

Unit 1

CAMERAS

In this unit you will

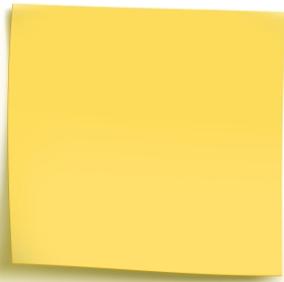
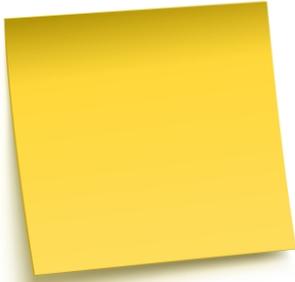
- ▶ learn and practice words about cameras
- ▶ practice recommending cameras for different people



Part 1: What is a camera?

1a Class Discussion

What comes to your mind when you see or hear the words camera and photograph? First note them here and then share with the rest of the class.



1b Match

Below is a definition of the camera. While reading the definition guess the meanings of the **highlighted** words and match them with their Turkish equivalents. One example is given.

A camera is an optical **instrument** that records **images** that can be directly **stored** to the camera's memory or memory card, **transmitted** to another **location** such as a computer, or both. These images may be **still** photographs or **moving images** such as videos or movies. The **functioning** of camera is very similar to the functioning of the human eye.

yer
hareketsiz
hareketli görüntü
aktarmak =transmit (transfer)
görüntü çalışma şekli
kaydetmek
araç



1c Check your understanding:

1. Where can you store the images you record with a camera?
2. What are the two kinds of images you can record with a camera?

1d Communicate

Talk to your partner. Ask and answer the following questions:

- 1) Where do you store your images?
- 2) How do you transmit your images from your phone or camera to your computer ?
- 3) Do you upload images to the Internet, for example to Facebook? How do you do that?

1e Fill in the gaps

Your neighbour Roy is asking you some questions about storing images. Work with your partner to complete the dialogue with the words on the right.

Roy: I cannot(1) many images on my camera. Why is that?

You: Do you have a(2)?

Roy: I don't know.

You: Let's check your camera... Hmm, you don't have one.

Roy: Should I buy one?

You: Yes you should, especially if you shoot(3)
Moving images take a lot of memory space.

Roy: Where can I buy one?

You: You can buy one in an(4) or order
.....(5)

Roy: And how can I(6) the images on my camera
to my laptop?

You: Because you don't have a memory card you should use a
.....(7) to transfer them directly from your camera
to your laptop.

Roy: And if I have a memory card?

You: Your laptop has a memory card slot. Take the card from your
camera and insert it into your computer. Then decide where to
store your images. The best(8) is the



USB cable videos location
online store memory card
electronics store
transfer



Part 2: Choosing a camera

2a Class Discussion

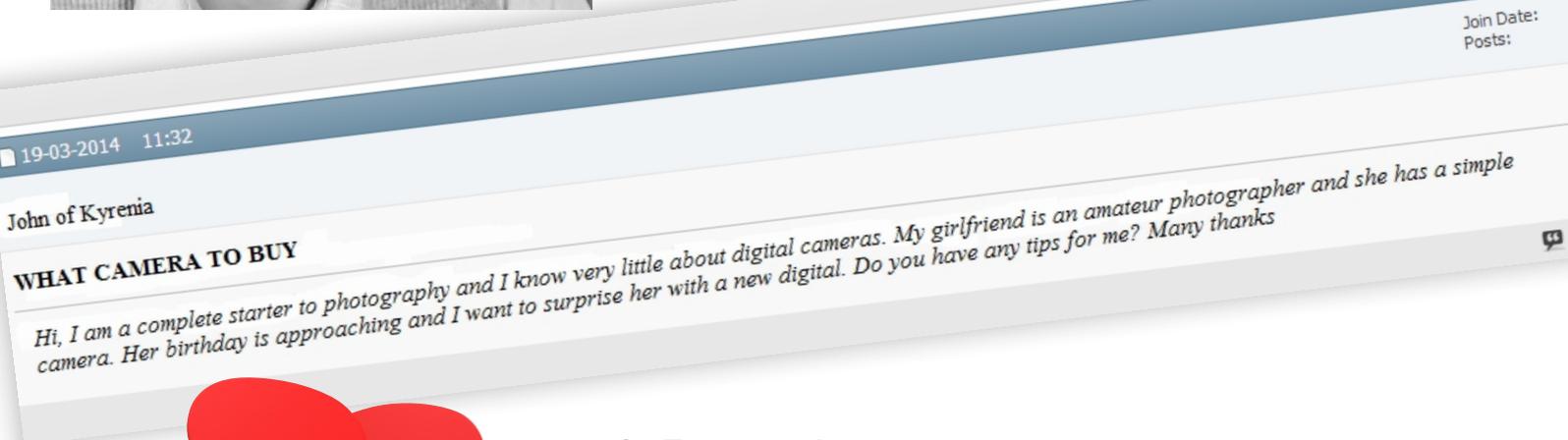
- ▶ What is an online forum?
- ▶ Have you ever joined a forum?
- ▶ What do people write in online forums?



2b Check your understanding

John wrote to the following online forum. Read his forum entry and answer the following questions:

- 1) Why did John write to the forum?
- 2) Who do you think is a better photographer? John or his girlfriend?
- 3) Does she know that John is planning to get her a new camera?



2c Team work

Work in groups or as whole class to generate some useful tips for John.

For example:

"Check the Internet or magazines for different models."

- ▶ Write your tips in the space below.

2d Class discussion

John is checking photography magazines before going to a shop to buy a camera as a birthday present for his girlfriend.

What kind of information can you find in these magazines?



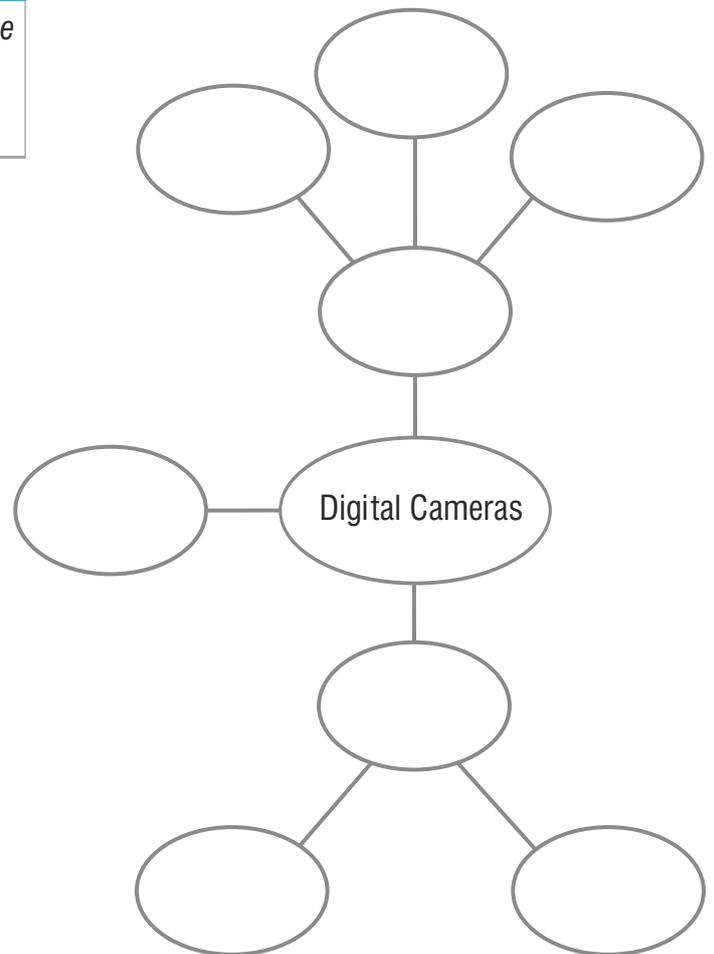
2e Categorize

Work with your partner and fill in the mind map using the information from the following text.

There are three main categories of digital cameras. *Compact Digital Cameras* are the simplest. They have fixed lenses. There are three types of compact digital cameras- *Simple Point and Shoot* cameras, *Standard Compact* cameras, and *Enthusiast Compact* cameras.

The second category of cameras are *Superzoom Cameras* (these are also called *Bridge Cameras*).

The last category is *Interchangeable Lens Cameras*. These are more complex, and more expensive. The lens is not fixed and you can buy extra lenses to use with them. There are two types of cameras in this category - the *Compact System* (also called *Hybrid*) cameras and the *DSLR* cameras.



2f Check your understanding

- 1) Which cameras are the simplest?
- 2) Do Standard Compact cameras have fixed or interchangeable lenses?
- 3) What is the other name for Superzoom cameras?
- 4) Can you change the lens on a DSLR?

Part 3: Digital Camera World

3a Find the meaning

Go through the following table with your partner and underline the words which you don't know. Discuss the meanings as whole class.

	Type	Properties	Great for...	Not so great for...
 €58.99	simple point and shoot	most have lenses with 3X optical zoom; operates on AA batteries which lose their charge quickly	first-time users, children	anyone wanting to take control of camera functionality
 €119.99	standard compact camera	stylish; HD video recording, some expensive models are very high-tech; uses rechargeable lithium-ion batteries	general purpose, slipping in a bag, style-conscious users	those with big hands
 €129	enthusiast compact camera	high image quality in a small camera; manual control; can be an ideal back-up to more expensive models	creative photography on the fly, low light situations	those on a budget
 €134.99	Superzoom (Bridge) camera	wide focal range in a small body; many offer manual control over exposure	outdoor activities and travel	slipping into your pocket
 €408	Compact System (Hybrid)	can achieve DSLR standard of image quality; electronic viewfinder or LCD screen	alternative to enthusiast compacts; street and travel photography	taking pictures of fast moving objects
 €649	DSLR (Digital Single-Lens Reflex)	best image quality and more options; widest range of accessories; larger sensor allows shooting in low light conditions and creativity	best quality image; action photography; video recording	portability; those on a budget

Adapted from <<http://www.whatdigitalcamera.com/equipment/advice/491344/choosing-a-camera-type-advice-to-help-you-buy-a-camera.html>>

3b Discuss with your partner

Answer the following questions with your partner.

- 1) If you were to buy a new camera now, which one would you buy? Why?
- 2) Which type of camera do you think John should buy for his girlfriend? Why?

Criteria for choosing a camera



When deciding which camera is good for you, you need to consider different criteria such as:

- ▶ your budget
- ▶ your life style
- ▶ the purpose of buying a camera
- ▶ whether you are a starter, amateur or professional

3c Recommend

With your partner, read the following texts and recommend a suitable camera for each person.
For example:

"Alex needs a camera."

"..... would be best for Jenny."

"I'd recommend a for Jim."

"He should buy/get a"



Jenny is a sports photographer. She carries very heavy cameras all the time. Sometimes she misses interesting moments if she is not fast enough to pick up her camera.



Alex needs to take family photos for a class project. He has saved his pocket money to buy a camera.



Jim is a trainer in a gym and he uses a Standard Compact Camera to take "Before and After" photographs of his customers. He wants to upgrade to another small body camera with better image quality.



Sheila loves taking pictures as a hobby. She has recently got a job as an assistant in a photography studio. She now wants to start taking photography more seriously and develop a career.

At the electronics shop

3d Fill in the gaps

After checking magazines and websites, John went to an electronics shop to buy a camera for his girlfriend's birthday. Below is the dialogue between John and a sales assistant.

Work with your partner and use the words on the right to fill in the gaps. Then practice the dialogue.



Sales Assistant Good afternoon.(1)

John I want to buy a camera for my girlfriend.

Sales Assistant Does she already have a camera?

John Yes, she has been using a(2) one.

Sales Assistant So you're probably looking to(3), is that right?

John Yes, definitely. She is very interested in photography and is starting a(4) next week.

Sales Assistant Well, it sounds like she needs a DSLR.

John(5) but aren't those very expensive?

Sales Assistant Actually there's a wide(6) New models are always more expensive. What's your budget like?

John I can spend up to €300.

Sales Assistant That's all right then. We have some models(7) Here's a good one for €285. It's(8) from €350 It's a beautiful starter kit for someone new to DSLR cameras. It comes with a strap and the basics, and she can always add new(9) to it in time.

John Perfect, I'll get this. You've been very helpful, thanks.

Sales Assistant You're welcome! How would you like to pay?

John By credit card.

- on sale
- I think so
- course
- come down
- how may I help you?
- accessories
- standard compact
- upgrade
- price range

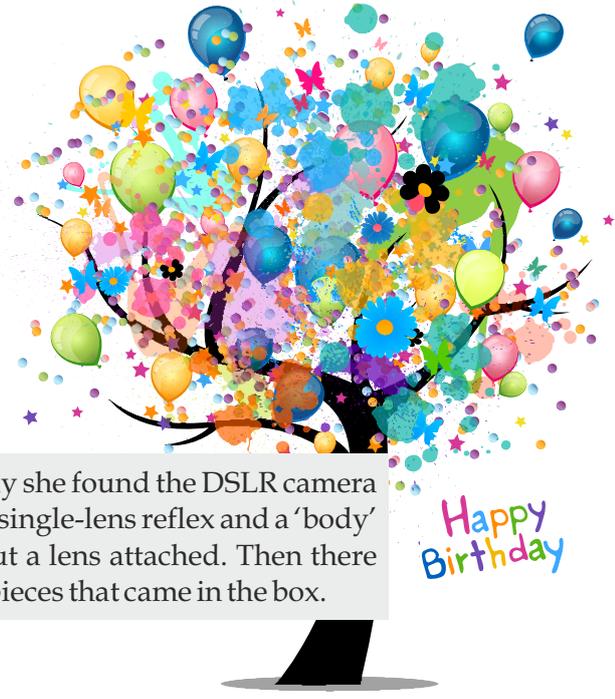
3e: Class discussion

- 1) What did the sales assistant say to offer help?
- 2) How else can you offer help?
- 3) How did John thank the sales assistant?
- 4) What other expressions do you know for thanking people?



Part 4: A new camera

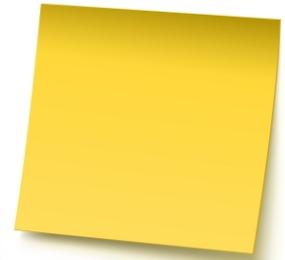
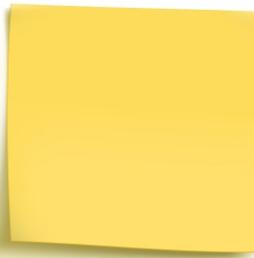
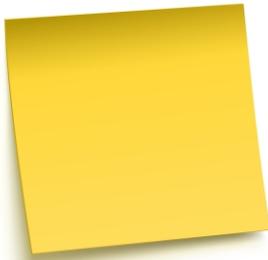
Hi I am Lisa. Today is my birthday and my boyfriend John has given me a new DSLR camera and a card as a birthday present. I am very happy and excited. My old camera was a simple compact. I am starting a photography course and I really wanted a new camera. I cannot wait to open the box.



When Lisa opened the box firstly she found the DSLR camera body. DSLR stands for a digital single-lens reflex and a 'body' is the main camera part without a lens attached. Then there was a lot of other little bits and pieces that came in the box.

4a Class discussion

What kinds of bits and pieces do you expect to come out of the box?



4b Match

Guess the meanings of the following underlined words and match them with their Turkish equivalents.

- 1) I am very clumsy; I always break things.
- 2) If you want to capture details you should take close shots.
- 3) My mobile phone is an all rounder. I can take photos, connect to the Internet, and send e-mails.
- 4) If you keep your laptop open all the time all kinds of nasties get into the keyboard.
- 5) You need longer exposure when taking photos at night.
- 6) The camera lens is very delicate. You should protect it with a cap.
- 7) Keep your camera in a bag to minimize the risk of breaking it.
- 8) My camera has a mounting slot for a flash.
- 9) Rubber is a soft material.
- 10) If too much stray light gets into the camera it spoils the image.
- 11) You look through the view finder or use the LCD screen to compose your pictures.
- 12) I don't have any questions. This is all self-explanatory.

poz
hassas
en aza indirmek
sakar
dağınık ışık
çok yönlü
vizör
yakın çekim
açık, net
birşeyin takılacağı yer
kauçuk
zararlı şeyler

What's in the box?

4c Match

John and Lisa are having a conversation as she unboxes the items. As you read the dialogue write the names of the items under their pictures.

Lisa: So what are all these bits and pieces?

John: Let's see. Well, first of all you have your **standard 18/55 zoom lens** which is a good all-rounder and works well for both wide and close shots.

Lisa: Great! Why are there two caps?

John: This is the **body cap** which fits onto the camera body when no lens is attached, protecting your camera's delicate insides from dust and other nasties. This is the **rear cap** and it protects your lens from damage when not in use.

Lisa: OK. How about this rubbery ring?

John: That's the **eyepiece shield**. It minimizes the amount of stray light that enters the viewfinder. It also makes it more comfortable to put your eye against the camera.

Lisa: This piece looks very similar to that.

John: Definitely! It's the **eyepiece cap**.

You should use this to cover up the viewfinder when you're using the self timer or remote release to keep stray light out during long exposures.

Lisa: What's this small thing?

John: Oh that's the **accessories cover**. It is also called the **hot shoe cover**. It fits into the mounting slot on top of the body for a flash to fit onto. You should use it to keep out dust.

Lisa: OK. The rest looks self-explanatory. This must be the battery and this is the **battery charger**.

John: Yes, you've got a **rechargeable lithium-ion battery**. It takes about 90 minutes to charge when it's completely empty.

Lisa: And as I am so clumsy the **strap** is very useful.

John: I didn't want to make that comment



1)

Strap



2)



3)



4)



5)



6)



7)



8)



9)

Part 5: Smart phone cameras

5a Class Discussion

- ▶ What are all these people in the pictures doing?
- ▶ Why do people take Selfies?
- ▶ Do you take Selfies?



5b Guess

Guess the meanings of the underlined colloquial words in the following sentences.

- 1) Taking Selfies and posting them on Facebook is a thing among young people.
- 2) You can take pretty good pictures with a smartphone.
- 3) These photos are great.

5c check your understanding

Check your understanding while reading the paragraph.

Smartphone photography, iPhoneography, mobile photography or whatever you want to call it, it's clear that taking great pictures with a phone has become a thing now. If you own a smartphone made in the last year, chances are it has a pretty good camera on it, too.

Adapted from
<http://www.techradar.com/news/phone-and-communications/mobile-phones/smartphone-photography-tips-and-tricks-you-should-know-1189841>

- 1) Different names are used for taking pictures with a mobile phone. Which name would you use if you had
 - a. a simple phone with a camera?
 - b. a smart phone?
 - c. an iPhone?
- 2) What kind of quality do new smart phone cameras usually have?

5d Class survey

At the back of your book, there is a questionnaire on the use of smartphones for taking photographs. Complete the questionnaire on your own. Then you will have a class discussion

5e Class survey results

What are the results of your class survey? Write a few sentences in the space below.



