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**Level 3 – 27th July, 2021**

## **Printer ink one of world's most expensive liquids**

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

<https://breakingnewsenglish.com/2107/210727-printer-ink.html>

### **Contents**

The Article	2	Discussion (Student-Created Qs)	15
Warm-Ups	3	Language Work (Cloze)	16
Vocabulary	4	Spelling	17
Before Reading / Listening	5	Put The Text Back Together	18
Gap Fill	6	Put The Words In The Right Order	19
Match The Sentences And Listen	7	Circle The Correct Word	20
Listening Gap Fill	8	Insert The Vowels (a, e, i, o, u)	21
Comprehension Questions	9	Punctuate The Text And Add Capitals	22
Multiple Choice - Quiz	10	Put A Slash ( / ) Where The Spaces Are	23
Role Play	11	Free Writing	24
After Reading / Listening	12	Academic Writing	25
Student Survey	13	Homework	26
Discussion (20 Questions)	14	Answers	27

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

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# THE ARTICLE

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

When we think of expensive liquids, quality champagne or French perfumes come to mind. You might be surprised to discover that printer ink is one of the world's costliest liquids. A survey from the U.K. consumer watchdog "Which?" revealed that some printer ink that is sold by tech companies is pricier than many champagnes. It reported that printer ink from printer makers can be up to 286% more expensive than alternative ink from companies that do not make printers. The watchdog said that some branded printer ink can cost as much as \$846 a litre. A consumer rights expert from Which? said: "Printer ink shouldn't cost more than a bottle of high-end champagne or Chanel No 5."

Which? said non-branded ink cartridges can be as good as, if not better than the cartridges made by the big printer makers. The expert said: "We've found that there are lots of third-party products that are outperforming their branded counterparts at a fraction of the cost." Which? calculated that buying non-branded ink could save consumers around \$398 a year. It added that deciding which ink to put in a printer should be "a personal choice and not dictated by the make of your printer". Printer manufacturers said they produce better quality ink. Epson said: "As non-genuine inks are not designed or tested by Epson, we cannot guarantee these inks will not damage the printer."

Sources: <https://www.bbc.com/news/technology-57941625>  
<https://uk.finance.yahoo.com/news/which-consumer-printer-ink-costs-more-than-high-end-champagne-bottle-chanel-no5-230157556.html>  
<https://www.which.co.uk/news/2021/07/the-cheap-ink-that-printer-firms-dont-want-you-to-use/> - Which?

# WARM-UPS

**1. PRINTER INK:** Students walk around the class and talk to other students about printer ink. 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?

expensive / liquid / champagne / perfume / tech / printer ink / alternative / consumer cartridges / expert / fraction / cost / calculated / personal choice / damage / printer

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

**3. REGULATED:** Students A **strongly** believe the government should control the price of printer ink; Students B **strongly** believe it shouldn't. Change partners again and talk about your conversations.

**4. TECH:** How important is this technology? How could it be made better? Complete this table with your partner(s). Change partners often and share what you wrote.

	Importance	Improvements
Printers		
TVs		
Smartphones		
Laptop computers		
Games consoles		
Watches		

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

**6. EXPENSIVE:** Rank these with your partner. Put the things which should never be expensive at the top. Change partners often and share your rankings.

- Printer ink
- T-shirts
- Internet charges
- Bread and rice
- Gasoline
- Newspapers
- Chocolate
- Education

# VOCABULARY MATCHING

## Paragraph 1

- |                |   |
|----------------|---|
| 1. liquid      | a. A look at the opinions or experience of a group of people, based on different questions. |
| 2. discover    | b. A type of product made by a particular company under a particular name.                  |
| 3. survey      | c. Something that flows freely like water or oil.   |
| 4. watchdog    | d. Become aware of a fact or situation.   |
| 5. alternative | e. A person or group who monitors what companies do and look for examples of bad things.    |
| 6. branded     | f. One or more things available as another possibility.                                     |
| 7. expert      | g. Someone who knows everything about a subject.  |

## Paragraph 2

- |                 |  |
|-----------------|--|
| 8. cartridge    | h. A person who purchases goods and services for personal use.   |
| 9. third-party  | i. A container that holds photographic film, ink, gun shot, or another item.   |
| 10. counterpart | j. A small or tiny part, amount, or proportion of something.   |
| 11. fraction    | k. Decided what someone must do; ordered.  |
| 12. consumer    | l. A person, company or group besides the two involved in a situation.   |
| 13. dictated    | m. Make a promise about something, especially a product.   |
| 14. guarantee   | n. A person or thing holding a position or performing a function that is the same to that of another person or thing in another place. |

# BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

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

1. The article says oil is one of the world's most expensive liquids. **T / F**
2. The article mentions research from a consumer group called "Which?". **T / F**
3. Branded printer ink can be 286% more expensive than non-branded ink. **T / F**
4. Some branded printer ink costs over \$800 a litre. **T / F**
5. The consumer group said branded printer ink is always better. **T / F**
6. The group said non-branded ink outperformed branded ink. **T / F**
7. The group said people spend an average of \$398 a year on printer ink. **T / F**
8. The printer maker Epson said it tests non-branded printer ink. **T / F**

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

- |                       |                |
|-----------------------|----------------|
| 1. <b>expensive</b>   | a. containers  |
| 2. <b>discover</b>    | b. substitute  |
| 3. <b>revealed</b>    | c. worked out  |
| 4. <b>alternative</b> | d. costly      |
| 5. <b>expert</b>      | e. promise     |
| 6. <b>cartridges</b>  | f. made public |
| 7. <b>fraction</b>    | g. controlled  |
| 8. <b>calculated</b>  | h. specialist  |
| 9. <b>dictated</b>    | i. tiny amount |
| 10. <b>guarantee</b>  | j. find out    |

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

- |                                      |                      |
|--------------------------------------|----------------------|
| 1. French perfumes come              | a. as good           |
| 2. printer ink is one of the world's | b. end champagne     |
| 3. the U.K. consumer                 | c. genuine inks      |
| 4. A consumer rights                 | d. watchdog          |
| 5. a bottle of high-                 | e. \$398 a year      |
| 6. non-branded ink cartridges can be | f. to mind           |
| 7. at a fraction                     | g. expert            |
| 8. save consumers around             | h. choice            |
| 9. a personal                        | i. costliest liquids |
| 10. non-                             | j. of the cost       |

# GAP FILL

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

When we think of expensive liquids, (1) \_\_\_\_\_ champagne or French perfumes come to mind. You might be surprised to discover that printer ink is one of the world's (2) \_\_\_\_\_ liquids. A survey from the U.K. consumer watchdog "Which?" (3) \_\_\_\_\_ that some printer ink that is sold by (4) \_\_\_\_\_ companies is pricier than many champagnes. It reported that printer ink from printer makers can be up to 286% more expensive than (5) \_\_\_\_\_ ink from companies that do not make printers. The watchdog said that some (6) \_\_\_\_\_ printer ink can cost as much as \$846 a litre. A consumer rights (7) \_\_\_\_\_ from Which? said: "Printer ink shouldn't cost more than a bottle of high-(8) \_\_\_\_\_ champagne or Chanel No 5."

*tech*  
*quality*  
*end*  
*alternative*  
*revealed*  
*expert*  
*costliest*  
*branded*

Which? said non-branded ink (9) \_\_\_\_\_ can be as good as, if not better than the cartridges made by the big printer makers. The (10) \_\_\_\_\_ said: "We've found that there are lots of third-party products that are (11) \_\_\_\_\_ their branded counterparts at a (12) \_\_\_\_\_ of the cost." Which? calculated that buying non-branded ink could save consumers around \$398 a year. It added that deciding which ink to put in a printer should be "a (13) \_\_\_\_\_ choice and not (14) \_\_\_\_\_ by the make of your printer". Printer manufacturers said they produce better quality ink. Epson said: "As non-(15) \_\_\_\_\_ inks are not designed or tested by Epson, we cannot guarantee these inks will not (16) \_\_\_\_\_ the printer."

*outperforming*  
*cartridges*  
*damage*  
*personal*  
*fraction*  
*genuine*  
*expert*  
*dictated*

# LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

- 1) When we think of expensive liquids, quality champagne or French perfumes \_\_\_\_\_
  - a. came two minds
  - b. come to mind
  - c. comes to minds
  - d. come two mind
- 2) You might be surprised to discover that printer ink is one of the world's \_\_\_\_\_
  - a. cost lest liquids
  - b. costly yeast liquids
  - c. costliest liquids
  - d. cost least liquids
- 3) printer ink from printer makers can be up to 286% more expensive \_\_\_\_\_
  - a. than alternatives ink
  - b. than alternative ink
  - c. than alternatively ink
  - d. than alternate tiff ink
- 4) The watchdog said that some branded printer ink can cost as much as \_\_\_\_\_
  - a. \$846 a letter
  - b. \$846 a little
  - c. \$846 ail tar
  - d. \$846 a litre
- 5) Printer ink shouldn't cost more than a bottle of \_\_\_\_\_
  - a. high-bend champagne
  - b. high-yonder champagne
  - c. hired champagne
  - d. high-end champagne
- 6) non-branded ink cartridges can be as good as, if not better \_\_\_\_\_
  - a. than the cartridges
  - b. than the car fridges
  - c. than the cart ridges
  - d. than the cart fridges
- 7) there are lots of third-party products that are outperforming their \_\_\_\_\_
  - a. brand it counterparts
  - b. bran dead counterparts
  - c. branded counterparts
  - d. bran deed counterparts
- 8) Which? calculated that buying non-branded ink could \_\_\_\_\_ \$398
  - a. save consumer around
  - b. serve consumers around
  - c. saves consumers around
  - d. save consumers around
- 9) Printer manufacturers said they produce \_\_\_\_\_
  - a. better quality ink
  - b. better qualify ink
  - c. better qualification
  - d. better quell a tea ink
- 10) Epson, we cannot guarantee these inks will not \_\_\_\_\_
  - a. damaged the printer
  - b. damage that printer
  - c. damaged their printer
  - d. damage the printer

# LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

When we think (1) \_\_\_\_\_, quality champagne or French perfumes come to mind. You might be (2) \_\_\_\_\_ that printer ink is one of the world's costliest liquids. A survey from the U.K. consumer watchdog "Which?" (3) \_\_\_\_\_ printer ink that is sold by tech companies is pricier than many champagnes. It reported that printer ink from printer makers can (4) \_\_\_\_\_ 286% more expensive than alternative ink from companies that do not make printers. The watchdog said (5) \_\_\_\_\_ printer ink can cost as much as \$846 a litre. A consumer (6) \_\_\_\_\_ Which? said: "Printer ink shouldn't cost more than a bottle of high-end champagne or Chanel No 5."

Which? said non-branded ink cartridges can be as good as, (7) \_\_\_\_\_ than the cartridges made by the big printer makers. The expert said: "We've found that there are lots (8) \_\_\_\_\_ products that are outperforming their branded counterparts at (9) \_\_\_\_\_ the cost." Which? calculated that buying non-branded ink could save consumers around \$398 a year. It added that deciding which ink (10) \_\_\_\_\_ a printer should be "a personal choice and not dictated by the make of your printer". Printer manufacturers said they produce (11) \_\_\_\_\_. Epson said: "As non-genuine inks are not designed or tested by Epson, we cannot guarantee these inks (12) \_\_\_\_\_ the printer."



# COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

1. What expensive liquid does the article mention besides perfume?
2. What is the name of the consumer watchdog the article mentions?
3. How much more expensive can branded printer ink be?
4. How much does the article say a litre of printer ink can cost?
5. What is the name of the perfume the article mentions?
6. What did a watchdog say could be as good as branded ink cartridges?
7. What did an expert say non-branded inks outperformed?
8. How much can people save each year by using non-branded ink?
9. What did the consumer group say deciding which ink to use should be?
10. What can't Epson guarantee if non-branded inks are used?

# MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

- 1) What expensive liquid does the article mention besides perfume?
  - a) saffron juice
  - b) oil
  - c) champagne
  - d) Antarctica mineral water
- 2) What is the name of the consumer watchdog the article mentions?
  - a) Which?
  - b) What?
  - c) Why?
  - d) Whatever
- 3) How much more expensive can branded printer ink be?
  - a) 268% more expensive
  - b) 286% more expensive
  - c) 288% more expensive
  - d) 266% more expensive
- 4) How much does the article say a litre of printer ink can cost?
  - a) \$864
  - b) \$848
  - c) \$868
  - d) \$846
- 5) What is the name of the perfume the article mentions?
  - a) Guerlain Shalimar
  - b) Dior Diorissimo
  - c) Chanel No 5
  - d) White Diamonds
- 6) What did a watchdog say could be as good as branded ink cartridges?
  - a) synthetic ink cartridges
  - b) non-branded ink cartridges
  - c) vegetable-based ink cartridges
  - d) iPads
- 7) What did an expert say non-branded inks outperformed?
  - a) digital printing
  - b) photocopiers
  - c) newspaper ink
  - d) branded inks
- 8) How much can people save each year by using non-branded ink?
  - a) \$498
  - b) \$398
  - c) \$392
  - d) \$308
- 9) What did the consumer group say deciding which ink to use should be?
  - a) price
  - b) personal choice
  - c) quality
  - d) maker
- 10) What can't Epson guarantee if non-branded inks are used?
  - a) printer damage
  - b) quality
  - c) smudging
  - d) incorrect colours

# ROLE PLAY

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

## **Role A – Printer Ink**

You think printer ink is the one thing that should never be expensive. Tell the others three reasons why. Tell them why it is OK for their things to be expensive. Also, tell the others which of these can be expensive (and why): Internet charges, gasoline or chocolate.

## **Role B – Internet Charges**

You think Internet charges is the one thing that should never be expensive. Tell the others three reasons why. Tell them why it is OK for their things to be expensive. Also, tell the others which of these can be expensive (and why): printer ink, gasoline or chocolate.

## **Role C – Gasoline**

You think gasoline is the one thing that should never be expensive. Tell the others three reasons why. Tell them why it is OK for their things to be expensive. Also, tell the others which of these can be expensive (and why): Internet charges, printer ink or chocolate.

## **Role D – Chocolate**

You think chocolate is the one thing that should never be expensive. Tell the others three reasons why. Tell them why it is OK for their things to be expensive. Also, tell the others which of these can be expensive (and why): Internet charges, gasoline or printer ink.

# AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

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

<b>printer</b>	<b>ink</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>• mind</li><li>• survey</li><li>• tech</li><li>• 286</li><li>• 846</li><li>• 5</li></ul>	<ul style="list-style-type: none"><li>• better</li><li>• fraction</li><li>• save</li><li>• personal</li><li>• quality</li><li>• damage</li></ul>
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# PRINTER INK SURVEY

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

Write five GOOD questions about printer ink 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.

# PRINTER INK 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 'printer'?
3. What do you think of printers?
4. What do you think of the price of printer ink?
5. Why is printer ink more expensive than expensive perfume?
6. Should we print less?
7. Is it better to use non-branded ink?
8. Who would pay \$846 for a litre of printer ink?
9. What can printer makers do to make ink cheaper?
10. What do you think of the printers you use?

*Printer ink one of world's most expensive liquids – 27th July, 2021*  
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# PRINTER INK 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 'ink'?
13. What do you think about what you read?
14. Do you prefer branded or non-branded printer ink?
15. What can we use instead of printers?
16. How often do you use a printer?
17. Why do printer companies want us to use their ink?
18. Do you think printer companies produce better quality ink?
19. Is printing now out-of-date technology?
20. What questions would you like to ask a printer company 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/2107/210727-printer-ink.html>

When we think of expensive liquids, quality champagne or French perfumes come to (1) \_\_\_\_\_. You might be surprised to discover that printer ink is one of the world's (2) \_\_\_\_\_ liquids. A survey from the U.K. consumer watchdog "Which?" revealed that some printer ink that is sold by tech companies is (3) \_\_\_\_\_ than many champagnes. It reported that printer ink from printer makers can be up to 286% more expensive than (4) \_\_\_\_\_ ink from companies that do not make printers. The watchdog said that some branded printer ink can cost as much as \$846 (5) \_\_\_\_\_ litre. A consumer rights expert from Which? said: "Printer ink shouldn't cost more than a bottle of high-(6) \_\_\_\_\_ champagne or Chanel No 5."

Which? said non-branded ink cartridges can be as good as, if (7) \_\_\_\_\_ better than the cartridges made by the big printer makers. The expert said: "We've (8) \_\_\_\_\_ that there are lots of third-party products that are outperforming their branded counterparts at a (9) \_\_\_\_\_ of the cost." Which? calculated that buying non-branded ink could (10) \_\_\_\_\_ consumers around \$398 a year. It added that deciding which ink to put in a printer should be "a personal choice and not dictated (11) \_\_\_\_\_ the make of your printer". Printer manufacturers said they produce better quality ink. Epson said: "As non-genuine inks are not designed or tested by Epson, we cannot guarantee (12) \_\_\_\_\_ inks will not damage the printer."

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

- |     |              |              |               |                 |
|-----|--------------|--------------|---------------|-----------------|
| 1.  | (a) come     | (b) have     | (c) go        | (d) see         |
| 2.  | (a) coasting | (b) coaster  | (c) costliest | (d) costs       |
| 3.  | (a) prettier | (b) précis   | (c) pricier   | (d) priced      |
| 4.  | (a) intern   | (b) nativity | (c) native    | (d) alternative |
| 5.  | (a) a        | (b) for      | (c) the       | (d) at          |
| 6.  | (a) finish   | (b) end      | (c) start     | (d) begin       |
| 7.  | (a) now      | (b) none     | (c) non       | (d) not         |
| 8.  | (a) saw      | (b) found    | (c) watched   | (d) looked      |
| 9.  | (a) faction  | (b) friction | (c) fraction  | (d) fiction     |
| 10. | (a) suave    | (b) sieve    | (c) serve     | (d) save        |
| 11. | (a) on       | (b) as       | (c) at        | (d) by          |
| 12. | (a) them     | (b) these    | (c) that      | (d) they        |



# SPELLING

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

## Paragraph 1

1. French fupreme
2. one of the world's eslciostt liquids
3. more expensive than iateetlnvar ink
4. The acogdthw said that
5. A urnsmeco rights expert
6. a bottle of high-end cenpmahga

## Paragraph 2

7. non-branded ink rrgcitadse
8. their branded uroprncettsa
9. at a ritfocna of the cost
10. a personal cioech
11. non-enuineg inks
12. we cannot gtnaerua these

# PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

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

- ( ) by the big printer makers. The expert said: "We've found that there are lots of third-party products that are
- ( ) Which? said non-branded ink cartridges can be as good as, if not better than the cartridges made
- ( ) said that some branded printer ink can cost as much as \$846 a litre. A consumer rights
- ( ) consumers around \$398 a year. It added that deciding which ink to put in a printer should be "a personal
- ( ) choice and not dictated by the make of your printer". Printer manufacturers said they
- ( ) to 286% more expensive than alternative ink from companies that do not make printers. The watchdog
- ( ) surprised to discover that printer ink is one of the world's costliest liquids. A survey from the U.K. consumer
- ( ) produce better quality ink. Epson said: "As non-genuine inks are not designed or
- ( ) outperforming their branded counterparts at a fraction of the cost." Which? calculated that buying non-branded ink could save
- ( ) expert from Which? said: "Printer ink shouldn't cost more than a bottle of high-end champagne or Chanel No 5."
- ( ) than many champagnes. It reported that printer ink from printer makers can be up
- ( ) watchdog "Which?" revealed that some printer ink that is sold by tech companies is pricier
- ( ) tested by Epson, we cannot guarantee these inks will not damage the printer."
- ( **1** ) When we think of expensive liquids, quality champagne or French perfumes come to mind. You might be

# PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

1. Printer of ink one costliest is the liquids .
2. survey consumer "Which?" . A from U.K. the watchdog
3. 286% expensive Up to alternative ink . than more
4. ink much Printer can \$846 . as cost as
5. ink more shouldn't than cost Printer champagne .
6. than if cartridges . As better not as, good
7. brands Outperforming the a cost . of fraction at
8. could \$398 . save Non-branded ink around consumers
9. Epson . not by inks tested Non-genuine are
10. will these printers . inks not We guarantee damage

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

When we think *of / as* expensive liquids, quality champagne or French perfumes come to mind. You might *been / be* surprised to discover that printer ink is *two / one* of the world's costliest liquids. A *scurvy / survey* from the U.K. consumer watchdog "Which?" revealed that some printer ink that is sold by tech companies is *pricy / pricier* than many champagnes. It reported that printer ink from printer makers can be *up / down* to 286% more expensive than *alternatively / alternative* ink from companies that do not make printers. The watchdog said that some *bland / branded* printer ink can cost as much as \$846 a litre. A consumer rights *expat / expert* from Which? said: "Printer ink shouldn't cost more than a bottle of *high-end / high-start* champagne or Chanel No 5."

Which? said non-branded ink *cartridges / cartridge* can be as good as, if not better than the cartridges made *buy / by* the big printer makers. The expert said: "We've found that there are *lots / lot* of third-party products that are outperforming *them / their* branded counterparts at a *fraction / function* of the cost." Which? *calculated / calculation* that buying non-branded ink could save *consumes / consumers* around \$398 a year. It added that deciding which ink to put in a printer should be "a personal *choice / choose* and not dictated by the make of your printer". Printer manufacturers said they produce better *qualify / quality* ink. Epson said: "As non-genuine inks are not designed or tested by Epson, we cannot guarantee these inks will not damage *their / the* printer."

**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)

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Wh\_n w\_ th\_nk \_f \_xp\_ns\_v\_ l\_q\_\_ds, q\_\_l\_ty  
ch\_mp\_gn\_ \_r Fr\_nch p\_rf\_m\_s c\_m\_ t\_ m\_nd. Y\_\_  
m\_gh\_t b\_ s\_rpr\_s\_d t\_ d\_sc\_v\_r th\_t pr\_nt\_r \_nk \_s  
\_n\_ \_f th\_ w\_rld's c\_stl\_\_st l\_q\_\_ds. \_ s\_rv\_y fr\_m  
th\_ \_K. c\_ns\_m\_r w\_tchd\_g "Wh\_ch?" r\_v\_\_l\_d th\_t  
s\_m\_ pr\_nt\_r \_nk th\_t \_s s\_ld by t\_ch c\_mp\_n\_\_s \_s  
pr\_c\_\_r th\_n m\_ny ch\_mp\_gn\_s. \_t r\_p\_rt\_d th\_t  
pr\_nt\_r \_nk fr\_m pr\_nt\_r m\_k\_rs c\_n b\_ \_p t\_ 286%  
m\_r\_ \_xp\_ns\_v\_ th\_n \_lt\_rn\_t\_v\_ \_nk fr\_m c\_mp\_n\_\_s  
th\_t d\_ n\_t m\_k\_ pr\_nt\_rs. Th\_ w\_tchd\_g s\_\_d th\_t  
s\_m\_ br\_nd\_d pr\_nt\_r \_nk c\_n c\_st \_s m\_ch \_s \$846  
\_ l\_tr\_. \_ c\_ns\_m\_r r\_gh\_t \_xp\_rt fr\_m Wh\_ch? s\_\_d:  
"Pr\_nt\_r \_nk sh\_\_ldn't c\_st m\_r\_ th\_n \_ bttl\_ \_f  
h\_gh-\_nd ch\_mp\_gn\_ \_r Ch\_n\_l N\_ 5."

Wh\_ch? s\_\_d n\_n-br\_nd\_d \_nk c\_rtr\_dg\_s c\_n b\_ \_s  
g\_\_d \_s, \_f n\_t b\_tt\_r th\_n th\_ c\_rtr\_dg\_s m\_d\_ by  
th\_ b\_g pr\_nt\_r m\_k\_rs. Th\_ \_xp\_rt s\_\_d: "W\_'v\_  
f\_\_nd th\_t th\_r\_ \_r\_ l\_ts \_f th\_rd-p\_rty pr\_d\_cts th\_t  
\_r\_ \_\_tp\_rf\_rm\_ng th\_\_r br\_nd\_d c\_\_nt\_rp\_rts \_t \_  
fr\_ct\_\_n \_f th\_ c\_st." Wh\_ch? c\_lcl\_l\_t\_d th\_t b\_y\_ng  
n\_n-br\_nd\_d \_nk c\_\_ld s\_v\_ c\_ns\_m\_rs \_r\_\_nd \$398 \_  
y\_\_r. \_t \_dd\_d th\_t d\_c\_d\_ng wh\_ch \_nk t\_ p\_t \_n \_  
pr\_nt\_r sh\_\_ld b\_ "\_ p\_rs\_n\_l ch\_\_c\_ \_nd n\_t d\_ct\_t\_d  
by th\_ m\_k\_ \_f y\_\_r pr\_nt\_r". Pr\_nt\_r m\_n\_f\_ct\_r\_rs  
s\_\_d th\_y pr\_d\_c\_ b\_tt\_r q\_\_l\_ty \_nk. \_ps\_n s\_\_d: "\_s  
n\_n-g\_n\_\_n\_ \_nks \_r\_ n\_t d\_s\_gn\_d \_r t\_st\_d by  
\_ps\_n, w\_ c\_nn\_t g\_\_r\_nt\_\_ th\_s\_ \_nks w\_ll n\_t  
d\_m\_g\_ th\_ pr\_nt\_r."

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

when we think of expensive liquids quality champagne or french perfumes come to mind you might be surprised to discover that printer ink is one of the worlds costliest liquids a survey from the uk consumer watchdog which revealed that some printer ink that is sold by tech companies is pricier than many champagnes it reported that printer ink from printer makers can be up to 286 more expensive than alternative ink from companies that do not make printers the watchdog said that some branded printer ink can cost as much as 846 a litre a consumer rights expert from which said printer ink shouldnt cost more than a bottle of highend champagne or chanel no 5 which said nonbranded ink cartridges can be as good as if not better than the cartridges made by the big printer makers the expert said weve found that there are lots of thirdparty products that are outperforming their branded counterparts at a fraction of the cost which calculated that buying nonbranded ink could save consumers around 398 a year it added that deciding which ink to put in a printer should be a personal choice and not dictated by the make of your printer printer manufacturers said they produce better quality ink epon said as nongenuine inks are not designed or tested by epon we cannot guarantee these inks will not damage the printer

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2107/210727-printer-ink.html>

When we think of expensive liquids, quality champagne or French perfume comes to mind. You might be surprised to discover that printer ink is one of the world's costliest liquids. A survey from the U.K. consumer watchdog "Which?" revealed that some printer ink that is sold by tech companies is pricier than many champagnes. It reported that printer ink from printer makers can be up to 286% more expensive than an alternative ink from companies that do not make printers. The watchdog said that some branded printer ink can cost as much as \$846 a litre. A consumer rights expert from Which? said: "Printer ink shouldn't cost more than a bottle of high-end champagne or Chanel No5." Which? said non-branded ink cartridges can be as good as, if not better than the cartridges made by the big printer makers. The experts said: "We've found that there are a lot of third-party products that are outperforming their branded counterparts at a fraction of the cost." Which? calculated that buying non-branded ink could save consumers around \$398 a year. It added that deciding which ink to put in a printer should be a personal choice and not dictated by the make of your printer". Printer manufacturers said they produce better quality ink. Epson said: "As non-genuine inks are not designed or tested by Epson, we cannot guarantee these inks will not damage the printer."







# 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. PRINTER INK:** Make a poster about printer ink. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. NON-BRANDED PRINTER INK:** Write a magazine article about stopping printer companies from using technology that blocks the use of non-branded ink in their printers. 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 printer ink. Ask him/her three questions about it. Give him/her three of your opinions on the price of printer ink. 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. a    4. e    5. f    6. b    7. g  
8. i    9. l    10. n    11. j    12. h    13. k    14. m

## TRUE / FALSE (p.5)

- 1 F    2 T    3 T    4 T    5 F    6 T    7 F    8 F

## SYNONYM MATCH (p.5)

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

## COMPREHENSION QUESTIONS (p.9)

1. Champagne
2. Which?
3. 286% more expensive
4. \$846
5. Chanel No 5
6. Non-branded ink cartridges
7. Branded inks
8. \$398
9. Personal choice
10. Printer damage

## WORDS IN THE RIGHT ORDER (p.19)

1. Printer ink is one of the costliest liquids.
2. A survey from the U.K. consumer watchdog "Which?".
3. Up to 286% more expensive than alternative ink.
4. Printer ink can cost as much as \$846.
5. Printer ink shouldn't cost more than champagne.
6. As good as, if not better than cartridges.
7. Outperforming brands at a fraction of the cost.
8. Non-branded ink could save consumers around \$398.
9. Non-genuine inks are not tested by Epson
10. We guarantee these inks will not damage printers.

## 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 ;-)