



Unit 6

3D cinema

Cross-curricular – Popular culture

1 Look at the photo and the title of the text. What do you think the text is about?

- a 3D cinema
- b cartoons and animation
- c science fiction

2 Read the text and check your predictions.

The Third Dimension Makes a Comeback!



A 3D cinema is returning – and not for the first time. Hollywood's early experiments in 3D cinema started in 1915 but were not very successful. As more people bought televisions in the 1950s, cinema audiences fell and new 3D techniques were introduced to attract people back to the cinema.

B The first full-length 3D film was the horror film *The House Of Wax*. It came out in 1953 and used a special technique where two separate projectors made a double image. Unfortunately, the images this produced were unsteady and made the audiences feel sick!

C Because of the increase in popularity of home video, cinema audience numbers fell again in the 1970s and 1980s. So film-makers turned to 3D cinema again. This was a technique that could only be used in a cinema, which encouraged people to leave their homes. For movies like *Jaws*, audiences used red and blue 'anaglyph' glasses to see a huge shark attacking them. But the colours didn't really work using that system, so the technology still needed more improvement.

D Today, cinema audience numbers are in danger again due to illegal movie downloads, so film-makers are still working on 3D technology. In the last decade, they have begun to use digital projectors which produce images that have better colour and are steadier and clearer, so audiences do not feel sick watching them. Dual-lens digital cameras that film two things at the same time means that filming in 3D is now a real possibility.

E The latest film by director James Cameron is a perfect example of the future of 3D. Cameron shot *Avatar* on his own Fusion Camera System, mixing live action with state-of-the-art technology. Audiences use 'polarised' glasses to watch blue-skinned aliens jump through the screen. The virtual landscape is so realistic that viewers feel that they can actually step inside.

WORD BOOSTER

Match the words and definitions.

- | | |
|-------------|---|
| 1 audience | a created by computers |
| 2 projector | b equipment used for showing films |
| 3 screen | c not calm and may move a lot |
| 4 virtual | d flat surface on which films are shown |
| 5 unsteady | e people who watch or listen to a performance |

3 Which paragraph best fits each summary? There is one extra summary that you don't need to use.

- 1 How 3D cinema developed in the 1970s and 1980s.
- 2 The earliest days of 3D.
- 3 An example of the newest available 3D technology.
- 4 The first 3D film to be released was not satisfactory.
- 5 People's reactions to state-of-the-art cinema.
- 6 Modern improved techniques used in 3D cinema.

4 Answer the questions with information from the text.

- 1 Why did people stop going to the cinema in the 1950s?

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- 2 Why were audience numbers lower in the 1970s and 1980s?

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- 3 Why are fewer people watching films at the cinema today?

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- 4 Which film made audiences feel unwell?

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- 5 Name two things that have improved the quality of 3D films.

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5 Answer the questions.

Have you ever seen a film in 3D? If so, what was it? If not, what film would you most like to see?

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