

Will.I.Am swaps music for tech



http://news.bbc.co.uk/2/hi/programmes/click_online/9769706.stm

The tech world sometimes needs a helping hand from global icons - superstars who shout from the rooftops about their passion for technology.

Happily there is one such evangelist. And he comes in the form of Black Eyed Peas lead singer Will.I.Am, who is also Director of Creative Innovation at Intel.

Richard Taylor finds out what draws the pop musician towards technology.

Answer the questions.

Suggestion:

First just listen to the whole conversation without looking at the questions. Before the second listening, read through the questions. Of course you can listen to the video and read through the questions as many times as you wish. This time is for fun!

1. What positions does he hold?

s _____, r _____, p _____, d _____

2. What does he think about broadcasters?

- a) they use too much advertisement
- b) broadcasters are highly creative
- c) broadcasters are not really innovative

3. According to Will, is YouTube a threat to broadcasters?

- a) not really, because they do different business
- b) yes, because more people watch YouTube than broadcasted channels
- c) yes, because you and your friends can be in the network

4. How will culture be influenced?

- a) you can say whatever you want
- b) there will be more broadcasted programs
- c) anybody can break all over the world thank to YouTube clicks

5. What will happen when our TVs are more connected?

- a) you can take part in an interactive programs
- b) you will spend all your time in front of the TV.
- c) you will use less social media applications

6. What does Will want to create?

- a) a new social media network
- b) a brand-new type of talent show
- c) an innovative TV series

7. What does he want to promote with his new idea?

- a) he wants to find new entrepreneurs and innovators
- b) he hopes to find the best voices
- c) he wishes to meet investors for his business

swap music for tech

draws the pop musician toward technology

tech enthusiast

Grammy Award

geek

a company which is struggling to make an impact

threat

smart television

allows you to be in a network

impact

brand

the character is talking to you

you're participating in a drama

a brand-new talent show format with a twist

entrepreneur

innovator

you're part in the script

wants to inspire women to join

lecseréli a zenét a technikára

a popzenészt a technológia felé vonzza

technikáért rajongó személy

Grammy díj

olyan személy, akit nagyon érdekel egy adott terület

Egy olyan cég, amely azzal küzd, hogy hatást gyakoroljon

veszély

okos tévé

lehetővé teszi, hogy benne legyél egy hálózatban

hatással lenni valamire

márka

a szereplő beszél hozzád

részt veszel egy drámában

vadonatúj tehetségshow formátum egy csavarral

vállalkozó

újjító

a forgatókönyv része vagy

Arra akar nőket ösztönözni, hogy csatlakozzanak