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Level 6 – 18th July, 2019

Big education publisher to end printed textbooks

FREE online quizzes, mp3 listening and more for this lesson here:

<https://breakingnewsenglish.com/1907/190718-textbooks.html>

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Please try Levels 4 and 5 (they are easier).

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THE ARTICLE

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

The world's largest education publisher, Pearson, has said it will gradually phase out printed textbooks. It has taken a decision to make all of its learning resources "digital first". Pearson said the future of the industry is in e-books and digital services. Pearson CEO John Fallon explained more about the company's future direction. He told the BBC: "We are now over the digital tipping point. Over half our annual revenues come from digital sales, so we've decided, a little bit like in other industries like newspapers or music or in broadcast, that it is time to flick the switch in how we primarily make and create our products." He added: "I am increasingly confident and excited about this."

Pearson said a huge advantage of digital books is that they can be continually updated, which means teachers will always have access to the latest versions of textbooks. Mr Fallon said Pearson would stop its current business model of revising printed course books every three years. He said this model has dominated the industry for over four decades and is now past its use-by date. Fallon said: "We learn by engaging and sharing with others, and a digital environment enables you to do that in a much more effective way." He added the digital books will appeal to the "Netflix and Spotify generation". Textbook writers are worried they will earn less from their books as digital products are sold on a subscription basis.

Sources: <https://www.bbc.com/news/business-48998789>
<https://www.reuters.com/article/us-pearson-textbooks/pearson-goes-digital-first-in-u-s-college-market-idUSKCN1UA2IU>
<https://www.ft.com/content/c1940696-a74d-11e9-984c-fac8325aaa04>

WARM-UPS

1. TEXTBOOKS: Students walk around the class and talk to other students about textbooks. 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?

education / publisher / phase out / decision / learning resource / tipping point / digital advantage / access / textbooks / four decades / sharing / books / generation / earn

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

3. DIGITAL: Students A **strongly** believe digital learning resources are better than printed materials; Students B **strongly** believe printed learning resources are better than digital resources. Change partners again and talk about your conversations.

4. LEARNING: How are these things useful to aid learning? How much do you like them? Complete this table with your partner(s). Change partners often and share what you wrote.

	Usefulness in Learning	How Much You Like Them
Textbooks		
e-books		
YouTube		
Television		
Radio		
Teachers		

5. LEARNING: Spend one minute writing down all of the different words you associate with the word "learning". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. ENGLISH TEXTBOOKS: Rank these with your partner. Put the most important activities that should be in English textbooks at the top. Change partners often and share your rankings.

- Grammar
- Spelling
- Pronunciation
- Role Plays
- Reading
- Writing
- Vocabulary
- News

VOCABULARY MATCHING

Paragraph 1

- | | |
|------------------|---|
| 1. publisher | a. Turn something electrical on or off by means of a switch. |
| 2. phase out | b. Feeling or showing certainty about something. |
| 3. tipping point | c. A person or company that prepares and issues books, journals, music, or other works for sale. |
| 4. annual | d. Slowly finish the practice of doing something that has been done for a while. |
| 5. flick | e. Happening once every year. |
| 6. primarily | f. For the most part; mainly. |
| 7. confident | g. The stage or moment in time at which a series of small changes or incidents becomes important enough to cause a larger, more important change. |

Paragraph 2

- | | |
|------------------|--|
| 8. huge | h. All of the people born and living at about the same time, regarded collectively. |
| 9. updated | i. Participating or becoming involved in. |
| 10. versions | j. Had a superior influence on something or someone. |
| 11. dominated | k. Extremely large; enormous. |
| 12. engaging | l. An advance payment made to receive or participate in something. |
| 13. generation | m. Made something more modern or to the latest version. |
| 14. subscription | n. A particular form of something differing in certain respects from an earlier form or other forms of the same type of thing. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

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

- a. The name of the publisher is Oxford University Press. **T / F**
- b. The company has called its policy "Digital At Last". **T / F**
- c. Nearly half of the publisher's revenue is from digital sales. **T / F**
- d. The publisher's CEO is confident about the digital services. **T / F**
- e. The publisher updates its printed textbooks every three years. **T / F**
- f. The current textbook business model has been in place for over 40 years. **T / F**
- g. The publisher thinks the "Netflix" generation will like the digital products. **T / F**
- h. Textbook writers are happy with the subscription service. **T / F**

2. SYNONYM MATCH:

Match the following synonyms. The words in **bold** are from the news article.

- | | |
|-------------------------|-----------------------|
| 1. phase out | a. successful |
| 2. direction | b. use of |
| 3. revenues | c. more and more |
| 4. primarily | d. controlled |
| 5. increasingly | e. course |
| 6. huge | f. membership fee |
| 7. access | g. withdraw |
| 8. dominated | h. first and foremost |
| 9. effective | i. enormous |
| 10. subscription | j. income |

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

- | | |
|--|----------------------------|
| 1. it will gradually phase | a. will earn less |
| 2. Over half our annual revenues | b. and excited |
| 3. it is time to flick | c. generation |
| 4. how we primarily make and | d. out printed textbooks |
| 5. I am increasingly confident | e. the switch |
| 6. they can be continually | f. on a subscription basis |
| 7. this model has dominated the industry | g. come from digital sales |
| 8. appeal to the "Netflix and Spotify | h. for over four decades |
| 9. Textbook writers are worried they | i. create our products |
| 10. digital products are sold | j. updated |

GAP FILL

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

The world's largest education (1) _____, Pearson, has said it will gradually (2) _____ out printed textbooks. It has taken a decision to make all of its learning resources "digital first". Pearson said the future of the (3) _____ is in e-books and digital services. Pearson CEO John Fallon explained more about the company's future (4) _____. He told the BBC: "We are now over the digital tipping point. Over half our annual (5) _____ come from digital sales, so we've decided, a little (6) _____ like in other industries like newspapers or music or in broadcast, that it is time to (7) _____ the switch in how we primarily make and create our products." He added: "I am increasingly (8) _____ and excited about this."

direction
publisher
bit
industry
confident
revenues
flick
phase

Pearson said a huge (9) _____ of digital books is that they can be continually updated, which means teachers will always have (10) _____ to the latest versions of textbooks. Mr Fallon said Pearson would stop its current business (11) _____ of revising printed course books every three years. He said this model has (12) _____ the industry for over four decades and is now past its use-by date. Fallon said: "We learn by (13) _____ and sharing with others, and a digital environment enables you to do that in a much more (14) _____ way." He added the digital books will appeal to the "Netflix and Spotify (15) _____". Textbook writers are worried they will earn less from their books as digital products are sold on a subscription (16) _____.

model
engaging
access
basis
advantage
generation
dominated
effective

LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

- 1) Pearson, has said it will gradually _____ textbooks
 - a. phase out printed
 - b. phrase out printed
 - c. faze out printed
 - d. fazed out printed
- 2) It has taken a decision to make all of its learning resources " _____ "
 - a. digital fists
 - b. digital firstly
 - c. digital first
 - d. digital fist
- 3) Pearson CEO John Fallon explained more about the company's _____
 - a. future dire action
 - b. future dire re-election
 - c. future dire election
 - d. future direction
- 4) like newspapers or music or in broadcast, that it is time to _____
 - a. flicks the switch
 - b. flicked the switch
 - c. flick the switch
 - d. flicker the switch
- 5) I am increasingly confident and excited _____
 - a. abut this
 - b. abbot this
 - c. abet this
 - d. about this
- 6) Pearson said a huge advantage of digital books is that they can be _____
 - a. continually up date it
 - b. continually update it
 - c. continually updated
 - d. continually up date
- 7) which means teachers will always have access to the _____
 - a. latest visions
 - b. latest versions
 - c. latest aversions
 - d. latest reversions
- 8) this model has dominated the industry for over four decades and is now past its _____
 - a. use-buy date
 - b. use-bye date
 - c. use-by date
 - d. use-bay date
- 9) a digital environment enables you to do that in a much more _____
 - a. effective way
 - b. effectively way
 - c. reflective way
 - d. refractive way
- 10) earn less from their books as digital products are sold on a _____
 - a. substitution basis
 - b. substation basis
 - c. superscript shun basis
 - d. subscription basis

LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

The world's largest education publisher, Pearson, has said it will (1) _____ printed textbooks. It has taken a decision to make all of (2) _____ "digital first". Pearson said the future of the industry is in e-books (3) _____. Pearson CEO John Fallon explained more about the company's future direction. He told the BBC: "We are now over the (4) _____. Over half our annual revenues come from digital sales, so we've decided, a little bit like in other industries like newspapers or music or in broadcast, that it is time to (5) _____ in how we primarily make and create our products." He added: "I am increasingly (6) _____ about this."

Pearson said (7) _____ of digital books is that they can be continually updated, which means teachers will always (8) _____ the latest versions of textbooks. Mr Fallon said Pearson would stop its (9) _____ of revising printed course books every three years. He said this model has dominated the industry for (10) _____ and is now past its use-by date. Fallon said: "We learn by engaging and sharing with others, and a digital environment enables you to do that in a much (11) _____." He added the digital books will appeal to the "Netflix and Spotify generation". Textbook writers are worried they will earn less from their books as digital products are sold on (12) _____.

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

1. What is the name of the publisher?
2. What did the company's CEO say the future was in?
3. What proportion of the company's revenues are from digital sales?
4. What did the CEO say it was time to flick?
5. How does the CEO feel about the digital products?
6. What advantage of digital books did Pearson describe?
7. What did the article say teachers would always have access to?
8. For how long has the textbook business model dominated the market?
9. What generation did the CEO say the digital products would appeal to?
10. On what kind of basis are the digital products sold as?

MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

- 1) What is the name of the publisher?
 - a) Longman
 - b) National Geographic
 - c) Pearson
 - d) OUP
- 2) What did the company's CEO say the future was in?
 - a) e-books and digital products
 - b) computers
 - c) tablets
 - d) cloud textbooks
- 3) What proportion of the company's revenues are from digital sales?
 - a) just under half
 - b) over half
 - c) 75%
 - d) nearly 90%
- 4) What did the CEO say it was time to flick?
 - a) ash
 - b) printed textbooks
 - c) hair
 - d) a switch
- 5) How does the CEO feel about the digital products?
 - a) energized and engaged
 - b) digitalized and excited
 - c) confident and excited
 - d) confident and exuberant
- 6) What advantage of digital books did Pearson describe?
 - a) teachers love them
 - b) they can be continually updated
 - c) they can be amended in seconds
 - d) students can trust them
- 7) What did the article say teachers would always have access to?
 - a) money for resources
 - b) information and language
 - c) computers and tablets
 - d) the latest versions of textbooks
- 8) For how long has the textbook business model dominated the market?
 - a) more than 50 years
 - b) over 40 years
 - c) around 30 years
 - d) not quite 20 years
- 9) What generation did the CEO say the digital products would appeal to?
 - a) a tablet and textbook generation
 - b) the Netflix and Spotify generation
 - c) millennials
 - d) a spotty generation
- 10) On what kind of basis are the digital products sold as?
 - a) subscription
 - b) free trial basis
 - c) money back guaranteed
 - d) cash back bonuses

ROLE PLAY

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

Role A – Grammar

You think grammar is the most important element of a textbook. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least useful of these (and why): pronunciation, writing or news.

Role B – Pronunciation

You think pronunciation is the most important element of a textbook. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least useful of these (and why): grammar, writing or news.

Role C – Writing

You think writing is the most important element of a textbook. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least useful of these (and why): pronunciation, grammar or news.

Role D – News

You think news is the most important element of a textbook. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least useful of these (and why): pronunciation, writing or grammar.

AFTER READING / LISTENING

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

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

education	textbook

- 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">• phase• decision• direction• point• half• create	<ul style="list-style-type: none">• huge• stop• model• others• much• basis
--	---

TEXTBOOKS SURVEY

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

Write five GOOD questions about textbooks 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.

TEXTBOOKS DISCUSSION

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

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'education'?
3. What do you think of English textbooks?
4. What will English textbooks be like in the future?
5. Would you prefer to buy or subscribe to a textbook?
6. What are the disadvantages of e-books?
7. What are the disadvantages of printed textbooks?
8. Would you like more grammar and pronunciation in English textbooks?
9. Do learners of English need a textbook?
10. What three adjectives best describe your English textbook?

Big education publisher to end printed textbooks – 18th July, 2019
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TEXTBOOKS DISCUSSION

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

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'textbook'?
13. What do you think about what you read?
14. Do you have a favourite English textbook?
15. How could English textbooks be improved?
16. Are printed textbooks or digital textbooks best?
17. What topics are best for English textbooks?
18. How much do you learn from English textbooks?
19. Will the 'Spotify generation' prefer digital textbooks?
20. What questions would you like to ask Pearson's CEO?

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 <https://breakingnewsenglish.com/1907/190718-textbooks.html>

The world's largest (1) _____ publisher, Pearson, has said it will gradually phase out printed textbooks. It has (2) _____ a decision to make all of its learning resources "digital first". Pearson said the future of the industry is (3) _____ e-books and digital services. Pearson CEO John Fallon explained more about the company's future (4) _____. He told the BBC: "We are now over the digital tipping (5) _____. Over half our annual revenues come from digital sales, so we've decided, a little bit like in other industries like newspapers or music or in broadcast, that it is time to flick the switch in how we (6) _____ make and create our products." He added: "I am increasingly confident and excited about this."

Pearson said a (7) _____ advantage of digital books is that they can be continually updated, which means teachers will always have (8) _____ to the latest versions of textbooks. Mr Fallon said Pearson would stop its current business model of (9) _____ printed course books every three years. He said this model has dominated the industry for over four decades and is now past its use-by date. Fallon said: "We learn by (10) _____ and sharing with others, and a digital environment enables you to do that in a much more effective way." He added the digital books will (11) _____ to the "Netflix and Spotify generation". Textbook writers are worried they will earn less from their books as digital products are sold on a (12) _____ basis.

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

- | | | | | |
|-----|------------------|------------------|----------------|----------------|
| 1. | (a) educate | (b) education | (c) educated | (d) educates |
| 2. | (a) chosen | (b) taken | (c) spoken | (d) done |
| 3. | (a) of | (b) at | (c) on | (d) in |
| 4. | (a) drift | (b) direction | (c) tendency | (d) way |
| 5. | (a) tip | (b) arrow | (c) point | (d) head |
| 6. | (a) primary | (b) secondary | (c) primarily | (d) seconded |
| 7. | (a) huge | (b) hugely | (c) hugged | (d) hugging |
| 8. | (a) excess | (b) assess | (c) access | (d) recess |
| 9. | (a) improvising | (b) advising | (c) devising | (d) revising |
| 10. | (a) engaging | (b) marrying | (c) divorcing | (d) betrothing |
| 11. | (a) appeal | (b) repeal | (c) peal | (d) peel |
| 12. | (a) subscription | (b) subconscious | (c) subjection | (d) submission |

SPELLING

Paragraph 1

1. it will adulayrlg phase out printed textbooks
2. make all of its learning scorurees "digital first"
3. the future of the snrutyid is in e-books
4. annual euresevn come from digital sales
5. how we rplimariy make and create
6. I am increasingly fenndtcoi and excited

Paragraph 2

7. a huge tagdvnaea of digital books
8. have access to the latest eirsnvos
9. edidatmon the industry for over four decades
10. a much more efvefteci way
11. the Netflix and Spotify otneigrena
12. sold on a nsicpoubtirs basis

PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

Number these lines in the correct order.

- () create our products." He added: "I am increasingly confident and excited about this."
- () newspapers or music or in broadcast, that it is time to flick the switch in how we primarily make and
- () its current business model of revising printed course books every three years. He said this model has
- () teachers will always have access to the latest versions of textbooks. Mr Fallon said Pearson would stop
- (**1**) The world's largest education publisher, Pearson, has said it will gradually phase out printed
- () more effective way." He added the digital books will appeal to the "Netflix and Spotify
- () dominated the industry for over four decades and is now past its use-by date. Fallon said: "We learn by
- () of the industry is in e-books and digital services. Pearson CEO John Fallon explained more about the company's future
- () Pearson said a huge advantage of digital books is that they can be continually updated, which means
- () direction. He told the BBC: "We are now over the digital tipping point. Over half our annual
- () generation". Textbook writers are worried they will earn less from their books as digital products are sold on a subscription basis.
- () textbooks. It has taken a decision to make all of its learning resources "digital first". Pearson said the future
- () revenues come from digital sales, so we've decided, a little bit like in other industries like
- () engaging and sharing with others, and a digital environment enables you to do that in a much

PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

1. gradually textbooks . printed Pearson out it'll phase said
2. of the in The is industry future e-books .
3. tipping now point . are digital the over We
4. from Half digital sales . revenues our annual come
5. excited and am confident increasingly I this . about
6. of to latest access Have versions textbooks . the
7. industry . has model dominated this said He the
8. do you to digital enables that . A environment
9. writers will they worried are less . Textbook earn
10. on basis . subscription Digital products are a sold

CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

The world's largest education publisher, Pearson, has said it will *gradient / gradually* phase out printed textbooks. It has taken a *deciding / decision* to make all of its learning resources "digital first". Pearson said the future of the industry is *on / in* e-books and digital services. Pearson CEO John Fallon explained more about the company's future *drift / direction*. He told the BBC: "We are now over the digital *trapping / tipping* point. Over half our *annual / annually* revenues come from digital *sales / selling*, so we've decided, a little bit like in *another / other* industries like newspapers or music or in broadcast, that it is time to *flick / fleck* the switch in how we primarily make and create our *produce / products*." He added: "I am increasingly confident and excited about this."

Pearson said a *huge / hugely* advantage of digital books is that they can be *continuous / continually* updated, which means teachers will always have access to the latest *aversions / versions* of textbooks. Mr Fallon said Pearson would stop its *current / curreant* business model of *revising / revision* printed course books every three years. He said this model has *contaminated / dominated* the industry for over four *decadence / decades* and is now past its use-by date. Fallon said: "We learn by engaging and sharing with others, and a digital *environment / circumstance* enables you to do that in a much more effective way." He added the digital books will *repeal / appeal* to the "Netflix and Spotify generation". Textbook writers are worried they will earn less from their books as digital products are *solid / sold* on a subscription basis.

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 <https://breakingnewsenglish.com/1907/190718-textbooks.html>

The world's largest document publisher, Pearson, has said it will gradually phase out printed textbooks. It has taken decision to make all of its learning resources "digital first". Pearson said the move is for the industry as a whole and digital services. Pearson CEO John Fallon explained more about the company's future direction. He told the BBC: "We're now over the digital tipping point. Over half our new enrollees come from digital sales, so we've decided, a little bit later than the industry, to make new products or services a broadcast, that is to make the switch on how we primarily make and create our products." He added: "I'm increasingly confident and excited about this."

Pearson said the huge investment in digital books is that they can be continually updated, which means teachers will always have access to the latest versions of textbooks. Mr Fallon said Pearson would stop its current business model of reviewing printed course books every three years. He said this model has dominated the industry for over a hundred years and is now past its sell-by date. Fallon said: "We learn by engaging and sharing with others, and digital environment enables you to do that in a much more effective way." He added the digital books will replace the "Netflix and Spotify generation". Textbook writers are worried they will lose sales from their books as digital products are sold on a subscription basis.

PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

the worlds largest education publisher pearson has said it will gradually phase out printed textbooks it has taken a decision to make all of its learning resources digital first pearson said the future of the industry is in ebooks and digital services pearson ceo john fallon explained more about the companys future direction he told the bbc we are now over the digital tipping point over half our annual revenues come from digital sales so weve decided a little bit like in other industries like newspapers or music or in broadcast that it is time to flick the switch in how we primarily make and create our products he added i am increasingly confident and excited about this

pearson said a huge advantage of digital books is that they can be continually updated which means teachers will always have access to the latest versions of textbooks mr fallon said pearson would stop its current business model of revising printed course books every three years he said this model has dominated the industry for over four decades and is now past its useby date fallon said we learn by engaging and sharing with others and a digital environment enables you to do that in a much more effective way he added the digital books will appeal to the netflix and spotify generation textbook writers are worried they will earn less from their books as digital products are sold on a subscription basis

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

The world's largest education publisher, Pearson, has said it will gradually phase out printed textbooks. It has taken a decision to make all of its learning resources "digital first". Pearson said the future of the industry is in e-books and digital services. Pearson CEO John Fallon explained more about the company's future direction. He told the BBC: "We are now over the digital tipping point. Over half of our annual revenues come from digital sales, so we've decided, a little bit like in other industries like newspapers or music in broadcast, that it is time to flick the switch in how we primarily make and create our products." He added: "I am increasingly confident and excited about this." Pearson said a huge advantage of digital books is that they can be continually updated, which means teachers will always have access to the latest version of textbooks. Mr Fallon said Pearson would stop its current business model of revising printed course books every three years. He said this model has dominated the industry for over four decades and is now past its use-by date. Fallon said: "We learn by engaging and sharing with others, and a digital environment enables you to do that in a much more effective way." He added the digital books will appeal to the "Netflix and Spotify generation". Textbook writers are worried they will lose sales from their books as digital products are sold on a subscription basis.

ACADEMIC WRITING

From <https://breakingnewsenglish.com/1907/190718-textbooks.html>

Printed textbooks are better than digital textbooks. Discuss.

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 this news story. Share what you discover with your partner(s) in the next lesson.

3. TEXTBOOKS: Make a poster about textbooks. Show your work to your classmates in the next lesson. Did you all have similar things?

4. DIGITAL: Write a magazine article about making all education digital. Include imaginary interviews with people who are for and against this.

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 digital textbooks. Ask him/her three questions about them. Give him/her three of your ideas on how to improve textbooks. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

VOCABULARY (p.4)

1. c 2. d 3. g 4. e 5. a 6. f 7. b
8. k 9. m 10. n 11. j 12. i 13. h 14. l

TRUE / FALSE (p.5)

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

SYNONYM MATCH (p.5)

- | | |
|------------------|-----------------------|
| 1. phase out | a. withdraw |
| 2. direction | b. course |
| 3. revenues | c. income |
| 4. primarily | d. first and foremost |
| 5. increasingly | e. more and more |
| 6. huge | f. enormous |
| 7. access | g. use of |
| 8. dominated | h. controlled |
| 9. effective | i. successful |
| 10. subscription | j. membership fee |

COMPREHENSION QUESTIONS (p.9)

- Pearson
- E-books and digital services
- Over half
- A switch
- Confident and excited
- They can be continually updated
- The latest versions of textbooks
- Over four decades
- The Netflix and Spotify generation
- A subscription basis

WORDS IN THE RIGHT ORDER (p.20)

- Pearson said it'll gradually phase out printed textbooks.
- The future of the industry is in e-books.
- We are now over the digital tipping point.
- Half our annual revenues come from digital sales.
- I am increasingly confident and excited about this.
- Have access to the latest versions of textbooks.
- He said this model has dominated the industry.
- A digital environment enables you to do that.
- Textbook writers are worried they will earn less.
- Digital products are sold on a subscription basis.

MULTIPLE CHOICE - QUIZ (p.10)

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

ALL OTHER EXERCISES

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