

NEWS ENGLISH LESSONS.com

“The Daily” digital newspaper launched

MANY FLASH AND ONLINE ACTIVITIES FOR THIS LESSON, PLUS A LISTENING, AT:

http://www.NewsEnglishLessons.com/1102/110204-the_daily.html

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ALL ANSWERS ARE IN THE TEXT ON PAGE 2.

4th February, 2011

THE READING / TAPESCRIPT

From: http://www.NewsEnglishLessons.com/1102/110204-the_daily.html

The biggest names in technology and newspapers came together on Wednesday to launch the world's first digital newspaper. News Corporation and Apple joined forces to publish "The Daily," which is only available on the Apple iPad. News Corp. chairman Rupert Murdoch said the online paper would provide "a fresh new voice". The Daily will be sold through Apple's App Store and iTunes. It costs 99 cents a week to subscribe, or \$39.99 a year. News Corp. will get 70 cents from each weekly subscription and Apple will pocket the rest.

Publishing and charging for an online newspaper is a big risk. Most newspapers already provide an online edition of their content for free. It's a little difficult to understand why The Daily will become popular and make a profit. Mr Murdoch said his project will be successful "when we sell millions." He added: "Our ambitions are very big, but our costs are very low." Murdoch told reporters he had faith in people reading news on the iPad and other tablets, saying: "there will be well over a billion around the world".

PHRASE MATCH

From: http://www.NewsEnglishLessons.com/1102/110204-the_daily.html

Match the following phrases from the article.

Paragraph 1

- | | |
|------------------------------------|-------------------|
| 1. The biggest names in technology | a. to subscribe |
| 2. the world's first digital | b. subscription |
| 3. a fresh new | c. newspaper |
| 4. 99 cents a week | d. and newspapers |
| 5. weekly | e. rest |
| 6. pocket the | f. voice |

Paragraph 2

- | | |
|-----------------------|------------------------------|
| 1. charging for an | a. are very low |
| 2. newspapers already | b. profit |
| 3. make a | c. in people |
| 4. our costs | d. a billion |
| 5. he had faith | e. online newspaper |
| 6. well over | f. provide an online edition |

LISTENING GAP FILL

From: http://www.NewsEnglishLessons.com/1102/110204-the_daily.html

The biggest names in technology and newspapers came together on Wednesday _____ first digital newspaper. News Corporation and Apple joined forces to publish "The Daily," which _____ the Apple iPad. News Corp. chairman Rupert Murdoch said _____ provide "a fresh new voice". The Daily will _____ Apple's App Store and iTunes. It costs 99 cents a _____, or \$39.99 a year. News Corp. will get 70 cents from each weekly subscription and Apple will _____.

Publishing and _____ online newspaper is a big risk. Most newspapers already provide _____ of their content for free. It's a little difficult to understand why The Daily will become popular and _____. Mr Murdoch said his project will be successful "when we sell millions." He added: "Our _____ big, but our costs are very low." Murdoch told reporters he _____ reading news on the iPad and other tablets, saying: "there will be _____ around the world".

MULTIPLE CHOICE

From: http://www.NewsEnglishLessons.com/1102/110204-the_daily.html

The biggest names (1) _____ technology and newspapers came together on Wednesday to (2) _____ the world's first digital newspaper. News Corporation and Apple joined forces to publish "The Daily," which is (3) _____ available on the Apple iPad. News Corp. chairman Rupert Murdoch said the online paper would provide "a fresh new voice". The Daily will be (4) _____ through Apple's App Store and iTunes. It costs 99 cents a week to (5) _____, or \$39.99 a year. News Corp. will get 70 cents from each weekly subscription and Apple will (6) _____ the rest.

Publishing and charging for an online newspaper (7) _____ a big risk. Most newspapers already provide an online edition of their content (8) _____ free. It's a little difficult to understand why The Daily will become popular and (9) _____ a profit. Mr Murdoch said his project will be successful "when we sell millions." He (10) _____: "Our ambitions are very big, but our costs are very low." Murdoch told reporters he had faith (11) _____ people reading news on the iPad and other tablets, saying: "there will be (12) _____ over a billion around the world".

Put the correct words from this table into the article.

- | | | | |
|-----|----------------|---------------|------------------|
| 1. | (a) on | (b) in | (c) at |
| 2. | (a) launch | (b) lunch | (c) lynch |
| 3. | (a) one | (b) ones | (c) only |
| 4. | (a) sell | (b) sold | (c) sale |
| 5. | (a) subscribes | (b) subscribe | (c) subscription |
| 6. | (a) pocket | (b) zip | (c) button |
| 7. | (a) are | (b) is | (c) be |
| 8. | (a) free | (b) at | (c) from |
| 9. | (a) do | (b) form | (c) make |
| 10. | (a) added | (b) divided | (c) multiplied |
| 11. | (a) on | (b) to | (c) in |
| 12. | (a) will | (b) wall | (c) well |

SPELLING

From: http://www.NewsEnglishLessons.com/1102/110204-the_daily.html

Spell the jumbled words (from the text) correctly.

Paragraph 1

1. The biggest names in lyheotocgn
2. ladigit newspaper
3. joined rcefso
4. ivrpdoe "a fresh new voice"
5. 99 cents a week to besucbrsi
6. cpekot the rest

Paragraph 2

7. an online ioetind
8. make a tpfoir
9. his rjoetpc will be successful
10. Our onbimsiat are very big
11. he had fiaht in people
12. well over a oblInii

PUT THE TEXT BACK TOGETHER

From: http://www.NewsEnglishLessons.com/1102/110204-the_daily.html

Number these lines in the correct order.

- () forces to publish "The Daily," which is only available on the Apple iPad. News Corp.
- (**1**) The biggest names in technology and newspapers came together on Wednesday to
- () on the iPad and other tablets, saying: "there will be well over a billion around the world".
- () low." Murdoch told reporters he had faith in people reading news
- () launch the world's first digital newspaper. News Corporation and Apple joined
- () chairman Rupert Murdoch said the online paper would provide "a fresh new voice". The Daily will be
- () sold through Apple's App Store and iTunes. It costs 99 cents a week to subscribe, or \$39.99 a
- () online edition of their content for free. It's a little difficult to understand
- () "when we sell millions." He added: "Our ambitions are very big, but our costs are very
- () Publishing and charging for an online newspaper is a big risk. Most newspapers already provide an
- () why The Daily will become popular and make a profit. Mr Murdoch said his project will be successful
- () year. News Corp. will get 70 cents from each weekly subscription and Apple will pocket the rest.

WORD JUMBLE

From: http://www.NewsEnglishLessons.com/1102/110204-the_daily.html

With a partner, put the words back into the correct order.

1. in names biggest The newspapers and technology.

2. first newspaper Launch world's digital the.

3. voice online provide new The would fresh paper a.

4. week costs to 99 subscribe cents a It.

5. pocket will Apple rest the.

6. a an is risk for newspaper big Charging online.

7. edition online an provide already newspapers Most.

8. difficult little a It's why understand to.

9. told in reporters people he had Murdoch faith.

10. world There will be well over a billion around the.

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. _____

WRITING

From: http://www.NewsEnglishLessons.com/1102/110204-the_daily.html

Write about newspapers for 10 minutes. Show your partner your paper. Correct each other's work.

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. THE DAILY: Search the Internet and find more information about "The Daily". Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about digital newspapers. Include imaginary interviews with News Corp. chairman Rupert Murdoch and Apple boss Steve Jobs. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. 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.

5. LETTER: Write a letter to News Corp. chairman Rupert Murdoch. Ask him three questions about The Daily. Give him three of your opinions on digital newspapers. Read what you wrote to your classmates in the next lesson. Your partner will answer the questions you asked.