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**Level 3 – 25th November, 2019**

## **Apple removes customer reviews from online stores**

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

<https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

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

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# THE ARTICLE

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

The computer giant Apple has removed all customer reviews from several of its online Apple stores. The reviews section was a useful way for customers to leave feedback for other people about Apple's products. The reviews section on the Apple Store began disappearing last week. Apple has removed the "Ratings and Reviews" section of its online stores across the world. The reviews pages have gone from the stores in the USA, UK and Australia. This means that anyone in those countries wanting to find reviews on Apple products will have to visit other websites. Apple has not yet commented on its decision to remove the ratings and reviews section, so nobody knows why they have taken this action.

The website pcmag.com speculated that the removal could have been a mistake, but then it said the removal was part of a new Apple policy. It said: "Clearly, Apple has decided its online store is better without customer feedback for some reason. Alternatively, the customer feedback system is being overhauled." PC Mag said Apple used to be very open and allow all kinds of comments, including very negative reviews. It said: "Apple wasn't shy about leaving extremely negative reviews and ratings up on its store in the past". It added: "We're also heading into the busiest shopping period of the year, and Apple online store customers have lost an important source of information when deciding what to buy."

Sources: <https://www.pcmag.com/news/372114/apple-removes-all-customer-reviews-from-its-online-stores>  
<https://gizmodo.com/apples-online-store-quietly-kills-user-reviews-and-rati-1839987454>  
<https://www.dailymail.co.uk/sciencetech/article-7712635/Apple-removes-ability-review-products-online-store-leaving-customers-dark.html>

# WARM-UPS

**1. CUSTOMER REVIEWS:** Students walk around the class and talk to other students about customer reviews. 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?

computer / giant / Apple / customers / online store / reviews / feedback / decision / speculate / mistake / system / negative / the past / shopping / information / buy

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

**3. FEEDBACK:** Students A **strongly** believe feedback is very important; Students B **strongly** believe it isn't. Change partners again and talk about your conversations.

**4. REVIEW:** What would you write in a review of these websites? Complete this table with your partner(s). Change partners often and share what you wrote.

	Good Things	Bad Things
Apple Store		
Google		
Facebook		
Wikipedia		
Amazon		
BreakingNewsEnglish		

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

**6. ONLINE STORES:** Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- Music
- Clothes
- Electronics
- Food
- Books
- Delivery food
- Medicine
- Furniture

# VOCABULARY MATCHING

## Paragraph 1

- |                 |   |
|-----------------|---|
| 1. giant        | a. A different part of a book, newspaper, website, or document. |
| 2. several      | b. A very large company or organization.                        |
| 3. products     | c. Things that are made and sold.                               |
| 4. section      | d. Go to a website or web page.                                 |
| 5. disappearing | e. The option you arrive at after thinking about what to do.    |
| 6. visit        | f. More than two but not many.                                  |
| 7. decision     | g. Going away so it cannot be seen or is no longer there.       |

## Paragraph 2

- |                   |  |
|-------------------|--|
| 8. speculated     | h. As another option or possibility.                                       |
| 9. mistake        | i. The place where information comes from.                                 |
| 10. policy        | j. Very, very, very.   |
| 11. alternatively | k. A course of action decided by a government, party, business, or person. |
| 12. overhauled    | l. Take something apart to look at it and make it better.                  |
| 13. extremely     | m. Gessed or decided something without having proof.                       |
| 14. source        | n. An action or judgment that is wrong.                                    |

# BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

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

- a. The writer of the article called Apple a giant. **T / F**
- b. Reviews on the Apple Store began disappearing in 2018. **T / F**
- c. There are still reviews on the Australia Apple Store. **T / F**
- d. Apple has not yet commented on the disappearing reviews. **T / F**
- e. A website said the disappearing reviews might be a mistake. **T / F**
- f. The website said Apple might be overhauling its system. **T / F**
- g. The website said Apple never allowed negative reviews on its site. **T / F**
- h. The website said customers have found a new source of information. **T / F**

**2. SYNONYM MATCH:** (The words in **bold** are from the news article.)

- |                        |                 |
|------------------------|-----------------|
| 1. <b>removed</b>      | a. details      |
| 2. <b>products</b>     | b. go to        |
| 3. <b>section</b>      | c. error        |
| 4. <b>visit</b>        | d. guidelines   |
| 5. <b>commented</b>    | e. goods        |
| 6. <b>mistake</b>      | f. maintained   |
| 7. <b>policy</b>       | g. bad          |
| 8. <b>overhauled</b>   | h. taken away   |
| 9. <b>negative</b>     | i. spoken about |
| 10. <b>information</b> | j. area         |

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

- |                                    |                              |
|------------------------------------|------------------------------|
| 1. The computer                    | a. of information            |
| 2. leave                           | b. on its decision           |
| 3. visit other                     | c. taken this action         |
| 4. Apple has not yet commented     | d. been a mistake            |
| 5. nobody knows why they have      | e. of the year               |
| 6. the removal could have          | f. giant Apple               |
| 7. the customer feedback system is | g. websites                  |
| 8. extremely                       | h. feedback for other people |
| 9. the busiest shopping period     | i. negative reviews          |
| 10. an important source            | j. being overhauled          |

# GAP FILL

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

The computer (1) \_\_\_\_\_ Apple has removed all customer reviews from (2) \_\_\_\_\_ of its online Apple stores. The reviews section was a useful way for customers to leave (3) \_\_\_\_\_ for other people about Apple's products. The reviews section on the Apple Store began (4) \_\_\_\_\_ last week. Apple has removed the "Ratings and Reviews" section of its online stores across the world. The reviews pages have (5) \_\_\_\_\_ from the stores in the USA, UK and Australia. This means that anyone in those countries wanting to (6) \_\_\_\_\_ reviews on Apple products will have to visit other websites. Apple has not yet commented on its (7) \_\_\_\_\_ to remove the ratings and reviews section, so (8) \_\_\_\_\_ knows why they have taken this action.

*feedback*

*find*

*disappearing*

*nobody*

*giant*

*decision*

*several*

*gone*

The website pcmag.com (9) \_\_\_\_\_ that the removal could have been a mistake, but then it said the removal was part of a new Apple (10) \_\_\_\_\_. It said: "Clearly, Apple has decided its online store is better without customer feedback for some reason. Alternatively, the customer feedback system is being (11) \_\_\_\_\_." PC Mag said Apple used to be very open and allow all (12) \_\_\_\_\_ of comments, including very negative reviews. It said: "Apple wasn't (13) \_\_\_\_\_ about leaving extremely negative reviews and ratings up on its store in the (14) \_\_\_\_\_ ". It added: "We're also heading into the busiest shopping (15) \_\_\_\_\_ of the year, and Apple online store customers have lost an important (16) \_\_\_\_\_ of information when deciding what to buy."

*shy*

*source*

*speculated*

*period*

*policy*

*past*

*kinds*

*overhauled*

# LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

- 1) Apple has removed all customer reviews from \_\_\_\_\_ online Apple stores
  - a. sever all of its
  - b. severe all of its
  - c. several of its
  - d. sever rail of its
- 2) The reviews section was a useful way for customers \_\_\_\_\_
  - a. tool eave feedback
  - b. too leave feedback
  - c. to leaf feedback
  - d. to leave feedback
- 3) The reviews section on the Apple Store began \_\_\_\_\_ week
  - a. disappearing last
  - b. disappearance last
  - c. disappear ring last
  - d. disappear in last
- 4) This means that anyone in those countries wanting to find reviews \_\_\_\_\_
  - a. in Apple products
  - b. at Apple products
  - c. on Apple products
  - d. by Apple products
- 5) its decision to remove the ratings and \_\_\_\_\_
  - a. reviews sector
  - b. reviews sect shun
  - c. reviews section
  - d. reviews suction
- 6) The website pcmag.com speculated that the removal could have \_\_\_\_\_
  - a. been a mistaken
  - b. been a mistake
  - c. been a miss take
  - d. been a mistakenly
- 7) but then it said the removal was part of a \_\_\_\_\_
  - a. news Apple policy
  - b. newly Apple policy
  - c. newt Apple policy
  - d. new Apple policy
- 8) Apple has decided its online store is better without customer feedback \_\_\_\_\_
  - a. for sum reason
  - b. foursome reason
  - c. fours um reason
  - d. for some reason
- 9) leaving extremely negative reviews and ratings up on its store \_\_\_\_\_
  - a. in a past
  - b. in the past
  - c. in then past
  - d. in them past
- 10) We're also heading into the busiest shopping \_\_\_\_\_ year
  - a. period off the
  - b. period of the
  - c. period of a
  - d. period of then

# LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

The computer giant Apple has removed all customer reviews (1) \_\_\_\_\_ its online Apple stores. The reviews section was a useful way for customers (2) \_\_\_\_\_ for other people about Apple's products. The reviews section on the Apple Store began disappearing last week. Apple has removed the (3) \_\_\_\_\_ section of its online stores across the world. The reviews pages have gone from the stores in the USA, UK and Australia. This means (4) \_\_\_\_\_ those countries wanting to find reviews on Apple products will have to visit other websites. Apple has (5) \_\_\_\_\_ on its decision to remove the ratings and reviews section, so nobody knows why they have (6) \_\_\_\_\_.

The website pcmag.com (7) \_\_\_\_\_ removal could have been a mistake, but then it said the removal (8) \_\_\_\_\_ a new Apple policy. It said: "Clearly, Apple has decided its online store is better without customer feedback (9) \_\_\_\_\_. Alternatively, the customer feedback system is being overhauled." PC Mag said Apple used to be very (10) \_\_\_\_\_ all kinds of comments, including very negative reviews. It said: "Apple wasn't shy about leaving extremely negative reviews and ratings up on its store (11) \_\_\_\_\_". It added: "We're also heading into the busiest shopping period of the year, and Apple online store customers have lost an important (12) \_\_\_\_\_ when deciding what to buy."



# COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

1. What kind of giant did the writer call Apple?
2. When did the customer reviews start disappearing from Apple Stores?
3. In which countries does the article say there are no Apple Store reviews?
4. Where can people now find reviews of Apple products?
5. Who did the writer say knows why Apple took this decision?
6. What is the name of the website that commented on the reviews?
7. What did the website say might be being overhauled?
8. What kind of reviews did Apple always allow on its website?
9. What did the writer call this time of the year?
10. What did a website say Apple customers have lost a source of?

# MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

- 1) What kind of giant did the writer call Apple?
  - a) a scary giant
  - b) a gentle giant
  - c) a computer giant
  - d) a coding giant
- 2) When did the customer reviews start disappearing from Apple Stores?
  - a) last week
  - b) 10 days ago
  - c) last month
  - d) in 2017
- 3) In which countries does the article say there are no Apple Store reviews?
  - a) the USA, Canada and South Africa
  - b) the USA, UK and Australia
  - c) the UK, New Zealand and Ireland
  - d) Australia, Ireland and Canada
- 4) Where can people now find reviews of Apple products?
  - a) on Amazon
  - b) on MSN
  - c) in newspapers
  - d) on other websites
- 5) Who did the writer say knows why Apple took this decision?
  - a) Mr Apple
  - b) a technology website
  - c) nobody
  - d) a computer designer
- 6) What is the name of the website that commented on the reviews?
  - a) onlinemag.com
  - b) pcmag.com
  - c) apples.com
  - d) review.com
- 7) What did the website say might be being overhauled?
  - a) a department
  - b) a computer
  - c) a web page
  - d) Apple's system
- 8) What kind of reviews did Apple always allow on its website?
  - a) nice ones
  - b) extremely negative reviews
  - c) critical ones
  - d) funny ones
- 9) What did the writer call this time of the year?
  - a) the silly season
  - b) the busiest shopping period
  - c) stress city
  - d) a time of hope and joy
- 10) What did a website say Apple customers have lost a source of?
  - a) information
  - b) income
  - c) secrets
  - d) web pages

# ROLE PLAY

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

## **Role A – Music**

You think online music stores are best. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): online food stores, online medicine stores or online electronics stores.

## **Role B – Food**

You think online food stores are best. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): online music stores, online medicine stores or online electronics stores.

## **Role C – Medicine**

You think online medicine stores are best. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): online food stores, online music stores or online electronics stores.

## **Role D – Electronics**

You think online electronics stores are best. Tell the others three reasons why. Tell them what is wrong with their stores. Also, tell the others which is the worst of these (and why): online food stores, online medicine stores or online music stores.

# AFTER READING / LISTENING

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

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

<b>customer</b>	<b>review</b>
-----------------	---------------

- 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"><li>• giant</li><li>• way</li><li>• last</li><li>• across</li><li>• gone</li><li>• yet</li></ul>	<ul style="list-style-type: none"><li>• mistake</li><li>• policy</li><li>• some</li><li>• shy</li><li>• period</li><li>• source</li></ul>
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# CUSTOMER REVIEWS SURVEY

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

Write five GOOD questions about customer reviews 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.

# CUSTOMER REVIEWS 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 'customer'?
3. What do you know about Apple?
4. What do you think of customer reviews?
5. Do you ever write customer reviews?
6. Do you ever read customer reviews?
7. Why do you think Apple removed the customer reviews section?
8. What review would you give for Apple?
9. How would you review BreakingNewsEnglish.com?
10. How might people review your work?

*Apple removes customer reviews from online stores – 25th November, 2019*  
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# CUSTOMER REVIEWS 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 'review'?
13. What do you think about what you read?
14. What do you think of Apple?
15. What is Apple's best product?
16. Why do so many people love Apple?
17. How important are customer reviews?
18. How can people get reviews on Apple products now?
19. Are online stores better than real stores?
20. What questions would you like to ask Apple?

## **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/1911/191125-customer-reviews.html>

The computer giant Apple has (1) \_\_\_\_\_ all customer reviews from several of its online Apple stores. The reviews section was a useful (2) \_\_\_\_\_ for customers to leave feedback for other people about Apple's products. The reviews section on the Apple Store (3) \_\_\_\_\_ disappearing last week. Apple has removed the "Ratings and Reviews" (4) \_\_\_\_\_ of its online stores across the world. The reviews pages have gone from the stores in the USA, UK and Australia. This means that anyone in those countries (5) \_\_\_\_\_ to find reviews on Apple products will have to visit other websites. Apple has not yet commented (6) \_\_\_\_\_ its decision to remove the ratings and reviews section, so nobody knows why they have taken this action.

The website pcmag.com speculated that the removal could have been (7) \_\_\_\_\_ mistake, but then it said the removal was part of a new Apple (8) \_\_\_\_\_. It said: "Clearly, Apple has decided its online store is better without customer feedback for (9) \_\_\_\_\_ reason. Alternatively, the customer feedback system is being overhauled." PC Mag said Apple used to be very open and allow (10) \_\_\_\_\_ kinds of comments, including very negative reviews. It said: "Apple wasn't shy about leaving extremely negative reviews and ratings up on its store (11) \_\_\_\_\_ the past". It added: "We're also heading into the busiest shopping period of the year, and Apple online store customers have lost an important (12) \_\_\_\_\_ of information when deciding what to buy."

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

- |     |             |              |              |                 |
|-----|-------------|--------------|--------------|-----------------|
| 1.  | (a) removal | (b) removes  | (c) removed  | (d) removing    |
| 2.  | (a) way     | (b) meme     | (c) pit      | (d) use         |
| 3.  | (a) began   | (b) start    | (c) commence | (d) inaugurated |
| 4.  | (a) section | (b) sector   | (c) secret   | (d) sect        |
| 5.  | (a) want    | (b) wanted   | (c) wants    | (d) wanting     |
| 6.  | (a) in      | (b) at       | (c) to       | (d) on          |
| 7.  | (a) a       | (b) big      | (c) the      | (d) so          |
| 8.  | (a) police  | (b) politics | (c) poll     | (d) policy      |
| 9.  | (a) some    | (b) much     | (c) many     | (d) such        |
| 10. | (a) whole   | (b) all      | (c) every    | (d) much        |
| 11. | (a) at      | (b) in       | (c) of       | (d) on          |
| 12. | (a) source  | (b) soars    | (c) sauce    | (d) saws        |



# SPELLING

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

## Paragraph 1

1. veaslre of its online Apple stores
2. leave edcfeakb for other people
3. The reviews osietcn
4. Apple has not yet mncmetode
5. its ocnsiedi to remove the ratings
6. why they have taken this icnoat

## Paragraph 2

7. The website pcmag.com leuetcdsap that
8. could have been a ktmesai
9. system is being edvohlreua
10. including very itevngae reviews
11. the busiest shopping oiredp
12. an important osercu of information

# PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

**Number these lines in the correct order.**

- ( **1** ) The computer giant Apple has removed all customer reviews from several of its online Apple stores. The reviews section
- ( ) The website pcmag.com speculated that the removal could have been a mistake, but then it said the removal was part
- ( ) commented on its decision to remove the ratings and reviews section, so nobody knows why they have taken this action.
- ( ) removed the "Ratings and Reviews" section of its online stores across the world. The reviews
- ( ) countries wanting to find reviews on Apple products will have to visit other websites. Apple has not yet
- ( ) was a useful way for customers to leave feedback for other people about Apple's
- ( ) heading into the busiest shopping period of the year, and Apple online store customers
- ( ) have lost an important source of information when deciding what to buy."
- ( ) for some reason. Alternatively, the customer feedback system is being overhauled." PC Mag said Apple used
- ( ) about leaving extremely negative reviews and ratings up on its store in the past". It added: "We're also
- ( ) of a new Apple policy. It said: "Clearly, Apple has decided its online store is better without customer feedback
- ( ) products. The reviews section on the Apple Store began disappearing last week. Apple has
- ( ) to be very open and allow all kinds of comments, including very negative reviews. It said: "Apple wasn't shy
- ( ) pages have gone from the stores in the USA, UK and Australia. This means that anyone in those

# PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

1. all giant Computer customer removed Apple has reviews .

2. reviews way . section useful The was a

3. USA . from the the stores in gone have Pages

4. on commented not has decision . its Apple yet

5. action . this have Nobody knows taken why they

6. been removal could The a mistake . have

7. policy . The part was a removal of new

8. the Alternatively, customer is system overhauled . being feedback

9. heading busiest We're also the period . shopping into

10. important an lost source of information . Customers have

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

The computer giant Apple has *removal / removed* all customer reviews from several of its online Apple stores. The reviews section was a *useless / useful* way for customers to leave feedback for *another / other* people about Apple's products. The reviews *section / sector* on the Apple Store began disappearing *next / last* week. Apple has removed the "Ratings and Reviews" section of its online stores across the world. The reviews pages have *going / gone* from the stores in the USA, UK and Australia. This means that anyone in *those / them* countries wanting to find reviews on Apple products will have to *often / visit* other websites. Apple has not yet commented on its decision to remove the *gratings / ratings* and reviews section, so nobody knows why they have taken this *section / action*.

The website pcmag.com *speculated / rectified* that the removal could have been a mistake, but then it said the removal was *partner / part* of a new Apple *police / policy*. It said: "Clearly, Apple has *decided / declined* its online store is better without customer feedback for some reason. Alternatively, the customer feedback system is being *hauled over / overhauled*." PC Mag said Apple used to be very open and allow all *kinds / kind* of comments, including very negative *review / reviews*. It said: "Apple wasn't shy about leaving extremely negative reviews and ratings *up / down* on its store in the past". It added: "We're also heading into the busiest shopping *era / period* of the year, and Apple online store customers have lost an important *sauce / source* of information when deciding what to buy."

**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/1911/191125-customer-reviews.html>

Th\_ c\_m p\_t\_r g\_\_ n t A p p l\_ h\_s r\_m\_v\_d \_l l c\_s  
t\_m\_r r\_v\_\_ w s f\_r m s\_v\_r\_l \_f \_t s \_n l\_n\_ A p p  
l\_ s t\_r\_s . Th\_ r\_v\_\_ w s s\_c t\_\_ n w\_s \_ s\_f\_l  
w\_y f\_r c\_s t\_m\_r s t\_ l\_\_ v\_ f\_\_ d b\_c k f\_r \_t h\_r  
p\_\_ p l\_ \_b\_\_ t A p p l\_'s p\_r\_d\_c t s . Th\_ r\_v\_\_ w s  
s\_c t\_\_ n \_n t h\_ A p p l\_ S t\_r\_ b\_g\_n d\_s\_p p\_\_ r\_n  
g \_l\_s t w\_\_ k . A p p l\_ h\_s r\_m\_v\_d t h\_ " R\_t\_n g  
s \_n d R\_v\_\_ w s " s\_c t\_\_ n \_f \_t s \_n l\_n\_ s t\_r\_s  
\_c\_r\_s s t h\_ w\_r l d . Th\_ r\_v\_\_ w s p\_g\_s h\_v\_  
g\_n\_ f\_r m t h\_ s t\_r\_s \_n t h\_ U S A , U K \_n d  
A\_s t\_r\_l\_\_ . Th\_s m\_\_ n s t h\_t \_n y\_n\_ \_n t h\_s\_  
c\_\_ n t\_r\_\_ s w\_n t\_n g t\_ f\_n d r\_v\_\_ w s \_n A p p  
l\_ p\_r\_d\_c t s w\_l l h\_v\_ t\_ v\_s\_t \_t h\_r w\_b s\_t\_s .  
A p p l\_ h\_s n\_t y\_t c\_m m\_n t\_d \_n \_t s d\_c\_s\_\_ n  
t\_ r\_m\_v\_ t h\_ r\_t\_n g s \_n d r\_v\_\_ w s s\_c t\_\_ n ,  
s\_ n\_b\_d y k\_n\_w s w\_h y t\_h\_y h\_v\_ t\_k\_n t h\_s \_c  
t\_\_ n .

Th\_ w\_b s\_t\_ p c m\_g . c\_m s p\_c\_l\_t\_d t h\_t t h\_  
r\_m\_v\_l c\_\_ l d h\_v\_ b\_\_ n \_ m\_s t\_k\_ , b\_t t h\_n  
\_t s\_\_ d t h\_ r\_m\_v\_l w\_s p\_r t \_f \_ n\_w A p p l\_  
p\_l\_c y . I t s\_\_ d : " C l\_\_ r l y , A p p l\_ h\_s  
d\_c\_d\_d \_t s \_n l\_n\_ s t\_r\_ s b\_t t\_r w\_t h\_\_ t c\_s  
t\_m\_r f\_\_ d b\_c k f\_r s\_m\_ r\_\_ s\_n . A l t\_r n\_t\_v\_l y  
, t h\_ c\_s t\_m\_r f\_\_ d b\_c k s\_y s t\_m \_s b\_\_ n g  
\_v\_r h\_\_ l\_d . " P C M\_g s\_\_ d A p p l\_ \_s\_d t\_ b\_  
v\_r y \_p\_n \_n d \_l l\_w \_l l k\_n d s \_f c\_m m\_n t s ,  
\_n c\_l\_d\_n g v\_r y n\_g\_t\_v\_ r\_v\_\_ w s . I t s\_\_ d : "  
A p p l\_ w\_s n 't s\_h y \_b\_\_ t l\_\_ v\_n g \_x t\_r\_m\_l y  
n\_g\_t\_v\_ r\_v\_\_ w s \_n d r\_t\_n g s \_p \_n \_t s s t\_r\_  
\_n t h\_ p\_s t " . I t \_d d\_d : " W\_' r\_ \_l s\_ h\_\_ d\_n g  
\_n t\_ t h\_ b\_s\_\_ s t s\_h\_p\_p\_n g p\_r\_\_ d \_f t h\_ y\_\_  
r , \_n d A p p l\_ \_n l\_n\_ s t\_r\_ c\_s t\_m\_r s h\_v\_ l\_s t  
\_n \_m\_p\_r t\_n t s\_\_ r c\_ \_f \_n f\_r m\_t\_\_ n w\_h\_n  
d\_c\_d\_n g w\_h\_t t\_ b\_y . "

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

the computer giant apple has removed all customer reviews from several of its online apple stores the reviews section was a useful way for customers to leave feedback for other people about apples products the reviews section on the apple store began disappearing last week apple has removed the ratings and reviews section of its online stores across the world the reviews pages have gone from the stores in the usa uk and australia this means that anyone in those countries wanting to find reviews on apple products will have to visit other websites apple has not yet commented on its decision to remove the ratings and reviews section so nobody knows why they have taken this action

the website pcmagcom speculated that the removal could have been a mistake but then it said the removal was part of a new apple policy it said clearly apple has decided its online store is better without customer feedback for some reason alternatively the customer feedback system is being overhauled pc mag said apple used to be very open and allow all kinds of comments including very negative reviews it said apple wasnt shy about leaving extremely negative reviews and ratings up on its store in the past it added were also heading into the busiest shopping period of the year and apple online store customers have lost an important source of information when deciding what to buy

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

The computer giant Apple has removed all customer reviews from several of its online Apple stores. The reviews section was a useful way for customers to leave feedback for other people about Apple's products. The reviews section on the Apple Store began disappearing last week. Apple has removed the "Ratings and Reviews" section of its online stores across the world. The review pages have gone from the stores in the USA, UK and Australia. This means that anyone in those countries wanting to find reviews on Apple products will have to visit other websites. Apple has not yet commented on its decision to remove the ratings and reviews section, so nobody knows why they have taken this action. The website pcmag.com speculated that the removal could have been a mistake, but then it said the removal was part of a new Apple policy. It said: "Clearly, Apple has decided its online store is better without customer feedback for some reason. Alternatively, the customer feedback system is being overhauled." PCMag said Apple used to be very open and allow all kinds of comments, including very negative reviews. It said: "Apple wasn't shy about leaving extremely negative reviews and ratings upon its store in the past". It added: "We're really heading into the busiest shopping period of the year, and Apple online stores customers have lost an important source of information when deciding what to buy."

# FREE WRITING

From <https://breakingnewsenglish.com/1911/191125-customer-reviews.html>

Write about **customer reviews** for 10 minutes. Comment on your partner's paper.

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# 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. CUSTOMER REVIEWS:** Make a poster about customer reviews. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. LAW:** Write a magazine article about it being law for companies to have a customer reviews section on their website. 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 customer reviews. Ask him/her three questions about them. Give him/her three of your opinions on customer reviews. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## VOCABULARY (p.4)

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

## TRUE / FALSE (p.5)

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

## SYNONYM MATCH (p.5)

1. h	2. e	3. j	4. b	5. i
6. c	7. d	8. f	9. g	10. a

## COMPREHENSION QUESTIONS (p.9)

1. A computer giant
2. Last week
3. The USA, UK and Australia
4. On other websites
5. Nobody
6. pcmag.com
7. Apple's system
8. Extremely negative reviews
9. The busiest shopping period
10. Information

## WORDS IN THE RIGHT ORDER (p.20)

1. Computer giant Apple has removed all customer reviews.
2. The reviews section was a useful way.
3. Pages have gone from the stores in the USA.
4. Apple has not yet commented on its decision.
5. Nobody knows why they have taken this action.
6. The removal could have been a mistake.
7. The removal was part of a new policy.
8. Alternatively, the customer feedback system is being overhauled.
9. We're also heading into the busiest shopping period.
10. Customers have lost an important source of information.

## 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 ;-)