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Level 6

Samsung unveils new smartwatch

7th September, 2013

<http://www.breakingnewsenglish.com/1309/130907-smartwatch.html>

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Please try Levels 4 and 5 (they are easier).

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plus.google.com/110990608764591804698/posts

THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

Samsung has entered the newly-emerging smartwatch market by unveiling its multi-function timepiece, the Galaxy Gear. It is a digital watch with a difference. Wearers can make telephone calls, receive emails and take photographs. It can also run dozens of Android apps on its 1.6-inch screen. Users navigate through different screens and functions using swipes. What's more, it comes in a range of vibrant colours that add a sci-fi feel to its stainless steel body. The device will be on sale from September 25th and comes with a \$299 price tag. Samsung beat its main competitor Apple to the market. Industry insiders expect Apple to reveal details of its smartwatch within a week or two.

Analysts have had mixed reactions to the Galaxy Gear. Jack Gold of J. Gold Associates suggests the product is overpriced. He said Samsung would need to price it at under \$100 to get mass-market appeal. He added: "At \$300, that's probably as much as most people will pay for a phone itself." Independent analyst Jeff Kagan said the Gear "is another step into the future" and that Samsung continues to "push the innovation envelope". He predicted it would be as popular as Samsung's smartphones and tablets. A Samsung spokesperson said: "We have created something incredible. You don't need to get your phone out anymore. Gear takes the entirety of your digital world and places it right where you can see."

Sources: http://www.computerworld.com/s/article/9242113/Samsung_s_smartwatch_panned_as_a_limited_overpriced_toy
<http://www.pocket-lint.com/news/123345-samsung-galaxy-gear-hands-on-time-with-the-new-smartwatch>
<http://news.sky.com/story/1137276/samsung-galaxy-gear-smartwatch-unveiled>

WARM-UPS

1. SMARTWATCHES: Students walk around the class and talk to other students about smartwatches. Change partners often and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

newly-emerging / smartwatch / multi-function / navigate / vibrant colours / price tag / mixed reactions / overpriced / mass market / innovation / incredible / digital world

Have a chat about the topics you liked. Change topics and partners frequently.

3. SMART: What can these things do? Complete this table with your partner(s). Change partners often and share what you wrote.

	Functions	Possible reactions of journalists
Smart-car		
Smart-fridge		
Smart-knife		
Smart-hat		
Smart-rice		
Smart-paper		

4. DEVICES: Students A **strongly** believe the smartwatch is better than Google Glass; Students B **strongly** believe Google glass. Change partners again and talk about your conversations.

5. DIGITAL WORLD: Rank these and share your rankings with your partner. Put the best things at the top. Change partners often and share your rankings.

- smartwatches
- USB flash drives
- Online shopping
- Text messaging
- Game apps
- Google search
- MP3s
- Wi-fi

6. QQQQQQ: Spend one minute writing down all of the different words you associate with the word "". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

1. TRUE / FALSE:

Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|---|-------|
| a. Samsung has introduced to the world its third and best smartwatch. | T / F |
| b. The watch can run 16 apps on its screen. | T / F |
| c. The body of the watch is made of stainless steel. | T / F |
| d. Samsung has probably beaten Apple to the market by a few weeks. | T / F |
| e. An expert said the Gear was too expensive to sell well. | T / F |
| f. Another expert praised how innovative the Galaxy Gear was. | T / F |
| g. The expert said it wouldn't be as popular as smartphones. | T / F |
| h. Samsung said you would still need to get your phone out. | T / F |

2. SYNONYM MATCH:

Match the following synonyms from the article.

- | | |
|---------------|-----------------|
| 1. entered | a. breakthrough |
| 2. unveiling | b. principal |
| 3. vibrant | c. gadget |
| 4. device | d. whole |
| 5. main | e. joined |
| 6. mixed | f. unbelievable |
| 7. appeal | g. launching |
| 8. innovation | h. attraction |
| 9. incredible | i. vivid |
| 10. entirety | j. assorted |

3. PHRASE MATCH:

(Sometimes more than one choice is possible.)

- | | |
|--------------------------------------|--------------------------------|
| 1. entered the newly- | a. function timepiece |
| 2. unveiling its multi- | b. envelope |
| 3. It can also run dozens of Android | c. reactions |
| 4. a range of vibrant | d. market appeal |
| 5. reveal details of its smartwatch | e. emerging smartwatch market |
| 6. mixed | f. into the future |
| 7. get mass- | g. apps on its 1.6-inch screen |
| 8. another step | h. of your digital world |
| 9. push the innovation | i. within a week or two |
| 10. the entirety | j. colours |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

Samsung has entered the newly-(1) _____ smartwatch market by unveiling its (2) _____ -function timepiece, the Galaxy Gear. It is a digital watch with a difference. Wearers can make telephone calls, receive emails and take photographs. It can also (3) _____ dozens of Android apps on its 1.6-inch screen. Users navigate through different screens and functions using (4) _____. What's more, it comes in a range of (5) _____ colours that add a sci-fi feel to its stainless steel body. The (6) _____ will be on sale from September 25th and comes with a \$299 price (7) _____. Samsung beat its main competitor Apple to the market. Industry (8) _____ expect Apple to reveal details of its smartwatch within a week or two.

device
swipes
multi
tag
insiders
emerging
vibrant
run

Analysts have had (9) _____ reactions to the Galaxy Gear. Jack Gold of J. Gold Associates suggests the product is overpriced. He said Samsung would need to (10) _____ it at under \$100 to get (11) _____ -market appeal. He added: "At \$300, that's probably as much as most people will pay for a phone (12) _____." Independent analyst Jeff Kagan said the Gear "is another step into the future" and that Samsung continues to "(13) _____ the innovation envelope". He predicted it would be as popular as Samsung's smartphones and (14) _____. A Samsung spokesperson said: "We have created something (15) _____. You don't need to get your phone out anymore. Gear takes the (16) _____ of your digital world and places it right where you can see."

tablets
mass
entirety
mixed
push
price
incredible
itself

LISTENING – Guess the answers. Listen to check

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

- 1) Samsung has entered the newly-emerging _____
 - a. smartwatch marketing
 - b. smartwatch markets
 - c. smartwatch market
 - d. smartwatch mark it
- 2) It can _____ of Android apps on its 1.6-inch screen
 - a. also run dozens
 - b. also runs dozens
 - c. also ran dozens
 - d. also-ran dozens
- 3) Users navigate through different screens and functions _____
 - a. use in swipes
 - b. you sing swipes
 - c. used swipes
 - d. using swipes
- 4) add a sci-fi feel to its stainless _____
 - a. steely body
 - b. steal body
 - c. steer body
 - d. steel body
- 5) Industry insiders expect Apple to reveal _____
 - a. details of its smartwatch
 - b. detail of its smartwatch
 - c. de-tails of its smartwatch
 - d. detailing of its smartwatch
- 6) Jack Gold of J. Gold Associates suggests the _____
 - a. product is overly priced
 - b. product is over price
 - c. product is overpriced
 - d. product is overprice
- 7) price it at under \$100 to get mass-_____
 - a. market a pear
 - b. market a peel
 - c. market appear
 - d. market appeal
- 8) Samsung continues to "push the _____"
 - a. innovation letter
 - b. innovation envelope
 - c. innovation wrapper
 - d. innovation casing
- 9) He predicted it would be as popular as Samsung's smartphones _____
 - a. and tab lots
 - b. and tablets
 - c. and tab lets
 - d. and tab let's
- 10) A Samsung spokesperson said: "We have created _____"
 - a. something incredible
 - b. something incredibly
 - c. something indelible
 - d. something indelibly

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

Samsung has entered (1) _____ smartwatch market by unveiling (2) _____ timepiece, the Galaxy Gear. It is a digital watch with a difference. Wearers can make telephone calls, receive emails and take photographs. It can (3) _____ of Android apps on its 1.6-inch screen. Users navigate through different screens and functions using swipes. What's more, it (4) _____ of vibrant colours that (5) _____ to its stainless steel body. The device will be on sale from September 25th and comes with a \$299 price tag. Samsung beat its main competitor Apple to the market. Industry insiders expect Apple (6) _____ its smartwatch within a week or two.

Analysts have had (7) _____ the Galaxy Gear. Jack Gold of J. Gold Associates suggests the product is overpriced. He said Samsung would need (8) _____ \$100 to get mass-market appeal. He added: "At \$300, that's (9) _____ as most people will pay for a phone itself." Independent analyst Jeff Kagan said the Gear "is another (10) _____ " and that Samsung continues to "push the innovation envelope". He (11) _____ be as popular as Samsung's smartphones and tablets. A Samsung spokesperson said: "We have created something incredible. You don't need to get your phone out anymore. Gear takes (12) _____ your digital world and places it right where you can see."

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

1. What is the synonym for "watch" in the first sentence?

2. What is the size of the watch's screen?

3. How do people move through the screens on the watch?

4. What gives the watch a more sci-fi feel?

5. Who expected Apple's product to come out soon?

6. What price did Jack Gold say Samsung should be looking at?

7. Who is Jeff Kagan?

8. What did Jeff Kaplan say is being pushed by Samsung?

9. What did Samsung say people no longer have to do?

10. What can you see on the Galaxy Gear?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

1. What is the synonym for "watch" in the first sentence?
 - a) wristwatch
 - b) chronometer
 - c) timepiece
 - d) clock
2. What is the size of the watch's screen?
 - a) 1.6 inches
 - b) 1.605 inches
 - c) 1.66 inches
 - d) 1.16 inches
3. How do people move through the screens on the watch?
 - a) moving a scroll-wheel
 - b) by swiping
 - c) using a small joystick
 - d) with touch menus
4. What gives the watch a more sci-fi feel?
 - a) bright lights
 - b) sounds
 - c) texture of the strap
 - d) colours
5. Who expected Apple's product to come out soon?
 - a) the boss of Rolex
 - b) Apple's CEO
 - c) industry insiders
 - d) Samsung's CEO
6. What price did Jack Gold say Samsung should be looking at?
 - a) \$299
 - b) under \$100
 - c) \$300
 - d) between \$100 and \$300
7. Who is Jeff Kagan?
 - a) a smartwatch designer
 - b) head of marketing at Samsung
 - c) a researcher at J. Gold Associates
 - d) an independent analyst
8. What did Jeff Kaplan say is being pushed by Samsung?
 - a) profits
 - b) innovation
 - c) a message
 - d) the digital world
9. What did Samsung say people no longer have to do?
 - a) look at other company's smartwatches
 - b) get their phones out
 - c) take off their watch
 - d) buy a computer
10. What can you see on the Galaxy Gear?
 - a) your digital world
 - b) the future
 - c) your face
 - d) a tiny keyboard

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

Role A – Smartwatches

You think smartwatches are the best digital devices. Tell the others three reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): smart-glasses, smart-rings or smart-shirts.

Role B – Smart-glasses

You think smart-glasses are the best digital devices. Tell the others three reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): smartwatches, smart-rings or smart-shirts.

Role C – Smart-rings

You think smart-rings are the best digital devices. Tell the others three reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): smart-glasses, smartwatches or smart-shirts.

Role D – Smart-shirts

You think smart-shirts are the best digital devices. Tell the others three reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): smart-glasses, smart-rings or smartwatches.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'smart' and 'watch'.

smart	watch

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• entered• difference• dozens• range• sale• main	<ul style="list-style-type: none">• mixed• under• most• step• popular• right
---	---

SMARTWATCHES SURVEY

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

Write five GOOD questions about smartwatches in the table. Do this in pairs. Each student must write the questions on his / her own paper.
When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

SMARTWATCHES DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'smartwatch'?
- c) How excited are you by the thought of smartwatches?
- d) What are the pros and cons of smartwatches?
- e) Will you buy a smartwatch?
- f) How sci-fi is a smartwatch?
- g) Why aren't watchmakers like Rolex entering the smartwatch market?
- h) Could smartwatches end the need for smartphones?
- i) What do you think of the \$299 price tag?
- j) Will Apple's smartwatch be better than the Galaxy Gear?

Samsung unveils new smartwatch – 7th September, 2013
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SMARTWATCHES DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article? Why/not?
- b) Do you think smartwatches will be a big success?
- c) How does a smartwatch compare with a smartphone?
- d) Will smartwatches eventually replace traditional (non-digital) watches?
- e) What functions would you like on a smartwatch?
- f) Do you think a smartwatch is "incredible"?
- g) What do you think of the name of Samsung's smartwatch – "Gear"?
- h) When will smartwatches incorporate credit cards, passports, etc?
- i) Is a watch too small to see "the entirety of your digital world"?
- j) What questions would you like to ask the CEO of Samsung?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

Samsung has entered the newly-(1) _____ smartwatch market by unveiling its multi-function timepiece, the Galaxy Gear. It is a digital watch with a difference. Wearers can make telephone calls, receive emails and take photographs. It can also (2) _____ dozens of Android apps on its 1.6-inch screen. Users navigate through different screens and functions using (3) _____. What's (4) _____, it comes in a range of vibrant colours that add a sci-fi feel to its stainless steel body. The device will be on sale from September 25th and (5) _____ with a \$299 price tag. Samsung beat its main competitor Apple to the market. Industry insiders expect Apple to (6) _____ details of its smartwatch within a week or two.

Analysts have had (7) _____ reactions to the Galaxy Gear. Jack Gold of J. Gold Associates suggests the product is overpriced. He said Samsung would need to price it at under \$100 to get (8) _____-market appeal. He added: "At \$300, that's probably as much as most people will pay for a phone (9) _____." Independent analyst Jeff Kagan said the Gear "is another step into the future" and that Samsung continues to "(10) _____ the innovation envelope". He predicted it would be as popular as Samsung's smartphones and tablets. A Samsung spokesperson said: "We have created something (11) _____. You don't need to get your phone out anymore. Gear takes the (12) _____ of your digital world and places it right where you can see."

Put the correct words from the table below in the above article.

- | | | | | |
|-----|-----------------|-----------------|----------------|----------------|
| 1. | (a) emerging | (b) emerge | (c) emerges | (d) emergency |
| 2. | (a) do | (b) rack | (c) run | (d) swipe |
| 3. | (a) swathes | (b) swaps | (c) swipes | (d) swishes |
| 4. | (a) many | (b) most | (c) much | (d) more |
| 5. | (a) has | (b) belongs | (c) comes | (d) contains |
| 6. | (a) repeal | (b) reveal | (c) unravel | (d) unrivaled |
| 7. | (a) mixed-up | (b) mixed | (c) mixture | (d) mixing |
| 8. | (a) most | (b) mass | (c) must | (d) amass |
| 9. | (a) himself | (b) sell | (c) itself | (d) sells |
| 10. | (a) seal | (b) fold | (c) post | (d) push |
| 11. | (a) incremental | (b) incredulous | (c) increasing | (d) incredible |
| 12. | (a) entreaty | (b) entirely | (c) entire | (d) entirety |

SPELLING

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

Paragraph 1

1. the newly-gmneregi smartwatch market
2. tvgnieaa through different screens
3. a range of ratbinv colours
4. add a sci-fi feel to its esstnalis steel body
5. The iedevc will be on sale from September 25th
6. ereval details of its smartwatch

Paragraph 2

7. mixed oestrican
8. get mass-market aeplpa
9. independent anyastl
10. push the nnoitnviao envelope
11. We have created something icelnerbid
12. the eyrtntie of your digital world

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

Number these lines in the correct order.

- () emails and take photographs. It can also run dozens of Android apps on its 1.6-inch screen. Users navigate
- () through different screens and functions using swipes. What's more, it comes in a range
- (**1**) Samsung has entered the newly-emerging smartwatch market by unveiling its multi-
- () market appeal. He added: "At \$300, that's probably as much as most people will pay for a phone itself." Independent
- () spokesperson said: "We have created something incredible. You don't need to get your phone out
- () sale from September 25th and comes with a \$299 price tag. Samsung beat its main
- () Analysts have had mixed reactions to the Galaxy Gear. Jack Gold of J. Gold Associates suggests
- () analyst Jeff Kagan said the Gear "is another step into the future" and that Samsung continues to "push the innovation
- () competitor Apple to the market. Industry insiders expect Apple to reveal details of its smartwatch within a week or two.
- () function timepiece, the Galaxy Gear. It is a digital watch with a difference. Wearers can make telephone calls, receive
- () anymore. Gear takes the entirety of your digital world and places it right where you can see."
- () the product is overpriced. He said Samsung would need to price it at under \$100 to get mass-
- () of vibrant colours that add a sci-fi feel to its stainless steel body. The device will be on
- () envelope". He predicted it would be as popular as Samsung's smartphones and tablets. A Samsung

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

1. on inch run its screen dozens 1.6 of Android apps - .

2. comes a vibrant range . It in of colours

3. sci a Add body steel stainless its to feel fi -.

4. market main the its to Beat Apple competitor.

5. details reveal to Apple expect insiders Industry.

6. reactions had Galaxy to Analysts Gear mixed have the.

7. need said at to Samsung under price would He \$100 it.

8. much as Probably phone a for pay will people most as.

9. push to continues Samsung envelope innovation the.

10. world entirety of Gear your takes digital the.

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

Samsung has entered the *newly-emerging* / *newly-emerges* smartwatch market *by* / *for* unveiling its multi-function timepiece, the Galaxy Gear. It is a digital watch with a *diffidence* / *difference*. Wearers can make telephone calls, receive emails and take photographs. It can also *run* / *ruin* dozens of Android apps on its 1.6-inch screen. Users *navigate* / *invigorate* through different screens and functions using *swaps* / *swipes*. What's more, it comes in a range of *vibrant* / *vibrating* colours that add a sci-fi feel to its *stained* / *stainless* steel body. The device will be on sale from September 25th and *comes* / *goes* with a \$299 price tag. Samsung beat its main competitor Apple to the market. Industry insiders expect Apple to *revel* / *reveal* details of its smartwatch within a week or two.

Analysts have had *mixed* / *mixture* reactions to the Galaxy Gear. Jack Gold of J. Gold Associates *suggests* / *suggest* the product is overpriced. He said Samsung would need to *pricey* / *price* it at under \$100 to get mass-market *appeal* / *appear*. He added: "At \$300, that's probably as much as most people will pay for a phone *himself* / *itself*." Independent analyst Jeff Kagan said the Gear "is another *step* / *stair* into the future" and that Samsung continues to "*push* / *pull* the innovation envelope". He predicted it would be as *popularity* / *popular* as Samsung's smartphones and tablets. A Samsung spokesperson said: "We have created something *indelible* / *incredible*. You don't need to get your phone out anymore. Gear takes the *entirety* / *entire* of your digital world and places it right where you can see."

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

S_m_s_n_g h_s _n_t_r_d th_ n_wly-_m_rg_ng sm_rtw_tch
m_rk_t by _nv__l_ng _ts m_lt_-f_nct__n t_m_p__c_,
th_ G_l_xy G__r. _t _s _d_g_t_l w_tch w_th _
d_ff_r_nc_. W__r_rs c_n m_k_ t_l_ph_n_ c_lls,
r_c__v__m__ls _nd t_k_ ph_t_gr_phs. _t c_n _ls_r_n
d_z_ns _f _ndr__d _pps _n _ts 1.6-_nch scr__n. _s_rs
n_v_g_t_ thr__gh d_ff_r_nt scr__ns _nd f_nct__ns
_s_ng sw_p_s. Wh_t's m_r_, _t c_m_s _n _r_ng_ _f
v_br_nt c_l__rs th_t _dd _sc_-f_f__l t__ts st__nl_ss
st__l_b_dy. Th_d_v_c_ w_ll b__n s_l_fr_m S_pt_mb_r
25th _nd c_m_s w_th _ \$299 pr_c_t_g. S_m_s_n_g b__t
_ts m__n c_m_p_t_t_r _ppl_ t_ th_ m_rk_t. _nd_stry
_ns_d_rs _xp_ct _ppl_ t_r_v__l d_t__ls _f _ts
sm_rtw_tch w_th_n _w__k_r tw__.

_n_lysts h_v_ h_d m_x_d r__ct__ns t_ th_ G_l_xy
G__r. J_ck G_ld _f J. G_ld _ss_c__t_s s_gg_sts th_
pr_d_ct _s _v_rpr_c_d. H_s__d S_m_s_n_g w__ld n__d
t_pr_c__t_t__nd_r \$100 t_g_t m_ss-m_rk_t _pp__l.
H__dd_d: "_t \$300, th_t's pr_b_bly _s m_ch _s m_st
p__pl_ w_ll p_y_f_r _ph_n_ _ts_lf." _nd_p_nd_nt
_n_lyst J_ff K_g_n s__d th_ G__r "_s_n_th_r st_p_nt_
th_f_t_r_" _nd th_t S_m_s_n_g c_nt_n__s t_ "p_sh th_
_nn_v_t__n _nv_l_p_". H_ pr_d_ct_d _t w__ld b__s
p_p_l_r _s S_m_s_n_g's sm_rtph_n_s _nd t_b_l_ts. _
S_m_s_n_g sp_k_sp_rs_n s__d: "W_ h_v_ cr__t_d
s_m_th_ng _n_cr_d_b_l_. Y__d_n't n__d t_g_t y__r
ph_n_ __t _nym_r_. G__r t_k_s th_ _n_t_r_ty _f y__r
d_g_t_l w_rld _nd pl_c_s _t_r_ght wh_r_ y__c_n_s__."

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

samsung has entered the newly-emerging smartwatch market by unveiling its multi-function timepiece the galaxy gear it is a digital watch with a difference wearers can make telephone calls receive emails and take photographs it can also run dozens of android apps on its 1.6-inch screen users navigate through different screens and functions using swipes what's more it comes in a range of vibrant colours that add a sci-fi feel to its stainless steel body the device will be on sale from september 25th and comes with a \$299 price tag samsung beat its main competitor apple to the market industry insiders expect apple to reveal details of its smartwatch within a week or two

analysts have had mixed reactions to the galaxy gear jack gold of j gold associates suggests the product is overpriced he said samsung would need to price it at under \$100 to get mass-market appeal he added "at \$300 that's probably as much as most people will pay for a phone itself" independent analyst jeff kagan said the gear "is another step into the future" and that samsung continues to "push the innovation envelope" he predicted it would be as popular as samsung's smartphones and tablets a samsung spokesperson said "we have created something incredible you don't need to get your phone out anymore gear takes the entirety of your digital world and places it right where you can see"

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1309/130907-smartwatch.html>

Samsung has entered the newly-emerging smartwatch market by unveiling its multi-function timepiece, the Galaxy Gear. It is a digital watch with a difference. Wearers can make telephone calls, receive emails and take photographs. It can also run dozens of Android apps on its 1.6-inch screen. Users navigate through different screens and functions using swipes. What's more, it comes in a range of vibrant colours that add a sci-fi feel to its stainless steel body. The device will be on sale from September 25th and comes with a \$299 price tag. Samsung beats its main competitor Apple to the market. Industry insiders expect Apple to reveal details of its smartwatch within a week or two. Analysts have had mixed reactions to the Galaxy Gear. Jack Gold of J. Gold Associates suggests the product is overpriced. He said Samsung would need to price it at under \$100 to get mass-market appeal. He added: "At \$300, that's probably as much as most people will pay for a phone itself." Independent analyst Jeff Kagan said the Gear "is another step into the future" and that Samsung continues to "push the innovation envelope". He predicted it would be as popular as Samsung's smartphones and tablets. A Samsung spokesperson said: "We have created something incredible. You don't need to get your phone out anymore. Gear takes the entirety of your digital world and places it right where you can see."

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about smartwatches. Share what you discover with your partner(s) in the next lesson.

3. SMARTWATCHES: Make a poster about smartwatches. Show your work to your classmates in the next lesson. Did you all have similar things?

4. MASS-MARKET APPEAL: Write a magazine article about how successful smartwatches will be. Include imaginary interviews with people who think they will be successful and those who think they will be unsuccessful.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to an industry insider. Ask him/her three questions about smartwatches. Give him/her three of your opinions on them. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

a F b F c T d T e T f T g F h F

SYNONYM MATCH (p.4)

- | | |
|---------------|-----------------|
| 1. entered | a. joined |
| 2. unveiling | b. launching |
| 3. vibrant | c. vivid |
| 4. device | d. gadget |
| 5. main | e. principal |
| 6. mixed | f. assorted |
| 7. appeal | g. attraction |
| 8. innovation | h. breakthrough |
| 9. incredible | i. unbelievable |
| 10. entirety | j. whole |

COMPREHENSION QUESTIONS (p.8)

1. Timepiece
2. 1.6 inches
3. Using swipes
4. Vibrant colors
5. Industry insiders
6. A price under \$100
7. An independent analyst
8. The innovation envelope
9. Get their phones out anymore
10. The entirety of your digital world

MULTIPLE CHOICE - QUIZ (p.9)

1. c 2. a 3. b 4. d 5. c 6. b 7. d 8. b 9. b 10. a

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)