

HOME

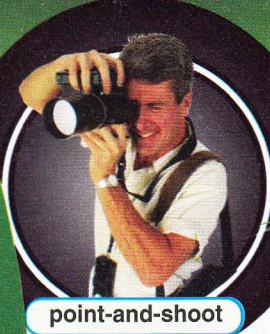
ABOUT

ARTICLES

CONTACT

With Photographer
Doug Rockford

Camera Talk



I've been asked a lot of questions recently about **digital photography**. So how do you know which camera is best? I hope this overview helps

All digital cameras have an electronic **image sensor**. This allows you to store images on the device or an **SD card**.

Casual photographers are fine with basic **point-and-shoot** cameras. These are small and typically come without additional attachments. Light adjustment settings like **aperture** and **ISO speed** are often automatic. **White balance** is also typically automatic. However, you might need to correct your coloration manually. You can preview an approximation of your image on the **LCD**. Be aware, though, that this image may differ slightly from the final photograph.

For more precise photography, you need a **DSLR** camera. These are professional tools, so they are more expensive. A **reflex mirror** lets you see an accurate image before you shoot. Attachments with **optical zooms** are often available. These provide clearer close-ups than **digital zooms**.



Get ready!

- 1 Before you read the passage, talk about these questions.

- 1 What do all digital cameras have?
- 2 Where are digital photos stored?

Reading

- 2 Read the blog. Then, choose the correct answers.

- 1 What is the main idea of the blog?
 - A which features are available on different digital cameras
 - B why to use digital cameras instead of film
 - C how to repair a digital camera
 - D where to find the highest-quality digital cameras
- 2 Which of the following is NOT available on a point-and-shoot camera?
 - A white balance
 - B approximate LCD images
 - C automatic aperture adjustment
 - D reflex mirror
- 3 Which feature produces the clearest close-ups?
 - A digital zoom C optical zoom
 - B white balance D reflex mirror

Vocabulary

- 3 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 optical zoom / digital zoom

- A A(n) _____ takes a section of an image and makes it bigger.
- B A(n) _____ physically extends a lens to get a close-up.

2 image sensor / SD card

- A A camera's _____ creates electronic signals from pictures.
- B A photographer can store many pictures on an _____.

3 white balance / digital photography

- A The art school offers a degree in _____.
- B The photographer adjusted the camera's _____.

- 4 Place the correct words from the word bank under the correct headings.

Word BANK

ISO speed DSLR aperture
LCD reflex mirror point-and-shoot

Types of cameras	Adjusting light	Previewing images

- 5 Listen and read the blog again. Why might someone prefer a point-and-shoot camera instead of a DSLR?

Listening

- 6 Listen to a conversation between a store clerk and a customer. Mark the following statements as true (T) or false (F).

- ___ The woman is a professional photographer.
- ___ The man recommends a point-and-shoot camera.
- ___ The woman chooses the camera with an optical zoom.

- 7 Listen again and complete the conversation.

Clerk: That's the Pro Cam 5.0. It's a DSLR camera. It has a reflex mirror and 1 _____.

Customer: I don't really know 2 _____. Is that good?

Clerk: Those features are really best suited for 3 _____. I think the Regis is better suited to your needs.

Customer: Why 4 _____ that?

Clerk: You don't have to worry about changing the settings. It 5 _____ ISO speed and white balance, depending on the light. It also has digital zoom.

Customer: Well, that sounds good. I don't want anything too complicated. I'll take the 6 _____ - _____ - _____ camera.

SD card

LCD

digital zoom

white balance

point-and-shoot

Speaking

- 8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

What are you planning ...?

What about this ...?

It's better suited ...

Student A: You are a store clerk. Talk to Student B about:

- digital camera options
- his or her needs
- your recommendation

Student B: You are a customer. Talk to Student A about digital camera options.

Writing

- 9 Use the conversation from Task 8 and the blog to complete the transaction summary.

Del's Electronics Transaction Summary



Type of product that customer requested: _____

Customer's needs: _____

What did you recommend? Why? _____

Did the customer purchase the recommended product? Y / N