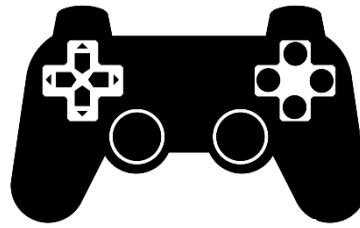# The 7 Steps - June ☑

1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

E3

Listening Questions 1

1. What is E3 and what does it stand for?

   _____.

2. What do gaming companies usually do at E3?

   _____.

3. What are three companies that have attended E3 in the past?

   _____.

4. When did E3 become open to the general public and how many tickets were sold in that year?

   _____.

5. What decision was made by event organizers from 2018?

   _____.

Listening Questions 2

1. What happened in the 2004 event related to Nintendo?

   _____.

2. What was the result of this occurrence?

   _____.

3. How has E3 been affected by Covid-19?

   _____.

4. What were the logistics of the 2021 event?

   _____.

5. What discussions were held during the 2021 event?

   _____.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

1. Have you ever been to a trade show before? What motivated you to attend?
2. What is your personal experience with video games? What do you think is the future of the medium?

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

| 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 |

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

| 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 |

TRANSCRIPT 1

Most major industries have their own version of a trade show. These galas offer opportunities to display products, build market hype, and network. The $90 billion video game industry is no different and one of the biggest and most well-known trade shows in this industry is the Electronic Entertainment Expo, otherwise known as E3.

The first event was held in 1995 in Los Angeles and the majority of events have been held there since. The event acts as an opportunity for some of the biggest names in gaming to showcase upcoming game releases, hardware launches, hold panels and other activities. Almost all of the big gaming companies have had a **presence** at one point or another including Nintendo, Sony, Sega, Capcom, Square Enix, Microsoft, and numerous other smaller publishers and indie developers.

The event was originally only open to members of the video game industry such as developers, game journalists and representatives of major retailers, but from 2017 15,000 tickets were made available to the public, all of which were sold. This resulted in crowding issues, so in 2018 two of the days had three hours **designated** time exclusively for industry members before the event opened to the public. **Regardless** of the crowd **composition,** there have been many memorable moments over the event's history.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Regardless	Existence
Designated	Irrespective
Composition	Accomplishment
Elicit	Specified
Presence	Extract
Triumph	Configuration

TRANSCRIPT 2

Over the course of E3's history, a number of famous events occurred that have stuck in the mind of industry members and fans alike.

Some of these have been moments of **triumph**, such as the 2004 Nintendo showcase when game developer Shigeru Miyamoto, the creator of the Mario and Zelda series, came on stage with a sword and shield to announce the release of the next Zelda game, Twilight Princess. The crowd went wild with people jumping out of their seats, marking a rare occasion when a gaming press conference **elicited** a standing ovation.

E3 has been considerably affected by the Covid-19 pandemic, with the event needing to be cancelled in 2020 and 2022. However, it was held online in 2021 with free entry for anyone interested. It had guest appearances from famous people and awards to generate more attention. Another unique element in 2021 was that it tried to tackle current social issues, conducting discussions on how the gaming industry should consider Diversity, Equity and Inclusion, and improving accessibility.