.

**Is there a story to be told?** OK, you've found your topic, but will other people be interested? Although documentaries are non-fiction, you should plan to portray a story or message. The information you find must be factual and accurate, but it can also be funny, disturbing, enlightening or a mixture of all three. Whatever it is, it must hold the viewer's attention. A worthy, but dull topic will just make people want to switch off.

**Do you have a question to answer?** According to Baines (2015), successful documentary makers like to use the film-making process as a voyage of discovery and hope to find answers to



their questions. Answering a question in a film adds dramatic tension to the documentary and creates conflict which is more likely to interest the audience.

**How long will it be?** Unlike feature films, documentaries are quite short, usually between 30 minutes and one hour, and they need to be focused. Many people choose to watch documentaries on the Internet and will switch to another website if the documentary doesn't hold their attention.

When you have answered these questions and feel ready to continue, there are some practical issues to think about, such as finance, equipment and location.



2 Read the extract again. Are the statements true (T), false (F) or is there no information (NI)?

- |      |   |   |
|------|---|---|
| 1 T  | 1 | There are many poor-quality documentaries.                  |
| 2 NI | 2 | A documentary must be about a problem in the world today.   |
| 3 F  | 3 | The filmmaker should know the answer to their own question. |
| 4 NI | 4 | Baines makes documentary films.                             |
| 5 T  | 5 | There are a lot of distractions on the Internet.            |
| 6 NI | 6 | Documentary filmmakers need a lot of money to make a film.  |

### Use of English

- 3 In the extract, find and underline examples of verbs followed by *to* + infinitive.
- 4 Write a 100 word summary of the extract in Activity 1. Remember to use your own words. Use the questions below to help you.
- What is the main idea of the text?
  - What evidence supports this?

#### Language tip

Some verbs are followed by *to* + infinitive, especially verbs of thinking and feeling, such as *choose*, *want* and *like*. For example, *He wants to make a documentary.*

#### Writing tip

When you summarise a text, you must use your own words. You should state the main idea of the text and include the important details.

If you are interested in documentary filmmaking, there are some important issues you should think about before you start. Find a topic that is meaningful to you and determine whether or not others would find it interesting. If the topic is not appealing people won't watch. Use an answer to a question approach to increase interest in your topic. Determine the length of your documentary and make sure the audience has their attention focused on what you are presenting. If you feel that you have covered the above points you will still need to consider financing, obtaining the equipment needed and finding a location.

## Lessons 13–14 Hollywood films shot in the UAE

- Do you like watching films?
- Which films are your favourite?
- Do you think the UAE is a good place to make films?

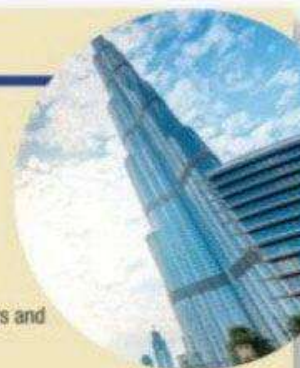


### Reading

- 1 Read the article and answer the questions below.

### Locations!

The UAE has recently become a popular location set for filming international films. Over ten Hollywood motion pictures have been filmed in different parts of the UAE, including Abu Dhabi, Dubai and Al Ain. The scenes were shot in deserts, royal palaces and near skyscraper-filled skylines.

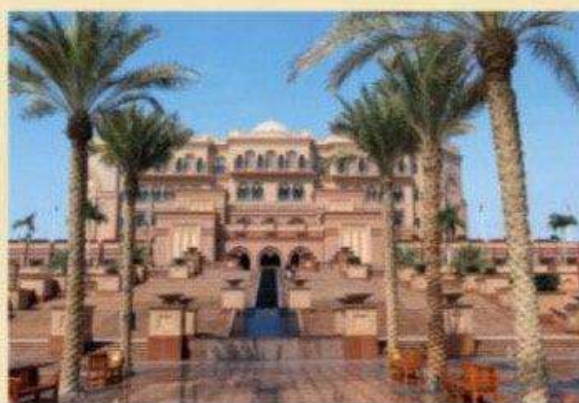


#### MISSION IMPOSSIBLE (2011)

This thrilling film had a very exciting scene shot on Burj Khalifa. The process took 23 days and over 400 crewmembers to make sure everything was perfect.

#### FAST AND FURIOUS 7 (2015)

This film was shot at various locations in Abu Dhabi including Etihad Towers, Emirates Palace, the Corniche and Al Dhafra. The final version of the film, played in cinemas, had around 30 minutes from Abu Dhabi!



#### STAR WARS (2015)

Shooting for this film began in April 2014 and cast members travelled to Abu Dhabi in early May. Enormous sets were built for filming. The set included a shuttle-like spacecraft, a large tower and a big market.

*Keep an eye out for UAE locations next time you visit the cinema!*

- 1 Name two Emirates mentioned in the article. **Dubai, Abu Dhabi**
- 2 How long did the Burj Khalifa scene take to shoot for *Mission Impossible*? **23 days**
- 3 Name two of the four locations *Fast and Furious 7* was filmed at.
- 4 How much of the filming in Abu Dhabi was included in the final version of *Fast and Furious 7*? **30 minutes**
- 5 What was built in Abu Dhabi to film *Star Wars*? **a spacecraft, a large tower, a market**
- 6 Was *Star Wars* filmed in one of Abu Dhabi's markets? **No, the market was built specially for the movie**

**3 - Etihad Towers, Emirates Palace, Corniche, Al Dhafra**



### Language Focus

- 2 Look at the sentences from the article and answer the questions.

- Hollywood motion pictures have been filmed in different parts of the UAE.
- The scenes were shot in deserts.
- This film was shot at various locations.
- Enormous sets were built for filming.

1 Did these events happen in the past, present or future? Past

2 Do we know who performed these actions? No

3 Is it important to know who performed these actions? It's not important

#### Language tip

We use the *passive voice* – *to be + past participle* – to talk about actions when we don't know, or it isn't important, who performed the action.

### Writing

- 3 With your group, research another film shot in the UAE. Write a short description using the passive voice.

Things to think about:

- film budget
- location
- main characters
- how long it took to shoot the film

### Speaking

- 4 With your group, discuss the questions below.

- Why do you think a lot of films are being shot in the UAE?
- Do you think this is a good or a bad thing?
- How would you feel if a film was shot in an area near your home or school?



## Lesson 15 Review

### Use of English

- 1 Re-order the sentences.

1 This is strong brand extremely of coffee.

**This brand of coffee is extremely strong.**

2 believe I can't how incredibly this drink good tastes.

**I can't believe how incredibly good this drink tastes.**

3 particularly the new selling this Johnny Depp are Tickets for well film.

**Tickets for the new Johnny Depp film are selling particularly well.**

4 After the design competition winning a new look totally I gave my room.

**After winning the design competition, I gave my room a totally new look.**

### Vocabulary

- 2 Complete the sentences with the words below.

4                      3                      1  
screenplay    documentary    biography

5 box office    directors 2

- 1 The film about Steve Jobs is a very accurate \_\_\_\_\_ of his life.
- 2 Nayla Al Khaja is one of the few female film \_\_\_\_\_ in the UAE.
- 3 *Unveiling Dubai* is a fine example of a \_\_\_\_\_, which shows life in Dubai through the eyes of a western visitor.
- 4 I have been asked to write the \_\_\_\_\_ for the next instalment of *Star Wars*.
- 5 There were long queues at the \_\_\_\_\_, where people were hoping to get tickets for the new animated version of *The Arabian Nights*.

### Writing

- 3 Write a short paragraph about a film you have seen using some of the words below.

amazing    gripping    intense  
incredible    breathtaking    brilliant

### Use of English

- 4 Complete the sentences with the words below in the correct form and the verbs in brackets.

want    need    choose    plan    hope

- 1 I **want to see** (see) the latest *Star Wars* film when it is released.
- 2 Last week, my brother **chose to take** (take) a tour of the *James Bond* film studios instead of going to the football match.
- 3 I **plan to win** (win) the award for Best Director one day! No one will stop me!
- 4 She **hopes to finish** (finish) the screenplay by the end of the month, but she's having trouble with ideas.
- 5 We **need to complete** (complete) filming before it starts to rain.

- 5 Complete the sentences with the words below in the correct form.

advertise    film    volunteer    do    make

- 1 By **filming** (film) in Dubai, your scenes will have an amazing skyline.
- 2 By **doing** (do) business with our company, you will have access to a lot of resources.
- 3 We will launch the new product by **advertising** (advertise) on TV.
- 4 He became successful by **making** (make) a film about life in the UAE.
- 5 By **volunteering** (volunteer) at the film festival, I learned a lot about filmmaking.



## Lessons 16–17 Literacy project: film and media

- Which Hollywood films have been shot in the UAE?
- Can you think of famous film scenes which require lots of 'extras'?
- What kinds of things does an extra have to do?

### Behind the stars

**1** No film can be ever shot without its stars, the film crew or a script, but there's one more vital player on the film set that usually goes unnoticed – the extra. Imagine a crowded market scene without the customers in the background or a restaurant scene with empty tables and no waiters. Extras are the lifeblood of the film set and are essential in order to create the right atmosphere in scenes.

**2** Ever since the UAE featured as a backdrop for the 2005 thriller *Syriana* starring George Clooney, the region has been considered an ideal place to film on location. Nowhere else can offer the mix of open desert, mountains or futuristic cities. As a consequence, the demand for extras has risen. Film companies usually pay extras a standard rate of 400 Dirhams a day for non-speaking roles. You don't need to have any great acting skills – most of the time it's simply enough to have the right look, stay in the background and, above all, avoid causing a distraction in the scene.

**3** Demand has become so great that a number of local casting companies have set up to meet the need. 'Justin Lin, director of *Star Trek: Beyond*, decided to film in various locations around the country, sometimes requiring up to 1000 extras at a time. It's not always easy to get that amount of people at short notice,' says Mohammed Abi Khalil, who runs The Dreamcast Agency. For the last 6 years, his company has been recruiting extras and compiling a database that categorises each extra by appearance. 'If I get a call from a filmmaker who needs a tall, middle-aged Emirati man with kind eyes, I'm pretty sure that I can find him,' he boasts. 'There are some issues such as lack of screen training and flexibility – because being an extra means you have to be willing to drop everything for a day or an entire week – but we provide initial lessons on how to behave in front of the camera or how to have a silent conversation.'

**4** But don't think that being an extra is particularly glamorous. Reem Al Ansari, a make-up artist with the Dubai based film company White Box, explains, 'If you agree to be an extra you have to be realistic – you won't become a big star, that's for sure. The best extras are those who accept this and know how to blend into the background. Remember you are there as a kind of human

furniture, nothing else.'

- 5** Reem shares her advice for would-be extras:
- Bring a book and your phone charger – extras usually spend the whole day killing time waiting to be called for their scene.
  - Don't try to chat to the stars. Remember that you are working, you're not a fan.
  - Don't talk to your friends afterward about the plot of the film or the star's strange habits. Film companies will ask you to sign a confidentiality agreement.
  - Don't forget to take off your watch or remove jewellery, especially if it's a historical drama. If spotted, these tiny details can ruin the scene.

#### Fact

**6** Being an extra is a chance to rub shoulders with some world-famous actors and actresses, earn some decent pocket money and be able to tell your grandchildren that you were in a famous film. It may be nothing more than that, but it is a lot of fun.

#### Vocabulary

**would-be:** a person who wants to be something

**pocket money:** money used day-to-day for expenses or money given to children by their parents

## Reading

1 **21st** Read the article and match the phrases below to the correct person.

a George Clooney   b Justin Lin   c Mohammed Abi Khalil   d Reem Al Ansari

- |    |   |   |       |
|----|---|---|-------|
| 1c | 1 | is sure that he can satisfy clients' demands.                   | _____ |
| 2a | 2 | was in the movie that started the trend for filming in the UAE. | _____ |
| 3b | 3 | worked in different parts of the UAE on the same film.          | _____ |
| 4d | 4 | warns extras not to gossip about the film to outsiders.         | _____ |
| 5b | 5 | wanted huge numbers of extras for his film.                     | _____ |
| 6c | 6 | needs to teach first-time extras how to work on the set.        | _____ |
| 7c | 7 | has a long list of people wanting to work as extras.            | _____ |
| 8d | 8 | feels it is unlikely an extra will become famous.               | _____ |

2 Read the article again. Look at the ideas below (a–g) and identify which paragraph (1–6) contains each idea. There is one option which does not appear in the text.

- |   |   |   |   |                           |
|---|---|---|---|---------------------------|
| a | 2 | a | The usual requirements of an extra.           | e does not appear in text |
| b | 5 | b | Advice on how to behave as an extra.          |                           |
| c | 6 | c | The advantages of being an extra.             |                           |
| d | 1 | d | The importance of extras to the scene.        |                           |
| f | 4 | e | An extra's opinion on his job.                |                           |
| g | 2 | f | The kind of mentality an extra needs to have. |                           |
|   |   | g | Why the UAE is attractive to film makers.     |                           |

3 According to the text, are the following statements true (T), false (F) or is there no information (NI)?

- |   |    |   |   |
|---|----|---|---|
| 1 | NI | 1 | The 2005 film <i>Syriana</i> was the first Hollywood film ever shot in the UAE. |
| 2 | F  | 2 | In order to be an extra, you have to be good at acting.                         |
| 3 | T  | 3 | Extras have to be able to change their normal working schedule.                 |
| 4 | NI | 4 | Extras usually have to pay for training before they can work on a film set.     |
| 5 | F  | 5 | The best extras are those who want to get noticed and become famous themselves. |
| 6 | T  | 6 | Extras usually spend all day on the film set.                                   |

4 **21st** Presentation

- Choose your favourite scene from a film.
  - Who were the main characters?
  - What other people appear in the scene?
- Try to find out some information about the extras in the scene.
  - How many extras were used?
  - What characters were they playing?
  - Where did they film?
  - How long did they film?
- Give a brief presentation to the class about the extras in your favourite scene.

## Reading strategy

Reading involves many skills such as identifying the main ideas and separating facts from opinions. Remember to think about the difference between fact and opinion next time you read an article.