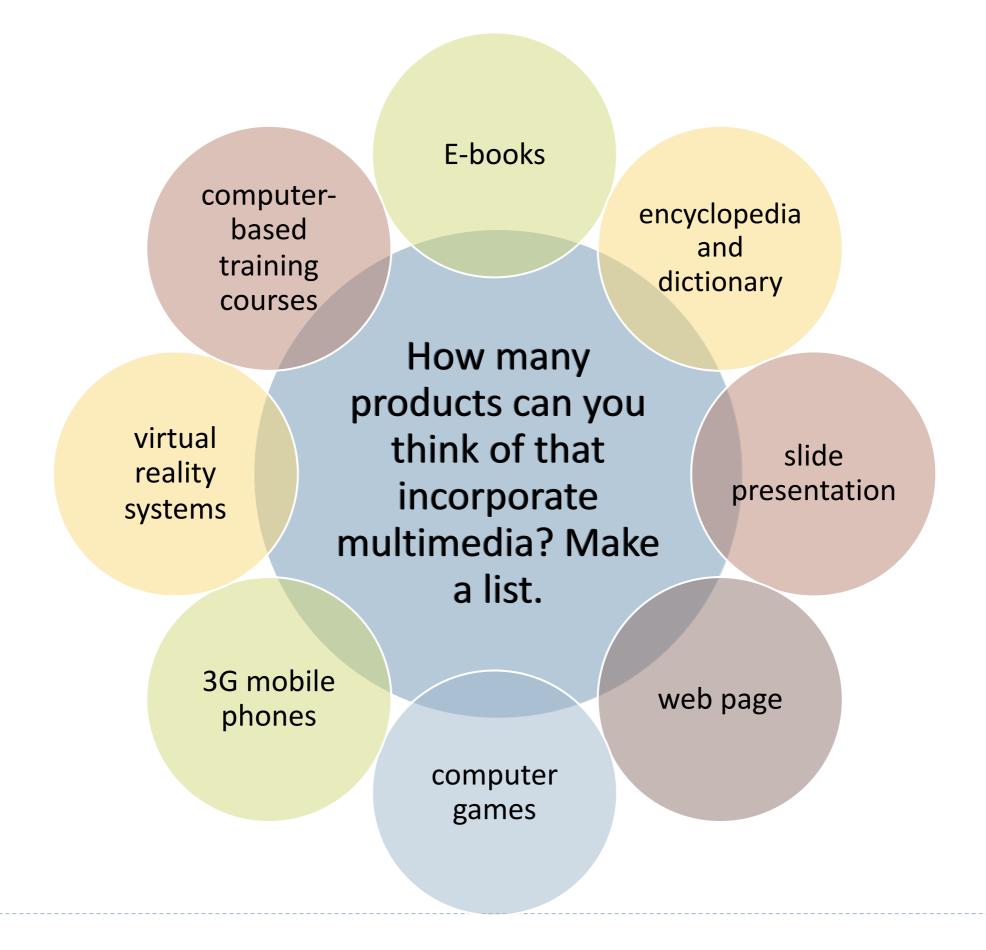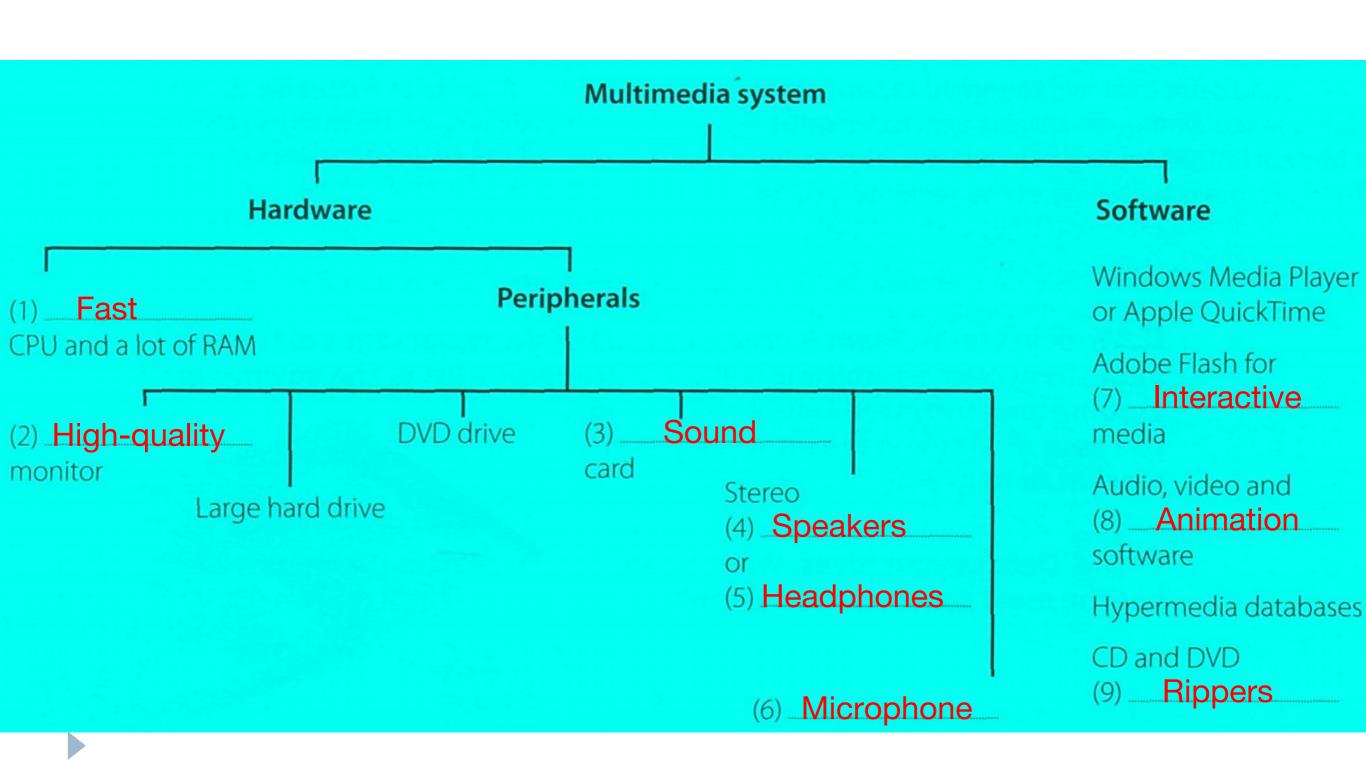# UNIT 10

Multimedia

Listen to a sales assistant in a computer shop explaining to a customer the system requirements needed to run multimedia software. Which answers (a or b) best describe what she says?

1 Multimedia is defined as
   a   the integration of video and telecommunications with traditional computing.
   b   the integration of text, graphics, audio, video and animation in a single application.
2 With multimedia encyclopedias,
   a   you have more fun but you learn more slowly.
   b   you get much more involved than with print encyclopedias.
3 Interactive games
   a   use multimedia and virtual reality features.
   b   do not require much RAM memory.

▶

Listen again and complete this diagram of a multimedia system.

Multimedia system

Hardware

Software

(1) **Fast** CPU and a lot of RAM

Peripherals

(2) **High-quality** monitor

DVD drive

(3) **Sound** card

Large hard drive

Stereo
(4) **Speakers**
or
(5) **Headphones**

(6) **Microphone**

Windows Media Player or Apple QuickTime

Adobe Flash for
(7) **Interactive** media

Audio, video and
(8) **Animation** software

Hypermedia databases

CD and DVD
(9) **Rippers**

Multimedia magic!

a <u>The potential of multimedia</u>

Multimedia applications are used in all sorts of fields. For example, museums, banks and estate agents often have information kiosks that use multimedia; companies produce training programs on optical discs; businesspeople use Microsoft PowerPoint to create slideshows; and teachers use multimedia to make video projects or to teach subjects like art and music. They have all found that moving images and sound can involve viewers emotionally as well as inform them, helping make their message more memorable.

The power of multimedia software resides in **hypertext**, hypermedia and **interactivity** (meaning the user is involved in the programme). If you click on a hypertext link, you can jump to another screen with more information about a particular subject. Hypermedia is similar, but also uses graphics, audio and video as hypertext elements.

b <u>Sound, Music, MIDI</u>

As long as your computer has a **sound card**, you can use it to capture sounds in digital format and play them back. Sound cards offer two important capabilities: a built-in stereo synthesizer and a system called **MIDI**, or **M**usical **I**nstrument **D**igital **I**nterface, which allows electronic musical instruments to communicate with computers. A **Digital Audio Workstation (DAW)** lets you mix and record several tracks of digital audio.

You can also listen to music on your PC, or transfer it to a portable **MP3** player. MP3 is short for **MPEG audio player 3**, a standard format that compresses audio files. If you want to create your own MP3 files from CDs, you must have a **CD ripper**, a program that extracts music tracks and saves them on disk as MP3s.

Multimedia magic!

Audio is becoming a key element of the Web. Many radio stations broadcast live over the Internet using **streaming audio technology**, which lets you listen to audio in a continuous stream while it is being transmitted. The broadcast of an event over the Web, for example a concert, is called a **webcast**. Be aware that you won't be able to play audio and video on the Web unless you have a **plug-in** like RealPlayer or QuickTime.

c Creating and editing movies

Video is another important part of multimedia. **Video computing** refers to recording, manipulating and storing video in **digital format**. If you wanted to make a movie on your computer, first you would need to capture images with a **digital video camera** and then transfer them to your computer. Next, you would need a **video editing** program like iMovie to cut your favourite segments, re-sequence the clips and add transitions and other effects. Finally, you could save your movie on a DVD or post it on websites like YouTube and Google Video.

d Products full of pictures, action and sound

Multimedia is used to produce dictionaries and encyclopedias. They often come on DVDs, but some are also available on the Web. A good example is the Grolier Online Encyclopedia, which contains thousands of articles, animations, sounds, dynamic maps and hyperlinks. Similarly, the Encyclopedia Britannica is now available online, and a concise version is available for iPods, PDAs and mobile phones. Educational courses on history, science and foreign languages are also available on DVD. Finally, if you like entertainment, you'll love the latest multimedia video games with surround sound, music soundtracks, and even film extracts.

B Correct the technical mistakes in these sentences.

1. Multimedia training software is distributed on magnetic disks.
2. You need to have MIDI on your computer to hear speech and music.
3. A stereo synthesizer allows your computer to communicate with electronic musical instruments.
4. A CD ripper converts CDs to live streams.
5. The Encyclopedia Britannica is only available on DVD.

D Match the words (1-5) with the definitions(a-e).

1 hypertext   **a** the process of manipulating video images

2 hypermedia   **b** text with links which take you to other pages

3 streaming   **c** a technique for playing sound and video files while they're downloading

4 webcast   **d** a live event broadcast over the Internet

5 video editing   **e** a form of enriched multimedia which allows an interactive and dynamic linking of visual and audio elements

Câu điều kiện

▸ để diễn đạt rằng hành động trong mệnh đề chính chỉ có thể xảy ra nếu một điều kiện nhất định được thỏa mãn

▸ Thường có **if, unless** (=*if not*)**, as long as** (=*provided/providing*)

*You won't be able to play audio and video on the Web **unless** you have a plug-in like RealPlayer or QuickTime. (=if you don't have a plug-in ...)*

▸ Câu điều kiện loại 1 (với trường hợp thực tế hoặc có thể).

***If** A happens   B will happen*

(hiện tại đơn)   (will + verb)

*If you **like** entertainment, you **will love** the latest multimedia video games.*

▸ Mệnh đề chính có thể có động từ khuyết thiếu (can, must)

*If you **want** to create your own MP3 files from your CDs, you **must have** a CD ripper.*

▸ Câu điều kiện loại 2 (cho các tình huống giả thuyết)

If A happened   B would happen

(quá khứ đơn)   (would + verb)

*If you **wanted** to make a movie on your computer, first you **would/**you'd need to ....*

▸ Mệnh đề chính, có thể sử dụng các động từ khuyết thiếu khác (could, should, might)

▸ Nếu **be** xuất hiện trong mệnh đề **if**, ta thường sử dụng **were** thay vì **was**, ngay cả với đại từ **I, he, she, it**

*If I **were** you, I'd get a new MP3 player.*

A Complete these sentences with the correct form of the verbs in brackets.

1. If you (bring) _____bring_____ your digital video camera, we can make a movie on my PC.

2. You won't be able to play those video files if you (not have) _____don't have_____ the correct plug-in.

3. If the marketing manager (have) _____had_____ PowerPoint, she could make more effective presentations.

4. If I could afford it, I (buy) _____would buy_____ a new game console.

5. If I had the money, I (invest) would invest_____ in some new multimedia software.

B In pairs, discuss these questions. Use the second conditional.

What would you do if …

1 you had a digital video camera?

   If I had a digital video camera, I'd …

2 you had a home recording studio?

3 you couldn't afford an iPod but you wanted an MP3 player?

4 you won the lottery?

5 someone stole your laptop?