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Hollywood and China in animation deal

19th February, 2012

<http://www.breakingnewsenglish.com/1202/120219-animation.html>

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THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1202/120219-animation.html>

Hollywood is moving into one of its biggest untapped markets – China. The animation studio DreamWorks, jointly owned by Steven Spielberg, has teamed up with some of China's biggest media companies to open a studio in China. The makers of KungFu Panda, Shrek and Madagascar say the agreement is an important one for getting their movies distributed to China's huge population. China's vice-president Xi Jinping will travel to Hollywood later this week to seal the deal between DreamWorks and the Shanghai Media Group and China Media Capital. The new joint venture, to be called Oriental Dreamworks, will produce movies, television shows and live theatre productions for the fast-growing Chinese audience.

Dreamworks co-founder and Chief Executive Jeffrey Katzenberg said: "Our goal is, for five or 10 years from now, to have the leading family-branded entertainment company in China....It's a pretty significant opportunity for us. The company hopes to consolidate on the success of its movie "Kung Fu Panda 2". This is the highest-grossing animated movie in China with revenues of around \$100 million. Executives believe now is an opportune time to move into China. The movie industry is booming and three new screens in movie theatres are opening at a rate of three a day. China is expected to be the world's biggest cinema market within the next decade.

WARM-UPS

1. ANIMATION: Walk around the class and talk to other students about animation. Change partners often. Sit with your first partner(s) and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

Hollywood / untapped markets / media companies / agreements / joint venture / executive / entertainment / opportunity / consolidate / executives / booming / decade

Have a chat about the topics you liked. Change topics and partners frequently.

3. GENRE: What are your favourite? Complete this table and share what you wrote with your partner(s). Change partners and share again.

Genre	Movie	Why you like it
Animation		
Action		
Comedy		
Romance		
Horror		
Children's		

4. HOLLYWOOD: Students A **strongly** believe Hollywood makes the world's best movies; Students B **strongly** believe otherwise. Change partners again and talk about your conversations.

5. MOVIES: What job would be most interesting? Rank these and share your rankings with your partner. Put the best at the top. Change partners and share your rankings again.

- actor
- animation character voiceover
- director
- screenplay writer
- special effects
- foley artist
- make-up
- stunts

6. STUDIO: Spend one minute writing down all of the different words you associate with the word 'studio'. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1202/120219-animation.html>

1. TRUE / FALSE:

Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|---|-------|
| a. A new Hollywood is going to open in China. | T / F |
| b. Steven Spielberg will be the boss of China Hollywood. | T / F |
| c. China's vice-president will go to Hollywood to help the project along. | T / F |
| d. The new venture will feature live theatre shows. | T / F |
| e. DreamWorks hope be a major player in China within the next 50 years. | T / F |
| f. Shrek 3 is the most commercially successful animated movie in China. | T / F |
| g. Three new cinema screens open every day in China. | T / F |
| h. China will be the world's biggest movies market in the next 10 years. | T / F |

2. SYNONYM MATCH:

Match the following synonyms from the article.

- | | |
|-------------------|----------------|
| 1. untapped | a. income |
| 2. teamed up with | b. producers |
| 3. makers | c. aim |
| 4. seal | d. market |
| 5. audience | e. important |
| 6. goal | f. unexploited |
| 7. leading | g. inside |
| 8. significant | h. joined |
| 9. revenues | i. top |
| 10. within | j. close |

3. PHRASE MATCH:

(Sometimes more than one choice is possible.)

- | | |
|-------------------------------|--------------------------|
| 1. untapped | a. entertainment company |
| 2. teamed | b. productions |
| 3. getting their movies | c. venture |
| 4. joint | d. move into China |
| 5. live theatre | e. of three a day |
| 6. the leading family-branded | f. markets |
| 7. the highest-grossing | g. decade |
| 8. an opportune time to | h. up with |
| 9. opening at a rate | i. animated movie |
| 10. within the next | j. distributed |

WHILE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1202/120219-animation.html>

GAP FILL: Put the words into the gaps in the text.

Hollywood is moving into one of its biggest (1) _____ markets - China. The animation studio DreamWorks, (2) _____ owned by Steven Spielberg, has teamed up with some of China's biggest media companies to open a studio in China. The makers of KungFu Panda, Shrek and Madagascar say the (3) _____ is an important one for getting their movies (4) _____ to China's (5) _____ population. China's vice-president Xi Jinping will travel to Hollywood later this week to (6) _____ the deal between DreamWorks and the Shanghai Media Group and China Media Capital. The new (7) _____ venture, to be called Oriental Dreamworks, will produce movies, television shows and (8) _____ theatre productions for the fast-growing Chinese audience.

huge
jointly
joint
distributed
live
untapped
seal
agreement

Dreamworks co-(9) _____ and Chief Executive Jeffrey Katzenberg said: "Our goal is, for five or 10 years from now, to have the (10) _____ family-branded entertainment company in China...It's a (11) _____ significant opportunity for us. The company hopes to consolidate on the (12) _____ of its movie "Kung Fu Panda 2". This is the highest-grossing animated movie in China with (13) _____ of around \$100 million. Executives believe now is an opportune time to (14) _____ into China. The movie industry is booming and three new screens in movie theatres are opening at a (15) _____ of three a day. China is expected to be the world's biggest cinema market (16) _____ the next decade.

move
success
leading
within
revenues
founder
rate
pretty

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1202/120219-animation.html>

Hollywood is moving into one of its _____ – China. The animation studio DreamWorks, _____ Steven Spielberg, has teamed up with some of China's biggest media companies to _____ China. The makers of KungFu Panda, Shrek and Madagascar say the agreement is an important one for getting their movies distributed to China's huge population. China's vice-president Xi Jinping will travel to Hollywood later this week _____ between DreamWorks and the Shanghai Media Group and China Media Capital. The _____, to be called Oriental Dreamworks, will produce movies, television shows and live theatre productions _____ Chinese audience.

Dreamworks co-founder and Chief Executive Jeffrey Katzenberg said: "Our goal is, for five or 10 years from now, to have the _____ entertainment company in China....It's a pretty significant opportunity for us. The company _____ on the success of its movie "Kung Fu Panda 2". This is the highest-grossing animated movie in China with _____ \$100 million. Executives believe now is _____ to move into China. The movie industry is booming and three new screens in movie theatres are _____ three a day. China is expected to be the world's biggest cinema market _____.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1202/120219-animation.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'movie' and 'studio'.

movie	studio

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• moving• teamed• huge• seal• joint• fast	<ul style="list-style-type: none">• goal• branded• pretty• highest• three• within
--	--

ANIMATION SURVEY

From <http://www.BreakingNewsEnglish.com/1202/120219-animation.html>

Write five GOOD questions about animation in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

ANIMATION DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'movie'?
- c) What do you think of animated movies?
- d) What do you think of this news?
- e) How has animation changed over the past few decades?
- f) What is the animation industry like in your country?
- g) What kind of animation do you like?
- h) Which country produces the world's best animated movies?
- i) What's the difference between cartoons, animation and anime?
- j) Do you think the deal between Dreamworks and the Chinese will be good?

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ANIMATION DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article?
- b) What do you know about DreamWorks?
- c) Is Disney the best animation company ever?
- d) Is DreamWorks better than Pixar?
- e) In what ways is animation better than movies with real actors?
- f) Is it important to have top Hollywood stars for the voices of animation characters?
- g) Is animation only for kids?
- h) What's your fave animated movie and why?
- i) Is there a topic/theme you would like to see an animated movie made for?
- j) What questions would you like to ask China's vice-president Xi Jinping?

LANGUAGE – MULTIPLE CHOICE

From <http://www.BreakingNewsEnglish.com/1202/120219-animation.html>

Hollywood is moving into one of its biggest (1) _____ markets – China. The animation studio DreamWorks, jointly owned by Steven Spielberg, has teamed (2) _____ with some of China’s biggest media companies to open a studio in China. The makers of KungFu Panda, Shrek and Madagascar say the agreement is an important one for (3) _____ their movies distributed to China’s huge population. China’s vice-president Xi Jinping will travel to Hollywood later this week to (4) _____ the deal between DreamWorks and the Shanghai Media Group and China Media Capital. The new (5) _____ venture, to be called Oriental Dreamworks, will produce movies, television shows and (6) _____ theatre productions for the fast-growing Chinese audience.

Dreamworks (7) _____-founder and Chief Executive Jeffrey Katzenberg said: "Our goal is, for five or 10 years from now, to have the leading family-(8) _____ entertainment company in China....It's a (9) _____ significant opportunity for us. The company hopes to consolidate on the success of its movie "Kung Fu Panda 2". This is the highest-(10) _____ animated movie in China with revenues of around \$100 million. Executives believe now is an opportune time to move into China. The movie industry is booming and three new screens in movie theatres are opening at a rate (11) _____ three a day. China is expected to be the world’s biggest cinema market (12) _____ the next decade.

Put the correct words from the table below in the above article.

- | | | | | |
|-----|--------------|--------------|--------------|--------------|
| 1. | (a) faucet | (b) toppings | (c) piped | (d) untapped |
| 2. | (a) down | (b) up | (c) in | (d) out |
| 3. | (a) getting | (b) being | (c) doing | (d) taking |
| 4. | (a) heal | (b) meal | (c) seal | (d) veal |
| 5. | (a) juncture | (b) weld | (c) joint | (d) seam |
| 6. | (a) alive | (b) live | (c) life | (d) living |
| 7. | (a) co | (b) no | (c) so | (d) lo |
| 8. | (a) bland | (b) blunt | (c) bared | (d) branded |
| 9. | (a) cute | (b) pretty | (c) lovely | (d) gorgeous |
| 10. | (a) guessing | (b) glossing | (c) grassing | (d) grossing |
| 11. | (a) by | (b) to | (c) of | (d) at |
| 12. | (a) within | (b) with | (c) inner | (d) into |

WRITING

From <http://www.BreakingNewsEnglish.com/1202/120219-animation.html>

Write about **animation** for 10 minutes. Correct your partner’s paper.

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about DreamWorks. Share what you discover with your partner(s) in the next lesson.

3. ANIMATION: Make a poster about animation. Show your work to your classmates in the next lesson. Did you all have similar things?

4. JOINT VENTURE: Write a magazine article about the animation joint venture. Include imaginary interviews with the main players.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. LETTER: Write a letter to the boss of DreamWorks. Ask him three questions about animation. Give him three ideas on how to make it better. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE:

a. F b. F c. F d. F e. F f. F g. F h. F

SYNONYM MATCH:

- | | |
|-------------------|----------------|
| 1. untapped | a. unexploited |
| 2. teamed up with | b. joined |
| 3. makers | c. producers |
| 4. seal | d. close |
| 5. audience | e. market |
| 6. goal | f. aim |
| 7. leading | g. top |
| 8. significant | h. important |
| 9. revenues | i. income |
| 10. within | j. inside |

PHRASE MATCH:

- | | |
|-------------------------------|--------------------------|
| 1. untapped | a. markets |
| 2. teamed | b. up with |
| 3. getting their movies | c. distributed |
| 4. joint | d. venture |
| 5. live theatre | e. productions |
| 6. the leading family-branded | f. entertainment company |
| 7. the highest-grossing | g. animated movie |
| 8. an opportune time to | h. move into China |
| 9. opening at a rate | i. of three a day |
| 10. within the next | j. decade |

GAP FILL:

Hollywood and China in animation deal

Hollywood is moving into one of its biggest (1) **untapped** markets – China. The animation studio DreamWorks, (2) **jointly** owned by Steven Spielberg, has teamed up with some of China's biggest media companies to open a studio in China. The makers of KungFu Panda, Shrek and Madagascar say the (3) **agreement** is an important one for getting their movies (4) **distributed** to China's (5) **huge** population. China's vice-president Xi Jinping will travel to Hollywood later this week to (6) **seal** the deal between DreamWorks and the Shanghai Media Group and China Media Capital. The new (7) **joint** venture, to be called Oriental Dreamworks, will produce movies, television shows and (8) **live** theatre productions for the fast-growing Chinese audience.

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LANGUAGE WORK

1 - d 2 - b 3 - a 4 - c 5 - c 6 - b 7 - a 8 - d 9 - b 10 - d 11 - c 12 - a