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Level 4

Apple unveils new Apple Watch

12th September, 2014

<http://www.breakingnewsenglish.com/1409/140912-apple-watch-4.html>

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Please try the harder Level 5 and the 26-page Level 6 (harder).

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THE READING

From <http://www.breakingnewsenglish.com/1409/140912-apple-watch-4.html>

Apple has launched its much talked about watch. As usual, the tech giant wowed its followers. The big surprise was the watch's name. Apple did not use the "i" prefix. CEO Tim Cook showed us the Apple Watch and not the iWatch. It has a new interface, it runs apps, and has a health and fitness tracker. It also has digital payment software. Cook hopes this will "replace the wallet". There are also eleven different watch faces and many colourful straps.

The watch has mixed reviews. A tech analyst said: "For many people, waiting to see what Apple did was a first step before going out to buy a wearable technology product." The \$349 price could be a problem. However, Apple fans have always paid more for Apple products. Apple might beat its rivals because its watch could be a must-have fashion item. Apple hired fashion experts to help design the watch, including the ex-CEO of Burberry.

Sources: <http://www.bbc.co.uk/news/technology-29128083>
<http://www.telegraph.co.uk/technology/apple/11086146/New-Apple-iPhone-6-release-live.html>
<http://online.wsj.com/articles/apple-watch-may-not-wind-up-growth-heard-on-the-street-1410296524>

MATCHING

From <http://www.breakingnewsenglish.com/1409/140912-apple-watch-4.html>

PARAGRAPH ONE:

- | | |
|--|-----------------------|
| 1. Apple has launched its much | a. prefix |
| 2. the tech | b. straps |
| 3. Apple did not use the "i" | c. payment software |
| 4. It also has digital | d. talked about watch |
| 5. There are also eleven different watch | e. giant |
| 6. many colourful | f. faces |

PARAGRAPH TWO:

- | | |
|--------------------------------|-----------------------------|
| 1. The watch has mixed | a. have fashion item |
| 2. waiting to see what | b. technology |
| 3. wearable | c. Apple did |
| 4. Apple fans have always | d. to help design the watch |
| 5. its watch could be a must- | e. reviews |
| 6. Apple hired fashion experts | f. paid more |

LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1409/140912-apple-watch-4.html>

Apple has (1) _____ talked about watch. As usual, the tech giant wowed its followers. The big surprise was the watch's name. Apple did not (2) _____. CEO Tim Cook showed us the Apple Watch and not the iWatch. It has (3) _____, it runs apps, and has a health (4) _____. It also has digital payment software. Cook hopes this will "(5) _____". There are also eleven different (6) _____ colourful straps.

The watch (7) _____. A tech analyst said: "For many people, waiting to see what Apple did was (8) _____ going out to buy (9) _____ product." The \$349 price could be a problem. However, Apple fans (10) _____ more for Apple products. Apple (11) _____ because its watch could be a must-have fashion item. Apple hired fashion experts to help design the watch, (12) _____ Burberry.

SMART WATCHES SURVEY

From <http://www.breakingnewsenglish.com/1409/140912-apple-watch-4.html>

Write five GOOD questions about smart watches 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)

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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)

FREE WRITING

From <http://www.breakingnewsenglish.com/1409/140912-apple-watch-4.html>

Write about **smart watches** for 10 minutes. Comment on your partner’s paper.

Lined writing area consisting of multiple horizontal lines.