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Level 6

Apple unveils new Apple Watch

12th September, 2014

<http://www.breakingnewsenglish.com/1409/140912-apple-watch.html>

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

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THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

Apple has finally unveiled its much talked about smart watch. Apple is well versed in wowing its followers during its legendary product launches. The first big surprise with the new timepiece came with its name. The company has deviated from its previous naming convention and ditched the "i" prefix. Many thought CEO Tim Cook would show us the iWatch but instead he announced the coming of the Apple Watch. The device has a new interface, it runs apps, and acts as a health and fitness tracker. It also has a digital payment system called "Apple Pay," which Tim Cook hopes will "replace the wallet". Users can also experiment with eleven different watch faces and, for the fashion conscious, an array of straps.

Reviews of the Apple Watch have been mixed. Tim Coulling, senior analyst at research firm Canalys, believes the watch could be the catalyst for people to start wearing technology. He said: "For many people, waiting to see what Apple did was a first step before going out to buy a wearable technology product." Many people could be put off by the price. At \$349, it is considerably more expensive than its more established rivals. But then, millions of loyal customers have always paid the premium for an Apple product. Apple could trump its rivals on the grounds of its watch being a must-have fashion accessory. Apple hired fashion industry bigwigs, including the ex-CEO of Burberry, to work on the watch's design.

Sources: <http://www.bbc.co.uk/news/technology-29128083>
<http://www.telegraph.co.uk/technology/apple/11086146/New-Apple-iPhone-6-release-live.html>
<http://online.wsj.com/articles/apple-watch-may-not-wind-up-growth-heard-on-the-street-1410296524>

WARM-UPS

1. SMART WATCHES: Students walk around the class and talk to other students about smart watches. 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?

finally / product launches / timepiece / interface / apps / health and fitness / straps / reviews / senior analyst / wearing technology / loyal customers / rivals / accessory

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

3. WEARABLE: How could these things integrate technology? Complete this table and share what you wrote with your partner(s). Change partners often.

	What could it do?	How much would you like this?
Watch		
Glasses		
Shirt		
Shoes		
Cap		
Ring		

4. APPLE WATCH: Students A **strongly** believe the Apple Watch is better than other smart watches; Students B **strongly** believe others are better. Change partners again and talk about your conversations.

5. SMART WATCH: Rank these with your partner. Put the most important things for a smart watch at the top. Change partners often and share your rankings.

- digital payments
- changeable straps
- watching video
- telling the time
- fashionable looks
- apps
- health tracker
- torch

6. APPLE: Spend one minute writing down all of the different words you associate with the word "Apple". 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/1409/140912-apple-watch.html>

1. TRUE / FALSE:

Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|--|-------|
| a. There has been a lot of talk about Apple launching a smart watch. | T / F |
| b. There was a surprise with the name of Apple's smart watch. | T / F |
| c. Apple's CEO Tim Cook said the watch would not be able to run apps. | T / F |
| d. Tim Cook hopes the watch will replace payments by cash. | T / F |
| e. All critics' reviews of the Apple Watch have been very positive. | T / F |
| f. An analyst believes Apple's watch will get people wearing technology. | T / F |
| g. The Apple Watch is roughly the same price as many rival watches. | T / F |
| h. The ex-CEO of Burberry rejected the offer to help design the watch. | T / F |

2. SYNONYM MATCH:

Match the following synonyms from the article.

- | | |
|---------------|------------------|
| 1. unveiled | a. competitors |
| 2. versed | b. gadget |
| 3. convention | c. familiar with |
| 4. device | d. stage |
| 5. array | e. varied |
| 6. mixed | f. revealed |
| 7. step | g. better |
| 8. rivals | h. variety |
| 9. trump | i. recruited |
| 10. hired | j. custom |

3. PHRASE MATCH:

(Sometimes more than one choice is possible.)

- | | |
|-------------------------------|-----------------------------|
| 1. unveiled its much | a. have been mixed |
| 2. Apple is well versed in | b. conscious |
| 3. ditched the "i" | c. the premium |
| 4. It also has a digital | d. wowing its followers |
| 5. fashion | e. more expensive |
| 6. Reviews of the Apple Watch | f. its rivals |
| 7. buy a wearable | g. talked about smart watch |
| 8. it is considerably | h. payment system |
| 9. customers have always paid | i. prefix |
| 10. Apple could trump | j. technology product |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

Apple has (1) _____ unveiled its much talked about smart watch. Apple is well versed in (2) _____ its followers during its legendary product launches. The first big surprise with the new timepiece came with its name. The company has (3) _____ from its previous naming convention and (4) _____ the "i" prefix. Many thought CEO Tim Cook would show us the iWatch but instead he announced the coming of the Apple Watch. The (5) _____ has a new interface, it (6) _____ apps, and acts as a health and fitness tracker. It also has a digital payment system called "Apple Pay," which Tim Cook hopes will "(7) _____ the wallet". Users can also experiment with eleven different watch faces and, for the fashion (8) _____, an array of straps.

replace
ditched
wowing
conscious
device
finally
runs
deviated

Reviews of the Apple Watch have been (9) _____. Tim Coulling, senior analyst at research firm Canalys, believes the watch could be the (10) _____ for people to start wearing technology. He said: "For many people, waiting to see what Apple did was a first (11) _____ before going out to buy a wearable technology product." Many people could be put (12) _____ by the price. At \$349, it is (13) _____ more expensive than its more established rivals. But then, millions of loyal customers have always paid the (14) _____ for an Apple product. Apple could trump its rivals on the (15) _____ of its watch being a must-have fashion accessory. Apple hired fashion industry (16) _____, including the ex-CEO of Burberry, to work on the watch's design.

considerably
bigwigs
catalyst
off
mixed
grounds
step
premium

LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

- 1) wowing its followers during its legendary _____
 - a. product launches
 - b. product lunches
 - c. product launch is
 - d. product launchers
- 2) deviated from its previous naming convention and ditched _____
 - a. the "i" free fix
 - b. the "i" free pics
 - c. the "i" prefix
 - d. the "i" suffix
- 3) The device has a new interface, it runs apps, and acts as a health _____
 - a. and fitness trucker
 - b. and a fitness tracker
 - c. and fitness tracker
 - d. and the fitness trucker
- 4) Users can also experiment with eleven _____
 - a. different watched faces
 - b. different watches faces
 - c. different watching faces
 - d. different watch faces
- 5) ...and, for the fashion conscious, an _____
 - a. a ray of straps
 - b. army of straps
 - c. array of straps
 - d. a raid of straps
- 6) Reviews of the Apple Watch _____
 - a. have been mixed
 - b. have been mixture
 - c. have been mix it
 - d. have been mixing
- 7) a first step before going out to buy a _____ product
 - a. wear a ball technology
 - b. were able technology
 - c. wear ability technology
 - d. wearable technology
- 8) considerably more expensive than its _____
 - a. more establishment rivals
 - b. more established rivals
 - c. more establishes rivals
 - d. more establish it rivals
- 9) Apple could trump its rivals on the grounds of its watch being a must-_____
 - a. has fashion accessory
 - b. had fashion accessory
 - c. have fashion accessory
 - d. having fashion accessory
- 10) Apple hired fashion _____
 - a. industry wigs big
 - b. industry bigger wigs
 - c. industry bigwigs
 - d. industry big wags

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

Apple has (1) _____ much talked about smart watch. Apple is well (2) _____ its followers during its legendary product launches. The first big surprise with the new timepiece came with its name. The company has deviated from its (3) _____ and ditched the "i" prefix. Many thought CEO Tim Cook would show us the iWatch but instead he (4) _____ of the Apple Watch. The device has a new interface, it (5) _____ as a health and fitness tracker. It also has a digital payment system called "Apple Pay," which Tim Cook hopes will "replace the wallet". Users can also experiment with eleven different watch faces and, for the fashion conscious, (6) _____.

Reviews of the Apple Watch (7) _____. Tim Coulling, senior analyst at research firm Canalys, believes the watch (8) _____ for people to start wearing technology. He said: "For many people, waiting to see what Apple did was (9) _____ going out to buy a wearable technology product." Many people could be put off by the price. At \$349, it is considerably more expensive than its more established rivals. But then, (10) _____ customers have always paid the premium for an Apple product. Apple (11) _____ on the grounds of its watch being a must-have fashion accessory. Apple hired (12) _____, including the ex-CEO of Burberry, to work on the watch's design.

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

1. What is Apple very familiar with regarding product launches?

2. What did the first big surprise concern?

3. What did Apple not use in a product name this time round?

4. What is the name of the digital payment system on the watch?

5. For whom did the article say there was a variety of straps?

6. What did an analyst say the watch could get people doing?

7. How much more expensive is the Apple Watch than rival watches?

8. What are Apple fans used to paying for Apple products?

9. What kind of fashion accessory might the Apple Watch become?

10. What kind of people did Apple hire to help design the watch?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

1. What is Apple very familiar with regarding product launches?
 - a) technology
 - b) wowing followers
 - c) pleasing critics
 - d) glitches
2. What did the first big surprise concern?
 - a) Samsung
 - b) Tim Cook's tie
 - c) the watch's name
 - d) the first presenter
3. What did Apple not use in a product name this time round?
 - a) the Apple logo
 - b) italics
 - c) the word "the"
 - d) the "i" prefix
4. What is the name of the digital payment system on the watch?
 - a) iPay
 - b) Apple Pay
 - c) DigiCash
 - d) Watch Money
5. For whom did the article say there was a variety of straps?
 - a) the fashion conscious
 - b) children
 - c) geeks
 - d) the first million customers
6. What did an analyst say the watch could get people doing?
 - a) wearing technology
 - b) getting fitter
 - c) paying for things digitally
 - d) becoming a catalyst
7. How much more expensive is the Apple Watch than rival watches?
 - a) slightly
 - b) three times
 - c) a tad
 - d) considerable
8. What are Apple fans used to paying for Apple products?
 - a) cash
 - b) over \$500
 - c) a premium
 - d) blood, sweat and tears
9. What kind of fashion accessory might the Apple Watch become?
 - a) a killer app
 - b) a stylish one
 - c) a life-saver
 - d) a must have
10. What kind of people did Apple hire to help design the watch?
 - a) hip-hop fans
 - b) bigwigs
 - c) artists
 - d) nano-engineers

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

Role A – Digital payment

You think digital payment is the most useful function for a smart watch. Tell the others three reasons why. Tell them why their things are not so good. Also, tell the others which is the least useful of these (and why): watching videos, running apps or a torch function.

Role B – Watching videos

You think watching videos is the most useful function for a smart watch. Tell the others three reasons why. Tell them why their things are not so good. Also, tell the others which is the least useful of these (and why): digital payment, running apps or a torch function.

Role C – Running apps

You think running apps is the most useful function for a smart watch. Tell the others three reasons why. Tell them why their things are not so good. Also, tell the others which is the least useful of these (and why): watching videos, digital payment or a torch function.

Role D – A torch

You think a torch function is the most useful function for a smart watch. Tell the others three reasons why. Tell them why their things are not so good. Also, tell the others which is the least useful of these (and why): watching videos, running apps or digital payment.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

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

smart	watch
--------------	--------------

- 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">• finally• big• previous• coming• system• straps	<ul style="list-style-type: none">• mixed• start• buy• price• paid• hired
---	--

SMART WATCHES SURVEY

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

Write five GOOD questions about smart watches 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.

SMART WATCHES DISCUSSION

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

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'watch'?
- c) Would you like a smart watch?
- d) What do you think of Apple bringing out a smart watch?
- e) Which is a better name – iWatch or Apple Watch?
- f) How useful is a watch with a health and fitness tracker?
- g) Would you use Apple Pay instead of cash to buy things?
- h) Is the Apple Watch better than other smart watches?
- i) What do you think of having 11 different watch faces?
- j) How important is the design of a watch strap?

Apple unveils new Apple Watch – 12th September, 2014
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SMART WATCHES DISCUSSION

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

- a) Did you like reading this article? Why/not?
- b) What are the differences between a smart watch and a regular watch?
- c) How successful do you think the Apple Watch will be?
- d) Will the Apple Watch be the catalyst for wearable technology?
- e) What do you think of the \$349 price tag?
- f) Is it worth paying extra for an Apple product?
- g) Do you think Apple's watch will be a must-have fashion item?
- h) What things would you like to see on a smart watch?
- i) Would you prefer an Apple Watch or Google Glass? Why?
- j) What questions would you like to ask Apple CEO Tim Cook?

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/1409/140912-apple-watch.html>

Apple has finally unveiled its much (1) _____ about smart watch. Apple is well versed in wowing its followers during its (2) _____ product launches. The first big surprise with the new timepiece came with its name. The company has deviated from its previous naming convention and (3) _____ the "i" prefix. Many thought CEO Tim Cook would show us the iWatch but instead he announced the coming of the Apple Watch. The device has a new interface, it (4) _____ apps, and (5) _____ as a health and fitness tracker. It also has a digital payment system called "Apple Pay," which Tim Cook hopes will "replace the wallet". Users can also experiment with eleven different watch faces and, for the fashion (6) _____, an array of straps.

Reviews of the Apple Watch have been (7) _____. Tim Coulling, senior analyst at research firm Canalys, believes the watch could be the catalyst (8) _____ people to start wearing technology. He said: "For many people, waiting to see what Apple did was a first step before (9) _____ out to buy a wearable technology product." Many people could be put off by the price. At \$349, it is (10) _____ more expensive than its more established rivals. But then, millions of loyal customers have always paid the premium for an Apple product. Apple could (11) _____ its rivals on the grounds of its watch being a must-(12) _____ fashion accessory. Apple hired fashion industry bigwigs, including the ex-CEO of Burberry, to work on the watch's design.

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

- | | | | | |
|-----|---------------|------------------|--------------|------------------|
| 1. | (a) talking | (b) talk | (c) talked | (d) talks |
| 2. | (a) legendary | (b) heroic | (c) ancient | (d) mythological |
| 3. | (a) ditched | (b) hitched | (c) pitched | (d) stitched |
| 4. | (a) runs | (b) follows | (c) crosses | (d) fuels |
| 5. | (a) is | (b) acts | (c) portrays | (d) times |
| 6. | (a) being | (b) aware | (c) knowing | (d) conscious |
| 7. | (a) mixture | (b) mixing | (c) mixed | (d) mixes |
| 8. | (a) as | (b) when | (c) that | (d) for |
| 9. | (a) going | (b) went | (c) gone | (d) go |
| 10. | (a) a tad | (b) considerably | (c) slightly | (d) fairly |
| 11. | (a) card | (b) trump | (c) play | (d) stink |
| 12. | (a) tell | (b) wrist | (c) have | (d) watch |

SPELLING

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

Paragraph 1

1. its legendary product csenlahu
2. tededavi from its previous naming convention
3. The vedeci has a new interface
4. a health and fitness erctkar
5. fashion oocncusis
6. an ayrar of straps

Paragraph 2

7. senior atlanys
8. the watch could be the tatlcasey
9. it is drecasyiobnl more expensive
10. loyal customers have always paid the iuremmp
11. a must-have fashion ssayceorc
12. fashion industry gsibwig

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

Number these lines in the correct order.

- () Reviews of the Apple Watch have been mixed. Tim Coulling, senior analyst at research firm Canalsy, believes
- () from its previous naming convention and ditched the "i" prefix. Many thought CEO Tim Cook would show
- () called "Apple Pay," which Tim Cook hopes will "replace the wallet". Users can also experiment with eleven different watch
- () industry bigwigs, including the ex-CEO of Burberry, to work on the watch's design.
- () trump its rivals on the grounds of its watch being a must-have fashion accessory. Apple hired fashion
- () to see what Apple did was a first step before going out to buy a wearable technology product." Many people could
- () rivals. But then, millions of loyal customers have always paid the premium for an Apple product. Apple could
- () the watch could be the catalyst for people to start wearing technology. He said: "For many people, waiting
- () interface, it runs apps, and acts as a health and fitness tracker. It also has a digital payment system
- () us the iWatch but instead he announced the coming of the Apple Watch. The device has a new
- () faces and, for the fashion conscious, an array of straps.
- (**1**) Apple has finally unveiled its much talked about smart watch. Apple is well versed in wowing its
- () be put off by the price. At \$349, it is considerably more expensive than its more established
- () followers during its legendary product launches. The first big surprise with the new timepiece came with its name. The company has deviated

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

1. its Wowing legendary its product followers launches during.

2. the first new big timepiece surprise with The.

3. naming from previous convention Deviated its.

4. Users experiment different also 11 faces can with watch.

5. conscious array fashion an straps the , of For.

6. watch for could people be the The catalyst.

7. out technology to product buy a Going wearable.

8. off price people put the Many be by could.

9. premium Apple have the an Customers paid for always.

10. accessory watch must fashion Its a have being -.

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

Apple has finally *unveiled* / *unraveled* its much talked about smart watch. Apple is well *versed* / *versing* in wowing its followers during its legendary product launches. The first big surprise with the new timepiece *went* / *came* with its name. The company has *derived* / *deviated* from its previous naming convention and *ditched* / *pitched* the "i" prefix. Many thought CEO Tim Cook would show us the iWatch but *prefer* / *instead* he announced the coming of the Apple Watch. The device has a new interface, it *runs* / *follows* apps, and acts as a health and fitness tracker. It also has a *digital* / *digitally* payment system called "Apple Pay," which Tim Cook hopes will "replace the wallet". Users can also experiment with eleven different watch *heads* / *faces* and, for the fashion *conscious* / *aware*, an array of straps.

Reviews of the Apple Watch have been *mixed* / *mixture*. Tim Coulling, senior analyst at research firm Canalys, believes the watch could be the *cataclysm* / *catalyst* for people to start wearing technology. He said: "For many people, waiting to see what Apple *did* / *doing* was a first *step* / *stair* before going out to buy a wearable technology *produce* / *product*." Many people could be put off by the price. At \$349, it is *considerably* / *considerately* more expensive than its more established *rivals* / *rivalry*. But then, millions of loyal customers have always paid the *installment* / *premium* for an Apple product. Apple could trump its rivals on the *grounds* / *reasons* of its watch being a must-have fashion accessory. Apple hired fashion industry *bigwigs* / *bigots*, including the ex-CEO of Burberry, to work on the watch's design.

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/1409/140912-apple-watch.html>

_ ppl_ h_s f_n_lly _nv__l_d _ts m_ch t_lk_d _b__t
sm_rt w_tch. _ppl_ _s w_ll v_rs_d _n w_w_ng _ts
f_ll_w_rs d_r_ng _ts l_g_nd_ry pr_d_ct l__nch_s. Th_
f_rst b_g_s_rpr_s_ w_th th_n w_t_m_p__c_c_m_w_th
_ts n_m_. Th_ c_mp_ny h_s d_v__t_d fr_m _ts
pr_v__s n_m_ng c_nv_nt__n _nd d_tch_d th_ "_"
pr_f_x. M_ny th__ght C__T_m C__k w__ld sh_w _s th_
_W_tch b_t _nst__d h_ _nn__nc_d th_ c_m_ng _f th_
ppl W_tch. Th_ d_v_c_h_s _n_w _nt_rf_c_, _t r_ns
_pps, _nd _cts _s _h__lth _nd f_tn_ss tr_ck_r. _t ls_
h_s _d_g_t_l p_ym_nt syst_m c_ll_d "_ppl_ P_y,"
wh_ch T_m C__k h_p_s w_ll "r_pl_c_th_w_ll_t". _s_rs
c_n_ls_ _xp_r_m_nt w_th _l_v_n_d_ff_r_nt w_tch f_c_s
_nd, f_r th_ f_sh__n c_nsc__s, _n _rr_y _f str_ps.

R_v__ws _f th_ _ppl_ W_tch h_v_ b__n m_x_d. T_m
C__ll_ng, s_n__r _n_lyst _t r_s__rch f_rm C_n_l_ys,
b_l__v_s th_ w_tch c__ld b_ th_ c_t_lyst f_r p__pl_ t_
st_rt w__r_ng t_chn_l_gy. H_s__d: "F_r m_ny p__pl_,
w__t_ng t_s__ wh_t _ppl_ d_d w_s _f_rst st_p b_f_r_
g__ng __t t_ b_y _w__r_bl_ t_chn_l_gy pr_d_ct."
M_ny p__pl_ c__ld b_ p_t_ff by th_ pr_c_. _t \$349, _t
_s c_n_s_d_r_bly m_r_ _xp_ns_v_ th_n _ts m_r_
_st_bl_sh_d r_v_ls. B_t th_n, m_ll__ns _f l_y_l
c_st_m_rs h_v_ _lw_ys p__d th_ pr_m__m f_r_n _ppl_
pr_d_ct. _ppl_ c__ld tr_mp _ts r_v_ls _n th_ gr__nds _f
_ts w_tch b__ng _m_st-h_v_ f_sh__n _cc_ss_ry. _ppl_
h_r_d f_sh__n _nd_stry b_gw_gs, _ncl_d_ng th_ _x-S__
_f B_rb_rry, t_ w_rk _n th_ w_tch's d_s_gn.

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

apple has finally unveiled its much talked about smart watch apple is well versed in wowing its followers during its legendary product launches the first big surprise with the new timepiece came with its name the company has deviated from its previous naming convention and ditched the "i" prefix many thought ceo tim cook would show us the iwatch but instead he announced the coming of the apple watch the device has a new interface it runs apps and acts as a health and fitness tracker it also has a digital payment system called "apple pay" which tim cook hopes will "replace the wallet" users can also experiment with eleven different watch faces and for the fashion conscious an array of straps

reviews of the apple watch have been mixed tim coulling senior analyst at research firm canalys believes the watch could be the catalyst for people to start wearing technology he said "for many people waiting to see what apple did was a first step before going out to buy a wearable technology product" many people could be put off by the price at \$349 it is considerably more expensive than its more established rivals but then millions of loyal customers have always paid the premium for an apple product apple could trump its rivals on the grounds of its watch being a must-have fashion accessory apple hired fashion industry bigwigs including the ex-seo of burberry to work on the watch's design

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

Apple has finally unveiled its much talked about smart watch. Apple is well versed in wowing its followers during its legendary product launches. The first big surprise with the new time piece came with its name. The company has deviated from its previous naming convention and ditched the "i" prefix. Many thought CEO Tim Cook would show us the iWatch but instead he announced the coming of the Apple Watch. The device has a new interface, it runs apps, and acts as a health and fitness tracker. It also has a digital payments system called "Apple Pay," which Tim Cook hopes will "replace the wallet". Users can also experiment with a few different watch faces and, for the fashion conscious, an array of straps. Reviews of the Apple Watch have been mixed. Tim Coulling, senior analyst at research firm Canalys, believes the watch could be both a catalyst for people to start wearing technology. He said: "For many people, waiting to see what Apple did was a first step before going out to buy a wearable technology product." Many people could be put off by the price. At \$349, it is considerably more expensive than its more established rivals. But then, millions of loyal customers have always paid the premium for an Apple product. Apple could trump its rivals on the grounds of its watch being a must-have fashion accessory. Apple hired fashion industry bigwigs, including the ex-CEO of Burberry, to work on the watch's design.

ACADEMIC WRITING

From <http://www.BreakingNewsEnglish.com/1409/140912-apple-watch.html>

Compare and contrast normal watches and smart watches. Which are best?

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

3. SMART WATCHES: Make a poster about smart watches. Show your work to your classmates in the next lesson. Did you all have similar things?

4. APPLE WATCH: Write a magazine article about the Apple Watch. Include imaginary interviews with people who think it's great and with people who don't think it's so good.

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 a technology expert. Ask him/her three questions about smart watches. Give him/her three of your opinions on them. 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 F d T e F f T g F h F

SYNONYM MATCH (p.4)

- | | |
|---------------|------------------|
| 1. unveiled | a. revealed |
| 2. versed | b. familiar with |
| 3. convention | c. custom |
| 4. device | d. gadget |
| 5. array | e. variety |
| 6. mixed | f. varied |
| 7. step | g. stage |
| 8. rivals | h. competitors |
| 9. trump | i. better |
| 10. hired | j. recruited |

COMPREHENSION QUESTIONS (p.8)

1. Wowing followers
2. The watch's name
3. The "i" prefix
4. Apple Pay
5. The fashion conscious
6. Wearing technology
7. Considerably
8. A premium
9. A must have
10. Bigwigs

MULTIPLE CHOICE - QUIZ (p.9)

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

ALL OTHER EXERCISES

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