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## **Level 5**

# **Candy Crush Saga most downloaded app**

**3rd January, 2014**

<http://www.breakingnewsenglish.com/1401/140103-candy-crush-saga.html>

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**Please try Level 4 (easier) and the 26-page Level 6 (harder).**

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# THE READING

From <http://www.breakingnewsenglish.com/1401/140103-candy-crush-saga.html>

Candy Crush Saga was the most downloaded app of 2013. It was also earned the most revenue. The game was downloaded 500 million times last year. It is the current favourite among gamers. One addict reckons she plays it at least 10 times a day. She said: "I play it in between breaks at work, before I go home, when I get home...It's addictive." Her colleague said she has successfully stayed away from the game. She said she knows too many people who are addicted to the game. She said: "I have to block invites to Candy Crush. It's a slippery slope."

Other top downloads of 2013 include the photo and video-sharing service Snapchat. An industry expert, said: "Snapchat went from being a niche app to achieving much more critical mass, so much so that Facebook was reportedly willing to spend billions of dollars to acquire the company." Another analyst believes mobile apps could seriously challenge the television industry this year. He said people pay a lot for TV, which is neither personalized nor mobile. He believes it's "ripe for disruption" and that better content, a new device, or a better business model could rival TV channels.

Sources: <http://www.reuters.com/article/2013/12/31/us-apps-top-idUSBRE9BU0K820131231>  
<http://ibnlive.in.com/news/snapchat-vine-candy-crush-saga-among-top-smartphone-apps-of-2013/442681-11.html>  
<http://www.13wmaz.com/story/tech/2013/12/30/candy-crush-addiction/4250099/>

# MATCHING

From <http://www.breakingnewsenglish.com/1401/140103-candy-crush-saga.html>

## PARAGRAPH ONE:

- |                                       |                           |
|---------------------------------------|---------------------------|
| 1. the most downloaded                | a. who are addicted       |
| 2. It is the current favourite        | b. between breaks at work |
| 3. One addict reckons she plays it at | c. to Candy Crush         |
| 4. I play it in                       | d. app of 2013            |
| 5. she has successfully stayed        | e. slope                  |
| 6. she knows too many people          | f. least 10 times a day   |
| 7. I have to block invites            | g. away from the game     |
| 8. It's a slippery                    | h. among gamers           |

## PARAGRAPH TWO:

- |  |                            |
|--|----------------------------|
| 1. An industry                           | a. app                     |
| 2. a niche                               | b. for disruption          |
| 3. critical                              | c. the television industry |
| 4. spend billions of dollars to          | d. rival TV channels       |
| 5. mobile apps could seriously challenge | e. acquire the company     |
| 6. neither personalized                  | f. expert                  |
| 7. it's ripe                             | g. mass                    |
| 8. a better business model could         | h. nor mobile              |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1401/140103-candy-crush-saga.html>

Candy Crush Saga was the most downloaded app of 2013. It was also (1) \_\_\_\_\_ revenue. The game was downloaded 500 million times last year. It is the current (2) \_\_\_\_\_. One addict reckons she plays it at least 10 times a day. She said: "I play it in between breaks at work, before I go home, when I get (3) \_\_\_\_\_." Her colleague said she has (4) \_\_\_\_\_ from the game. She said she knows too many people who (5) \_\_\_\_\_ the game. She said: "I have to block invites to Candy Crush. (6) \_\_\_\_\_."

Other top downloads of 2013 include the photo (7) \_\_\_\_\_ Snapchat. An industry expert, said: "Snapchat went (8) \_\_\_\_\_ to achieving much more critical mass, so much so that Facebook was reportedly (9) \_\_\_\_\_ billions of dollars to acquire the company." Another (10) \_\_\_\_\_ apps could seriously challenge the television industry this year. He said people pay a lot for TV, which is (11) \_\_\_\_\_ mobile. He believes it's "ripe for disruption" and that better content, a new device, or a better business (12) \_\_\_\_\_ channels.

# MOBILE PHONE APPS SURVEY

From <http://www.breakingnewsenglish.com/1401/140103-candy-crush-saga.html>

Write five GOOD questions about mobile phone apps 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.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a)

b)

c)

d)

e)

f)

g)

h)

*Candy Crush Saga most downloaded app – 3rd January, 2014*  
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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a)

b)

c)

d)

e)

f)

g)

h)

