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Apple starts selling new iPad Mini

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

http://www.NewsEnglishLessons.com/1210/121024-ipad_mini.html

IN THIS LESSON:

The Reading / Tapescript	2
Phrase Match	3
Listening Gap Fill	4
Multiple Choice	5
Spelling	6
Put the Text Back Together	7
Scrambled Sentences	8
Discussion	9
Writing	10
Homework	11

ALL ANSWERS ARE IN THE TEXT ON PAGE 2.

24th October, 2012

THE READING / TAPESCRIPT

From: http://www.NewsEnglishLessons.com/1210/121024-ipad_mini.html

Apple showed the world its latest iPad yesterday – the iPad Mini. The company will sell the smaller version of its best-selling iPad to compete with its rivals. Competitors like Samsung, Amazon and Google have all released smaller tablets, so Apple needed to catch up. Apple hopes its new device will increase its share of the tablet market. It already has nearly 70 per cent of all tablet sales worldwide. The new 20.1 cm (7.9 inch) iPad Mini is just 7.2mm (0.3 inches) thick and weighs 300g (0.68lbs).

Apple says its new product is: "Everything you love about iPad - the beautiful screen, fast and [smooth] performance,...two built-in cameras, thousands of amazing apps, 10-hour battery life - is everything you'll love about iPad Mini, too. And you can hold it in one hand." Apple's marketing chief Phil Schiller told reporters that the iPad Mini was much better than other tablets. He said: "Others have tried to make tablets smaller than the iPad, and they have failed miserably."

PHRASE MATCH

From: http://www.NewsEnglishLessons.com/1210/121024-ipad_mini.html

Match the following phrases from the article.

Paragraph 1

- | | |
|------------------------------------|------------------------------|
| 1. Apple showed the world | a. with its rivals |
| 2. the smaller version of its | b. worldwide |
| 3. compete | c. weighs 300g (0.68lbs) |
| 4. increase its share | d. its latest iPad yesterday |
| 5. 70 per cent of all tablet sales | e. of the tablet market |
| 6. 7.2mm (0.3 inches) thick and | f. best-selling iPad |

Paragraph 2

- | | |
|------------------------|-------------------|
| 1. Everything you love | a. in cameras |
| 2. two built- | b. it in one hand |
| 3. 10-hour | c. chief |
| 4. you can hold | d. miserably |
| 5. marketing | e. about iPad |
| 6. they have failed | f. battery life |

LISTENING GAP FILL

From: http://www.NewsEnglishLessons.com/1210/121024-ipad_mini.html

Apple showed the (1) _____ iPad yesterday – the iPad Mini. The company will (2) _____ version of its best-selling iPad to compete with its rivals. Competitors like Samsung, Amazon and Google (3) _____ smaller tablets, so Apple (4) _____ up. Apple hopes its new device will increase its share of the tablet market. It already has nearly 70 per cent (5) _____ worldwide. The new 20.1 cm (7.9 inch) iPad Mini (6) _____ (0.3 inches) thick and weighs 300g (0.68lbs).

Apple says its new product is: "Everything (7) _____ iPad - the beautiful screen, fast and [smooth] performance,...two (8) _____, thousands of amazing apps, 10-hour (9) _____ - is everything you'll love about iPad Mini, too. And you can (10) _____ hand." Apple's marketing chief Phil Schiller told reporters that the iPad Mini was (11) _____ other tablets. He said: "Others have tried to make tablets smaller than the iPad, and they have (12) _____."

MULTIPLE CHOICE

From: http://www.NewsEnglishLessons.com/1210/121024-ipad_mini.html

Apple showed the world its (1) _____ iPad yesterday – the iPad Mini. The company will sell the smaller version of its best-selling iPad to compete (2) _____ its rivals. Competitors (3) _____ Samsung, Amazon and Google have all released smaller tablets, so Apple needed to catch (4) _____. Apple hopes its new device will increase its (5) _____ of the tablet market. It already has nearly 70 per cent of all tablet sales worldwide. The new 20.1 cm (7.9 inch) iPad Mini is just 7.2mm (0.3 inches) thick and (6) _____ 300g (0.68lbs).

Apple says its new (7) _____ is: "Everything you love about iPad - the beautiful screen, fast and [smooth] performance,...two (8) _____ cameras, thousands of amazing apps, 10-hour battery life - is everything you'll love about iPad Mini, too. And you can (9) _____ it in one hand." Apple's marketing (10) _____ Phil Schiller told reporters that the iPad Mini was (11) _____ better than other tablets. He said: "Others have tried to make tablets smaller than the iPad, and they have failed (12) _____."

Put the correct words from this table into the article.

- | | | | |
|-----|---------------|---------------|----------------|
| 1. | (a) last | (b) latest | (c) late |
| 2. | (a) of | (b) by | (c) with |
| 3. | (a) like | (b) such | (c) hate |
| 4. | (a) down | (b) up | (c) in |
| 5. | (a) shared | (b) sharing | (c) share |
| 6. | (a) weight | (b) weigh | (c) weighs |
| 7. | (a) product | (b) produce | (c) production |
| 8. | (a) passer-by | (b) built-in | (c) hands-on |
| 9. | (a) hold | (b) held | (c) holds |
| 10. | (a) chief | (b) input | (c) control |
| 11. | (a) many | (b) most | (c) much |
| 12. | (a) miserable | (b) miserably | (c) misery |

SPELLING

From: http://www.NewsEnglishLessons.com/1210/121024-ipad_mini.html

Spell the jumbled words (from the text) correctly.

Paragraph 1

1. sell the smaller oeivsnr
2. all aeelreds smaller tablets
3. increase its srahe
4. the tablet eaktmr
5. 70% of all tablet sales rowddliwe
6. hgsiwe 300g

Paragraph 2

7. its new tucdrpo
8. smooth mroencfepa
9. thousands of ziamang apps
10. 10-hour ertbayt life
11. Apple's ktrenmagi chief
12. failed iysrelmab

PUT THE TEXT BACK TOGETHER

From: http://www.NewsEnglishLessons.com/1210/121024-ipad_mini.html

Number these lines in the correct order.

- () better than other tablets. He said: "Others have tried to make tablets
- () chief Phil Schiller told reporters that the iPad Mini was much
- () Apple says its new product is: "Everything you love about iPad - the beautiful screen, fast and [smooth]
- () up. Apple hopes its new device will increase its share of the tablet market. It already has nearly
- () version of its best-selling iPad to compete with its rivals. Competitors
- () performance,...two built-in cameras, thousands of amazing apps, 10-hour battery
- (**1**) Apple showed the world its latest iPad yesterday – the iPad Mini. The company will sell the smaller
- () 7.2mm (0.3 inches) thick and weighs 300g (0.68lbs).
- () smaller than the iPad, and they have failed miserably."
- () 70 per cent of all tablet sales worldwide. The new 20.1 cm (7.9 inch) iPad Mini is just
- () life - is everything you'll love about iPad Mini, too. And you can hold it in one hand." Apple's marketing
- () like Samsung, Amazon and Google have all released smaller tablets, so Apple needed to catch

PUT THE WORDS IN THE RIGHT ORDER

From: http://www.NewsEnglishLessons.com/1210/121024-ipad_mini.html

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

1. its world the showed Apple yesterday iPad latest

2. its selling The of - version best iPad smaller.

3. market tablet the of share its Increase.

4. of sales Nearly cent tablet per all worldwide 70.

5. 7.2mm inches (300g) thick 0.3 weighs (0.68lbs) and

6. new its says Apple everything is product.

7. too Mini iPad about love you'll Everything.

8. it hold can You hand one in.

9. Mini better tablets iPad much other The was than.

10. have Others smaller tablets make to tried.

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. _____

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. IPAD MINI: Search the Internet and find more information about the iPad Mini. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about the new iPad Mini. Include imaginary interviews with the boss of Apple and the boss of Samsung. 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 an Apple expert. Ask him/her three questions about the company. Give him/her three of your opinions on it. Read what you wrote to your classmates in the next lesson. Your partner will answer the questions you asked.