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# Astrid Entertainment: Blending Linear Entertainment and Gaming

## Description

Three years ago, Sharon Tal Yguado, a former Amazon and Fox executive, started Astrid Entertainment, a game studio. They are working on a new game for teenagers, focusing on a positive experience that is exciting and creative. The game combines RPG elements with a sandbox approach, allowing players to shape the world. They spent the first year building the game and recently finished a demo. The game is not about violence but about empowering players to shape the future. It is a multiplayer adventure where players can invite friends and family to join them. The team is diverse, with talent from different industries, and they work well together. Astrid is based in Los Angeles but has team members in the UK. They are growing and plan to start production soon. Yguado hopes to see more unique games in the future.

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## Vocabulary List:

1. **Entertainment** /,ɛn.tə'teɪn.mənt/ (noun): The action of providing or being provided with amusement or enjoyment.
2. **Empowering** /ɪm'pəʊəɪŋ/ (verb): Giving someone the authority or power to do something.
3. **Diverse** /daɪ'vɜːrs/ (adjective): Showing a great deal of variety; very different.
4. **Production** /prə'dʌk.ʃən/ (noun): The process of creating or manufacturing goods for sale.
5. **Sandbox** /'sænd.bɒks/ (noun): A feature or program that allows users to interactively shape or manipulate a game environment.
6. **Multiplayer** /'mʌl.tɪ.plɛɪ.ər/ (adjective): A type of game or software that can be played by multiple players at the same time.

## Comprehension Questions

### Multiple Choice

1. Who founded Astrid Entertainment?

Option: Sharon Tal Yguado

Option: Mark Zuckerberg

Option: Elon Musk

Option: Jeff Bezos



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2. What is the focus of the new game being developed by Astrid Entertainment?

- Option: Violence and gore
- Option: Empowering players to shape the future
- Option: Monetary gain
- Option: Political propaganda

3. Where is Astrid Entertainment based?

- Option: New York
- Option: London
- Option: Los Angeles
- Option: Tokyo

4. What type of game elements does Astrid's new game combine?

- Option: Simulation and strategy
- Option: Puzzle and adventure
- Option: RPG and sandbox
- Option: Action and sports

5. What is the team composition like at Astrid Entertainment?

- Option: Comprised solely of former Amazon employees
- Option: Limited to one industry background
- Option: Diverse with talent from different industries
- Option: Mainly teenagers

6. What is the primary theme of Astrid's new game for teenagers?

- Option: Destruction and chaos
- Option: Friendship and collaboration
- Option: Competition and rivalry
- Option: Exploration and discovery

### True-False

7. The game being developed by Astrid Entertainment focuses on violence.

8. Astrid Entertainment is a solo venture by Sharon Tal Yguado.

9. The new game from Astrid Entertainment allows players to invite others to join them in multiplayer.



10. Astrid Entertainment has team members only from the US.
11. Sharon Tal Yguado has a background in both Amazon and Fox.
12. Astrid Entertainment recently finished developing a puzzle game for toddlers.

### Gap-Fill

13. Sharon Tal Yguado, a former Amazon and Fox executive, founded Astrid Entertainment \_\_\_\_\_ years ago.
14. Astrid Entertainment is focused on creating a game that is exciting and \_\_\_\_\_.
15. Astrid Entertainment is based in Los Angeles but has team members in \_\_\_\_\_.
16. Sharon Tal Yguado hopes to see more \_\_\_\_\_ games in the future.
17. The team at Astrid Entertainment is \_\_\_\_\_, with talent from different industries.
18. Astrid Entertainment spent the \_\_\_\_\_ building the game before finishing a demo.

### Answer

- Multiple Choice:** 1. Sharon Tal Yguado 2. Empowering players to shape the future 3. Los Angeles 4. RPG and sandbox 5. Diverse with talent from different industries 6. Friendship and collaboration
- True-False:** 7. False 8. False 9. True 10. False 11. True 12. False
- Gap-Fill:** 13. three 14. creative 15. the UK 16. unique 17. diverse 18. first

### Vocabulary quizzes

#### Multiple Choice ( Select the Correct answer for each question. )

1. What is a tribute?



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- Option: A form of payment for services  
Option: A gift given in appreciation or recognition  
Option: An official document  
Option: A type of musical instrument
2. What does the term "experience" refer to?  
Option: A feeling of sadness  
Option: A journey or event that impacts a person  
Option: A type of flower  
Option: A mathematical equation
3. What is streaming primarily used for?  
Option: Fishing  
Option: Broadcasting content over the internet in real-time  
Option: Cooking food quickly  
Option: Water transportation
4. Which industry commonly uses animation techniques?  
Option: Construction  
Option: Healthcare  
Option: Entertainment  
Option: Agriculture
5. What does the term "empowering" signify?  
Option: Promoting environmental conservation  
Option: Giving power or authority to someone  
Option: Exploring outer space  
Option: Creating new recipes
6. What is commonly associated with the term "investment"?  
Option: Financial assets purchased with the hope of generating income or appreciation  
Option: Investigative journalism  
Option: Cooking techniques  
Option: Vehicle maintenance
7. What does the term "traditional" imply?  
Option: Modern and innovative practices  
Option: Following customs passed down through generations  
Option: Professional sports  
Option: Structural engineering
8. Which field involves activities related to the creation of goods or services?  
Option: Fashion



- Option: Chemistry
- Option: Quality control
- Option: Manufacturing

9. What are headliners in the entertainment industry?

- Option: Medical professionals specializing in neurological disorders
- Option: Prominent performers or acts featured at the top of a show
- Option: Top-ranking executives in technology companies
- Option: Leaders in ocean exploration

10. What does "victory" typically represent?

- Option: Winning a competition or overcoming an obstacle
- Option: Scientific breakthroughs
- Option: Financial losses
- Option: A specific type of food dish

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. The \_\_\_\_\_ of new technology is essential for progress.
12. A \_\_\_\_\_ is a special event that recognizes an important occasion.
13. The strongest \_\_\_\_\_ in the competition will advance to the final round.
14. The outcome of the match was \_\_\_\_\_ with no clear winner until the last minute.
15. The conference aimed to promote \_\_\_\_\_ perspectives on global issues.
16. Children can play creatively in a \_\_\_\_\_ environment.
17. \_\_\_\_\_ is a significant source of revenue in many countries.
18. The Minister of Foreign \_\_\_\_\_ attended the diplomatic meeting.
19. The \_\_\_\_\_ is responsible for overseeing the making of a film or show.
20. Skydiving is an \_\_\_\_\_ adventure sport that many people enjoy.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. Artists showcase their talent on stage or in front of an audience.



22. Being able to make decisions without outside influence or control.
23. An organization or group typically related to a particular trade or craft.
24. The knowledge or skills acquired through practical involvement in events or activities.
25. Activities that provide amusement or enjoyment for an audience.
26. Competing or contending for a particular prize or goal.
27. Having characteristics of lively and engaging motion often in films or cartoons.
28. An action or event designed to recognize and mark a significant moment.
29. A person or team competing for a position of superiority in a challenge or competition.
30. The activity of visiting new places for leisure relaxation or exploration.

## Answer

**Multiple Choice:** 1. A gift given in appreciation or recognition 2. A journey or event that impacts a person 3. Broadcasting content over the internet in real-time 4. Entertainment 5. Giving power or authority to someone 6. Financial assets purchased with the hope of generating income or appreciation 7. Following customs passed down through generations 8. Manufacturing 9. Prominent performers or acts featured at the top of a show 10. Winning a competition or overcoming an obstacle

**Gap-Fill:** 11. development 12. celebration 13. contender 14. unpredictable 15. diverse 16. sandbox 17. Tourism 18. affairs 19. producer 20. exciting

**Matching sentence:** 1. performing 2. independent 3. guild 4. experience 5. entertainment 6. vying 7. animated 8. celebration 9. contender 10. tourism

## CATEGORY

1. Entertainment - LEVEL1

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