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Level 3

Price war over taxi apps

25th November, 2014

<http://www.breakingnewsenglish.com/1411/141125-taxi-app.html>

Contents

The Article	2	Discussion (Student-Created Qs)	14
Warm-Ups	3	Language Work (Cloze)	15
Before Reading / Listening	4	Spelling	16
While Reading / Listening	5	Put The Text Back Together	17
Match The Sentences And Listen	6	Put The Words In The Right Order	18
Listening Gap Fill	7	Circle The Correct Word	19
Comprehension Questions	8	Insert The Vowels (a, e, i, o, u)	20
Multiple Choice - Quiz	9	Punctuate The Text And Add Capitals	21
Role Play	10	Put A Slash (/) Where The Spaces Are	22
After Reading / Listening	11	Free Writing	23
Student Survey	12	Academic Writing	24
Discussion (20 Questions)	13	Homework	25
		Answers	26

Please try Levels 0, 1 and 2 (they are easier).

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THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

A price war has broken out across the world among taxi companies. There is increasing competition for passengers because of the different apps that can order taxis. Some taxi companies are cutting their fares by more than half to beat competitor companies. The world's biggest taxi-booking app is called Uber. It was founded in 2009 and now operates in over 200 cities across the globe. Many drivers of London's traditional black taxis are unhappy with taxi apps. They argue that drivers of app cabs are too inexperienced to drive taxis in London. Black cab drivers must pass a difficult test on their knowledge of London's streets to get their taxi-driving license. They have slashed some of their fares from \$45 to \$7.50.

The U.K. boss of Uber said the price war would benefit his company and result in higher profits, saying: "There's a lot of competition over the app makers and, to a certain degree, you need to think of things that you can do to stand out from the crowd." London black cab driver Anthony Street says business remains good despite the app companies. He said: "There are lots of technologies that are changing things for us, but it's up to drivers." One of New York's biggest taxi companies has called for Uber to have its license suspended. It says Uber is illegally using data collected from passengers. In Singapore, the government has just announced that it would start regulating taxi app companies.

Sources: <http://www.klfm967.co.uk/news/uk-news/1460294/taxi-apps-price-war-sees-fares-slashed/>
<http://www.thedrum.com/news/2014/11/23/taxi-app-price-battle-intensifies-get-taxi-slashes-fares>
<http://fortune.com/2014/11/21/singapore-to-license-taxi-hailing-apps/>

WARM-UPS

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

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

price war / increasing competition / passengers / booking / traditional / inexperienced / benefit / profits / to a certain degree / stand out / crowd / license / data / regulating

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

3. COMPETITION: What can taxi drivers do to stay ahead of the competition? Complete this table with your partner(s). Change partners often and share what you wrote.

	Problems now	Improvements
Fares		
Car		
Bookings		
Extra services		
The driver		
Safety		

4. TEST: Students A **strongly** believe all taxi drivers must pass a difficult test on their knowledge of streets; Students B **strongly** believe this is unnecessary. Change partners again and talk about your conversations.

5. TAXI DRIVER: Rank these with your partner. Put the most important thing about a taxi driver at the top. Change partners often and share your rankings.

- uniform
- friendly
- chooses shortest route
- chats a lot
- gives advice
- well groomed
- safe driver
- on time

6. ORDER: Spend one minute writing down all of the different words you associate with the word "order". 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/1411/141125-taxi-app.html>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|---|-------|
| a. The taxi price war has broken out worldwide. | T / F |
| b. Some taxi companies have reduced fares by up to 50 per cent. | T / F |
| c. The world's biggest taxi app company operates in over 200 countries. | T / F |
| d. All taxi drivers in London must pass a test of their street knowledge. | T / F |
| e. The boss of the Uber app is worried about falling profits. | T / F |
| f. The boss said drivers look for people standing out in a crowd. | T / F |
| g. A big New York taxi company got its license suspended. | T / F |
| h. Singapore will soon start regulating taxi app companies. | T / F |

2. SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|---------------|----------------------|
| 1. broken out | a. point |
| 2. beat | b. world |
| 3. globe | c. cut |
| 4. argue | d. information |
| 5. slashed | e. started |
| 6. benefit | f. stays |
| 7. degree | g. claim |
| 8. remains | h. begin |
| 9. data | i. get the better of |
| 10. start | j. be of help to |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|------------------------------------|--------------------------|
| 1. A price war has broken | a. drive taxis in London |
| 2. increasing competition | b. suspended |
| 3. It was founded | c. of their fares |
| 4. too inexperienced to | d. degree |
| 5. They have slashed some | e. for passengers |
| 6. the price war would | f. out from the crowd |
| 7. to a certain | g. in 2009 |
| 8. things that you can do to stand | h. benefit his company |
| 9. have its license | i. taxi app companies |
| 10. it would start regulating | j. out |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

A price war has broken out (1) _____ the world among taxi companies. There is increasing competition for passengers because of the different (2) _____ that can order taxis. Some taxi companies are cutting their (3) _____ by more than half to beat competitor companies. The world's biggest taxi-booking app is called Uber. It was (4) _____ in 2009 and now operates in over 200 cities across the globe. Many drivers of London's traditional black taxis are unhappy with taxi apps. They (5) _____ that drivers of app cabs are too (6) _____ to drive taxis in London. Black cab drivers must pass a difficult test on their (7) _____ of London's streets to get their taxi-driving license. They have (8) _____ some of their fares from \$45 to \$7.50.

founded
apps
knowledge
fares
argue
slashed
across
inexperienced

The U.K. boss of Uber said the price war would (9) _____ his company and result in higher profits, saying: "There's a lot of competition over the app makers and, to a (10) _____ degree, you need to think of things that you can do to (11) _____ out from the crowd." London black cab driver Anthony Street says business remains good (12) _____ the app companies. He said: "There are lots of technologies that are changing (13) _____ for us, but it's up to drivers." One of New York's biggest taxi companies has called for Uber to have its (14) _____ suspended. It says Uber is illegally using (15) _____ collected from passengers. In Singapore, the government has just announced that it would start (16) _____ taxi app companies.

stand
benefit
data
things
regulating
certain
despite
license

Level 3

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LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

- 1) A price war has broken out across the world _____
 - a. amongst taxi companies
 - b. among taxi companies
 - c. amen taxi companies
 - d. aiming taxi companies
- 2) competition for passengers because of the different apps that _____
 - a. can disorder taxis
 - b. can reorder taxis
 - c. can orderly taxis
 - d. can order taxis
- 3) It was founded in 2009 and now operates _____
 - a. in over 220 cities
 - b. in over 300 cities
 - c. in over 222 cities
 - d. in over 333 cities
- 4) Black cab drivers must pass a difficult test on their knowledge of London's streets
 - a. knowledge by London's
 - b. knowledge for London's
 - c. knowledge of London's
 - d. knowledge on London's
- 5) They have slashed some of their fares _____
 - a. from \$54 to \$7.50
 - b. from \$45 to \$7.00
 - c. from \$40 to \$7.50
 - d. from \$45 to \$7.50
- 6) The U.K. boss of Uber said the price war would benefit his company and result _____
 - a. in high are profits
 - b. in highest profits
 - c. in higher profits
 - d. in heighten profits
- 7) to a certain degree, you need to think of things that you can do to stand _____
 - a. out from the crowded
 - b. out from the crowd
 - c. out from the cloud
 - d. out from the cloudy
- 8) There are lots of technologies that are changing things for us, but _____
 - a. it's on to drivers
 - b. it's up to drivers
 - c. it's app to drivers
 - d. it's apt to drivers
- 9) It says Uber is illegally using data collected _____
 - a. from passengers
 - b. for passengers
 - c. frame passengers
 - d. farm passengers
- 10) the government has just announced that it would start _____ companies
 - a. regulate in taxi app
 - b. regulation taxi app
 - c. regulating taxi app
 - d. regulations taxi app

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

A price war has (1) _____ the world among taxi companies. There is increasing competition for passengers because of the different apps that can order taxis. Some taxi companies are (2) _____ by more than half to beat competitor companies. The world's biggest taxi-(3) _____ Uber. It was founded in 2009 and now operates in over 200 cities across the globe. Many drivers of London's traditional black taxis are unhappy with taxi apps. They (4) _____ app cabs are too inexperienced to drive taxis in London. Black cab drivers must pass a difficult test (5) _____ of London's streets to get their taxi-driving license. They have slashed some (6) _____ \$45 to \$7.50.

The U.K. boss of Uber said the price war (7) _____ company and result in higher profits, saying: "There's a lot of competition over the app makers and, (8) _____, you need to think of things that you can (9) _____ from the crowd." London black cab driver Anthony Street says business remains good despite the app companies. He said: "There are lots of technologies that are (10) _____ us, but it's up to drivers." One of New York's biggest taxi companies has called for Uber to have (11) _____. It says Uber is illegally using data collected from passengers. In Singapore, the government has just announced that it (12) _____ taxi app companies.

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

1. Where has a price war among taxis started?

2. By how much are some taxi companies cutting fares?

3. In how many cities does the taxi app company Uber operate?

4. What do London's black-taxi drivers think of taxi app drivers?

5. What price have some London drivers reduced their fare to?

6. In what way did a boss of Uber think his company would benefit?

7. What did a boss of Uber say people needed to do?

8. How did a London black cab driver describe business?

9. In which city might a taxi company have its license suspended?

10. Where will taxi companies start being regulated?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

1. Where has a price war among taxis started?
 - a) Nova Scotia
 - b) Delhi
 - c) across the world
 - d) in South America
2. By how much are some taxi companies cutting fares?
 - a) over half
 - b) 45%
 - c) 10%
 - d) \$7.50
3. In how many cities does the taxi app company Uber operate?
 - a) more than 200
 - b) 199
 - c) 328
 - d) around 100
4. What do London's black-taxi drivers think of taxi app drivers?
 - a) not much
 - b) they are inexperienced
 - c) they are overpaid
 - d) they are very polite
5. What price have some London drivers reduced their fare to?
 - a) \$45
 - b) \$18
 - c) \$9.99
 - d) \$7.50
6. In what way did a boss of Uber think his company would benefit?
 - a) more competition
 - b) higher profits
 - c) more customers
 - d) better drivers
7. What did a boss of Uber say people needed to do?
 - a) stand out from the crowd
 - b) be a one in a million
 - c) be a small fish in a large pond
 - d) get back to basics
8. How did a London black cab driver describe business?
 - a) record breaking
 - b) busy
 - c) good
 - d) on a downward spiral
9. In which city might a taxi company have its license suspended?
 - a) Singapore
 - b) Cape Town
 - c) Karachi
 - d) New York
10. Where will taxi companies start being regulated?
 - a) Singapore
 - b) New York
 - c) Nova Scotia
 - d) Bangkok

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

Role A – Being well dressed

You think it is most important for a taxi driver to be well dressed. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): drive safely, being on time or be chatty.

Role B – Driving safely

You think it is most important for a taxi driver to drive safely. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): well dressed, being on time or be chatty.

Role C – Being on time

You think it is most important for a taxi driver to be on time. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): drive safely, well dressed or be chatty.

Role D – Being chatty

You think it is most important for a taxi driver to be chatty. Tell the others three reasons why. Tell them why their things aren't so important. Also, tell the others which is the least important of these (and why): drive safely, being on time or well dressed.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

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

taxi	app
-------------	------------

- 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">• broken• half• 2009• argue• test• 45	<ul style="list-style-type: none">• benefit• lot• stand• things• data• start
--	---

TAXIS SURVEY

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

Write five GOOD questions about taxis 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.

TAXIS DISCUSSION

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

- 1) What did you think when you read the headline?
- 2) What springs to mind when you hear the word 'taxi'?
- 3) What do you think of taxi fares?
- 4) How important are taxis to you?
- 5) What are the good and bad things about taxis?
- 6) What do you think about the price war?
- 7) What problems are there in running a taxi company?
- 8) What do you think of the taxi-ordering apps?
- 9) Should taxi drivers take a test of their knowledge of streets?
- 10) Who do you think will win the price war?

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TAXIS DISCUSSION

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

- 11) Did you like reading this article? Why/not?
- 12) Do you have any 'taxi stories'?
- 13) What can taxis do to stand out from the crowd?
- 14) What do you think of the quality of taxis (inside and outside)?
- 15) Are taxis good value for money?
- 16) How can technology change taxis?
- 17) What's your best and worst taxi ride ever?
- 18) What extra services would you like taxis to offer?
- 19) What controls do governments need to put on taxis?
- 20) What questions would you like to ask a taxi driver?

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/1411/141125-taxi-app.html>

A price war has broken out across the world (1) _____ taxi companies. There is increasing competition (2) _____ passengers because of the different apps that can order taxis. Some taxi companies are cutting their fares by more than half to (3) _____ competitor companies. The world's biggest taxi-booking app is called Uber. It was founded in 2009 and now operates in over 200 cities across the globe. Many drivers of London's traditional black taxis are unhappy (4) _____ taxi apps. They (5) _____ that drivers of app cabs are too inexperienced to drive taxis in London. Black cab drivers must pass a difficult test on their knowledge of London's streets to get their taxi-driving license. They have (6) _____ some of their fares from \$45 to \$7.50.

The U.K. boss of Uber said the price war would (7) _____ his company and result in higher profits, saying: "There's a lot of competition over the app makers and, to a (8) _____ degree, you need to think of things that you can do to (9) _____ out from the crowd." London black cab driver Anthony Street says business remains good despite the app companies. He said: "There are lots of technologies that are changing things for us, but it's (10) _____ to drivers." One of New York's biggest taxi companies has called for Uber to have its license suspended. It says Uber is illegally (11) _____ data collected from passengers. In Singapore, the government has just announced that it would start (12) _____ taxi app companies.

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

- | | | | | |
|-----|---------------|----------------|---------------|----------------|
| 1. | (a) all | (b) middle | (c) for | (d) among |
| 2. | (a) at | (b) by | (c) of | (d) for |
| 3. | (a) win | (b) beat | (c) lose | (d) victory |
| 4. | (a) by | (b) from | (c) with | (d) for |
| 5. | (a) argue | (b) fight | (c) quarrel | (d) shout |
| 6. | (a) slashed | (b) ripped | (c) broken | (d) grated |
| 7. | (a) advantage | (b) cost | (c) nice | (d) benefit |
| 8. | (a) certain | (b) sure | (c) really | (d) truth |
| 9. | (a) sit | (b) stand | (c) kneel | (d) tread |
| 10. | (a) from | (b) along | (c) up | (d) in |
| 11. | (a) used | (b) uses | (c) using | (d) usage |
| 12. | (a) regulated | (b) regulating | (c) regulates | (d) regulation |

SPELLING

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

Paragraph 1

1. competition for searpngss
2. It was dfednuo in 2009
3. sreoeapt in over 200 cities
4. too nexcdrpinieee to drive taxis
5. their gwoldeken of London's streets
6. edahsls some of their fares from \$45 to \$7.50

Paragraph 2

7. the price war would tbfenie his company
8. result in higher rfopits
9. business inrmaes good
10. have its cenilse suspended
11. glilyaell using data
12. ... has just nnncaudoe that it would start

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

Number these lines in the correct order.

- () cutting their fares by more than half to beat competitor companies. The world's biggest
- () taxi-booking app is called Uber. It was founded in 2009 and now operates in over 200 cities across the
- () competition for passengers because of the different apps that can order taxis. Some taxi companies are
- () for us, but it's up to drivers." One of New York's biggest taxi companies has
- () called for Uber to have its license suspended. It says Uber is illegally using data collected from
- () of things that you can do to stand out from the crowd." London black cab driver Anthony Street says business
- () remains good despite the app companies. He said: "There are lots of technologies that are changing things
- () passengers. In Singapore, the government has just announced that it would start regulating taxi app companies.
- () in higher profits, saying: "There's a lot of competition over the app makers and, to a certain degree, you need to think
- (**1**) A price war has broken out across the world among taxi companies. There is increasing
- () knowledge of London's streets to get their taxi-driving license. They have slashed some of their fares from \$45 to \$7.50.
- () The U.K. boss of Uber said the price war would benefit his company and result
- () globe. Many drivers of London's traditional black taxis are unhappy with taxi apps. They argue that drivers
- () of app cabs are too inexperienced to drive taxis in London. Black cab drivers must pass a difficult test on their

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

1. war out world price broken the A has across.

2. competition passengers There increasing for is.

3. across in the over globe 200 cities Operates.

4. inexperienced too are cabs app of Drivers.

5. their of some slashed have They fares.

6. result Benefit in his higher company profits and.

7. stand to do can you that Things crowd the from out.

8. despite good remains Business companies app the.

9. passengers using data Uber collected is from illegally.

10. would It companies app taxi regulating start.

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

A price war has broken *up / out* across the world among taxi companies. There is increasing competition *by / for* passengers because of the different apps that can *order / orderly* taxis. Some taxi companies are cutting their fares *by / for* more than half to beat *competes / competitor* companies. The world's biggest taxi-booking app is *called / calling* Uber. It was founded in 2009 and now *operates / operations* in over 200 cities across the globe. Many drivers of London's traditional black taxis are *unhappily / unhappy* with taxi apps. They argue that drivers of app cabs are too *inexperienced / experienced* to drive taxis in London. Black cab drivers must pass a difficult test on their knowledge of London's streets to get their taxi-driving license. They have *slashed / sliced* some of their fares from \$45 to \$7.50.

The U.K. boss of Uber said the price war would *beneficial / benefit* his company and result in higher *profitable / profits*, saying: "There's a lot of competition *over / under* the app makers and, *for / to* a certain degree, you need to think of things that you can do to *sit / stand* out from the crowd." London black cab driver Anthony Street says business *remains / remaining* good despite the app companies. He said: "There are lots of technologies that are changing things for us, but it's *up / in* to drivers." One of New York's biggest taxi companies has called *at / for* Uber to have its license suspended. It says Uber is illegally *using / uses* data collected from passengers. In Singapore, the government has just announced that it would start *regulating / regulate* taxi app companies.

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/1411/141125-taxi-app.html>

_ pr_c_ w_r h_s br_k_n __t _cr_ss th_ w_rld _m_ng
t_x_ c_mp_n__s. Th_r__s _ncr__s_ng c_mp_t_t__n fr
p_ss_ng_rs b_c__s_ _f th_ d_ff_r_nt _pps th_t c_n
_rd_r t_x_s. S_m_ t_x_ c_mp_n__s _r_ c_tt_ng th__r
f_r_s by m_r_ th_n h_lf t_ b__t c_mp_t_t_r
c_mp_n__s. Th_ w_rld's b_gg_st t_x_-b__k_ng _pp_s
c_ll_d_b_r. _t w_s f__nd_d _n 2009 _nd n_w _p_r_t_s
_n _v_r 200 c_t__s _cr_ss th_ gl_b_. M_ny dr_v_rs _f
L_nd_n's tr_d_t__n_l bl_ck t_x_s _r_ _nh_ppy w_th
t_x_ _pps. Th_y _rg__ th_t dr_v_rs _f _pp_c_bs_r_t__
_n_xp_r__nc_d t_ dr_v_ t_x_s _n L_nd_n. Bl_ck c_b
dr_v_rs m_st p_ss _d_ff_c_lt t_st _n th__r kn_wl_dg_
_f L_nd_n's str__ts t_g_t th__r t_x_-dr_v_ng l_c_ns_.
Th_y h_v_ sl_sh_d s_m_ _f th__r f_r_s fr_m \$45 t_
\$7.50.

Th_ __.K. b_ss _f _b_r s__d th_ pr_c_ w_r w__ld
b_n_f_t h_s c_mp_ny _nd r_s_lt _n h_gh_r pr_f_ts,
s_y_ng: "Th_r_'s _l_t _f c_mp_t_t__n _v_r th_ _pp
m_k_rs _nd, t__c_rt__nd_gr__, y__n__d t_ th_nk__f
th_ngs th_t y__c_n_d t_ st_nd __t fr_m th_ cr_wd."
L_nd_n bl_ck c_b dr_v_r _nth_ny Str__ts s_ys b_s_n_ss
r_m__ns g__d d_sp_t_ th_ _pp_c_mp_n__s. H_s__d:
"Th_r_ _r_l_ts _f t_chn_l_g__s th_t _r_ ch_ng_ng
th_ngs f_r_s, b_t _t's _p_t_ dr_v_rs." _n__f N_w
Y_rk's b_gg_st t_x_ c_mp_n__s h_s c_ll_d_f_r_b_r_t_
h_v__ts l_c_ns_ s_sp_nd_d. _t s_ys _b_r_s _ll_g_lly
_s_ng_d_t_ c_ll_ct_d fr_m p_ss_ng_rs. _n S_ng_p_r_,
th_g_v_rnm_nt h_s j_st _nn__nc_d th_t _t w__ld st_rt
r_g_l_t_ng t_x_ _pp_c_mp_n__s.

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

a price war has broken out across the world among taxi companies there is increasing competition for passengers because of the different apps that can order taxis some taxi companies are cutting their fares by more than half to beat competitor companies the world's biggest taxi-booking app is called uber it was founded in 2009 and now operates in over 200 cities across the globe many drivers of london's traditional black taxis are unhappy with taxi apps they argue that drivers of app cabs are too inexperienced to drive taxis in london black cab drivers must pass a difficult test on their knowledge of london's streets to get their taxi-driving license they have slashed some of their fares from \$45 to \$750

the uk boss of uber said the price war would benefit his company and result in higher profits saying "there's a lot of competition over the app makers and to a certain degree you need to think of things that you can do to stand out from the crowd" london black cab driver anthony street says business remains good despite the app companies he said "there are lots of technologies that are changing things for us but it's up to drivers" one of new york's biggest taxi companies has called for uber to have its license suspended it says uber is illegally using data collected from passengers in singapore the government has just announced that it would start regulating taxi app companies

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1411/141125-taxi-app.html>

A price war has broken out across the world among taxi companies. There is increasing competition for passengers because of the different apps that can order taxis. Some taxi companies are cutting their fares by more than half to beat competitor companies. The world's biggest taxi-booking app is called Uber. It was founded in 2009 and now operates in over 200 cities across the globe. Many drivers of London's traditional black taxis are unhappy with taxi apps. They argue that drivers of app cabs are too inexperienced to drive taxis in London. Black cab drivers must pass a difficult test on their knowledge of London's streets to get their taxi-driving license. They have slashed some of their fares from \$45 to \$7.50. The U.K. boss of Uber said the price war would benefit his company and result in higher profits, saying: "There's a lot of competition over the app makers and, to a certain degree, you need to think of things that you can do to stand out from the crowd." London black cab driver Anthony Streets says business remains good despite the app companies. He said: "There are a lot of technologies that are changing things for us, but it's up to drivers." One of New York's biggest taxi companies has called for Uber to have its licenses suspended. It says Uber is illegally using data collected from passengers. In Singapore, the government has just announced that it would start regulating taxi app companies.

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 taxis. Share what you discover with your partner(s) in the next lesson.

3. TAXI APPS: Make a poster about taxi apps. Show your work to your classmates in the next lesson. Did you all have similar things?

4. LICENSE: Write a magazine article about the licenses taxi drivers need. Include imaginary interviews with people who think taxi drivers need to know every street and with those who think a general knowledge of streets is OK.

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 expert on taxis. Ask him/her three questions about taxi apps. Give him/her three of your ideas on how to make taxis better. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

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

SYNONYM MATCH (p.4)

- | | |
|---------------|----------------------|
| 1. broken out | a. started |
| 2. beat | b. get the better of |
| 3. globe | c. world |
| 4. argue | d. claim |
| 5. slashed | e. cut |
| 6. benefit | f. be of help to |
| 7. degree | g. point |
| 8. remains | h. stays |
| 9. data | i. information |
| 10. start | j. begin |

COMPREHENSION QUESTIONS (p.8)

1. Across the world
2. More than half
3. Over 200
4. They are inexperienced
5. \$7.50
6. It would be more profitable
7. Stand out from the crowd
8. He said it was good
9. New York
10. Singapore

MULTIPLE CHOICE - QUIZ (p.9)

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

ALL OTHER EXERCISES

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