Technology

Task: The Influence of Technology on the Entertainment Industry

Activity 1: Listening

Welcome to a practice listening task for the GESE 9.

You are going to hear a talk about the influence of technology on the entertainment industry. You will hear the talk twice. The first time, just listen. Then I'll ask you to tell me generally what the speaker is talking about. Are you ready?

Audio Script

Little did people realize the extent to which technology would revolutionize the entertainment industry, both positively and negatively. While the increased accessibility to content through digital distribution channels has allowed for a wider audience to discover and enjoy new forms of entertainment, it has also led to increased piracy and loss of revenue. Similarly, while the use of cutting-edge technologies has expanded artistic possibilities and led to new forms of storytelling, it has also resulted in an over-reliance on special effects that can detract from the quality of performances. Overall, the legacy of technology in the entertainment industry remains controversial, with both benefits and drawbacks to consider.

In recent years, the entertainment industry has undergone significant changes as a result of advances in technology. However, these changes have not come without their drawbacks. Hence, reduced personal interaction between performers and their audiences due to the increasing reliance on virtual events and live streaming has become a concern. What is more, increased piracy and unauthorized distribution of content have led to lost revenue and diminished creativity. That is to say, creators are unable to take legal action against those who distribute their content illegally, and the damage to the industry is significant. Namely, the over-reliance on special effects and computer-generated imagery, known as CGI, can detract from the quality of storytelling and performances, and traditional distribution models have been disrupted. No sooner have creators produced new content than it is being illegally distributed, leading to difficulties in monetizing content and compensating creators. This potential loss of jobs for those who work in traditional areas of the entertainment industry, such as live performance and physical media production, is also a concern. Creators of entertainment content must have noticed the growing pressure to allow bringing out digital distribution of their works, which could lead to decreased profits and potential loss of control over their intellectual property.

On top of increased accessibility to content through digital distribution channels, where a wider audience can discover and enjoy new forms of entertainment, there are greater opportunities for independent artists and creators to distribute their work. This is because they can bypass traditional gatekeepers and middlemen. Digital technologies such as virtual and augmented reality have been used to enhance interactivity and create immersive experiences, which have enhanced the enjoyment and engagement of audiences. In other words, these technologies have led to the creation of new forms of storytelling and

entertainment. Whereas
there is increased efficiency and cost savings through the use of digital tools for production and distribution. It has also expanded artistic possibilities, for instance, allowing filmmakers to create entirely new worlds and creatures using computer-generated imagery. This is due to the visionary creators who are determined to take advantage of cutting-edge technologies, leading to new forms of storytelling and entertainment. Nevertheless, this has not come without challenges, such as the need to balance technology with the human element of entertainment.

In general, it can be said that the influence of technology on the entertainment industry has been both beneficial and detrimental. Increased accessibility, opportunities for independent artists, and enhanced creativity are some of the benefits that technology has brought to the industry. However, drawbacks such as reduced personal interaction, increased piracy, and over-reliance on special effects have also become evident. If only the entertainment industry could strike a balance between technology and traditional forms of entertainment, it could have paved the way for a more sustainable and fulfilling future. Only when the industry adapts to the changing landscape can it continue to create iconic works that will have been seen by generations to come. Neither relying solely on technology nor completely abandoning it is the solution. It is important to strike a balance between the two to ensure the preservation of the industry's legacy and the exploration of new possibilities.

Can you tell me in one or two sentences what the speaker was talking about?

Now listen to the talk again. This time make some notes as you listen, if you want to. Then I'll ask you to tell me about the drawbacks and benefits of technology in the entertainment industry.

Now tell me about the drawbacks and benefits of technology in the entertainment industry. You have one minute to talk.

This is the end of the listening task.

Answers:

Drawbacks:	- Reduced personal interaction between performers and their audiences due to the increasing reliance on virtual events and live streaming. - Increased piracy and unauthorized distribution of content, leading to lost revenue and diminished creativity. - Over-reliance on special effects and computer-generated imagery (CGI) that can detract from the quality of storytelling and performances. - Disruption of traditional distribution models, leading to difficulties in monetizing content and compensating creators.

	● Potential loss of jobs for those who work in traditional areas of the entertainment industry, such as live performance and physical media production.
Benefits:	● Increased accessibility to content through digital distribution channels, allowing a wider audience to discover and enjoy new forms of entertainment. ● Greater opportunities for independent artists and creators to distribute their work, bypassing traditional gatekeepers and middlemen. ● Enhanced interactivity and immersive experiences through technologies such as virtual and augmented reality, enhancing the enjoyment and engagement of audiences. ● Increased efficiency and cost savings through the use of digital tools for production and distribution. ● Enhanced creativity and expanded artistic possibilities through the use of cutting-edge technologies, leading to new forms of storytelling and entertainment.

Marks: +_ / +10

Grammar Used in the listening task:
- Verbs with infinitive or Gerunds
- **Passives with Modal Verbs**
- **should / must / might / could + perfect infinitive**
- wish / hope / if only
- either….or (else)….. / neither…..nor…..
- hence **/ whereas / what is more** / On top of that
- **namely / in other words /** for instance **/ that is to say**
- Inversion:
    - Little did I know / realize / think (Little did I know that I would end up moving here.)
    - Only by….will you…. (Only by working hard will you pass your exam.)
    - Only when….did I…. (Only when he explained it did I understand it.)
    - No sooner…..than…. (No sooner had we left than it started raining.)