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Level 6

New printer with enough ink for two years

6th October, 2014

<http://www.breakingnewsenglish.com/1410/141006-printer-ink.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/1410/141006-printer-ink.html>

Are you fed up with paying extortionate sums of money for ink cartridges that run out soon after you buy them? Help may be at hand. The Japanese printer company Epson has just released a new line of printers that have enough ink to last the average person two years. Its new EcoTank printers will be able to print up to 6,500 pages in colour and 4,000 pages in black before the ink needs filling up. Epson said the typical family prints 200 pages a month. The company says the days of using small cartridges with a limited life span are over. With the new printer, users simply pour new ink into the tank. A spokesman said consumers would save around 65 per cent on printing costs with its new printers.

Profits from ink cartridges are falling as more people are choosing to print less and share more on social media. There has also long been discontent with printer makers over their marketing of ink cartridges. The business model has traditionally relied on the concept of "planned obsolescence". Companies intentionally put as little ink as possible into the cartridge so it runs out quickly, making consumers buy more. Some manufacturers use smart chips in cartridges to prevent the user from printing out more than a set number of pages, even though the cartridge may still be half full of ink. Britain's Daily Mail newspaper said companies sell cartridge ink for the equivalent of over \$4,700 a litre.

Sources: <http://www.techtimes.com/articles/17075/20141003/epson-rolls-out-ecotank-printers-goodbye-ink-cartridges-hello-ink-tanks.htm>
<http://www.dailymail.co.uk/news/article-2288221/The-great-printer-rip-It-costs-vintage-champers--devious-new-tricks-mean-constantly-buy-refills.html>
http://en.wikipedia.org/wiki/Planned_obsolescence

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?

extortionate / ink cartridges / help / the average person / black ink / life span / printing / profits / social media / marketing / obsolescence / consumers / manufacturers

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

3. PRINTERS: What changes would you like to see with printer technology? Complete this table with your partner(s). Change partners often and share what you wrote.

	Change	Why?
Ink		
Paper		
Wireless		
3D		
Design		
Environment		

4. SHARING: Students A **strongly** believe sharing digital photos online is better than printing photos on paper; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

5. PRINTING: Rank these with your partner. Put the most important things at the top. Change partners often and share your rankings.

- colour quality
- ink cost
- printing speed
- wireless printing
- small printer
- noise
- no paper jams
- no smudging

6. INK: Spend one minute writing down all of the different words you associate with the word "ink". 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/1410/141006-printer-ink.html>

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

- | | |
|--|-------|
| a. The article asks if people are fed up with expensive ink cartridges. | T / F |
| b. A new printer will have enough ink to last anyone for two years. | T / F |
| c. The new printer's black ink tank will be able to print 6,500 pages. | T / F |
| d. People will pour ink into the new printer instead of buying cartridges. | T / F |
| e. Social media is increasing the profits of printer companies. | T / F |
| f. People have been unhappy with printer ink marketing for a long time. | T / F |
| g. Some companies put little ink into cartridges to make us buy more. | T / F |
| h. Printer ink costs about \$4.70 a litre. | T / F |

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

- | | |
|-----------------|----------------|
| 1. fed up | a. opting |
| 2. extortionate | b. restricted |
| 3. at hand | c. sky-high |
| 4. last | d. stop |
| 5. limited | e. annoyed |
| 6. falling | f. unhappiness |
| 7. choosing | g. keep going |
| 8. discontent | h. nearby |
| 9. prevent | i. fixed |
| 10. set | j. decreasing |

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

- | | |
|--------------------------------|---------------------------|
| 1. Are you fed | a. are falling |
| 2. extortionate | b. around 65 per cent |
| 3. Help may be | c. of ink |
| 4. cartridges with a limited | d. sums of money |
| 5. consumers would save | e. "planned obsolescence" |
| 6. Profits from ink cartridges | f. up with paying... |
| 7. print less | g. number of pages |
| 8. relied on the concept of | h. life span |
| 9. a set | i. at hand |
| 10. half full | j. and share more |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

Are you fed up with paying (1) _____ sums of money for ink cartridges that run out soon after you buy them? Help may be at hand. The Japanese printer company Epson has just released a new (2) _____ of printers that have enough ink to (3) _____ the average person two years. Its new EcoTank printers will be able to print up to 6,500 pages in colour and 4,000 pages in black before the ink needs (4) _____ up. Epson said the typical family prints 200 pages a month. The company says the (5) _____ of using small cartridges with a limited life (6) _____ are over. With the new printer, users simply (7) _____ new ink into the tank. A spokesman said consumers would save around 65 per cent on printing (8) _____ with its new printers.

filling
line
span
extortionate
costs
days
pour
last

Profits from ink cartridges are (9) _____ as more people are choosing to print less and share more on social media. There has also long been (10) _____ with printer makers over their marketing of ink cartridges. The business model has traditionally (11) _____ on the concept of "(12) _____ obsolescence". Companies intentionally put as little ink as possible into the cartridge so it runs out quickly, making consumers buy more. Some manufacturers use smart (13) _____ in cartridges to prevent the user from printing out more than a (14) _____ number of pages, even though the cartridge may still be (15) _____ full of ink. Britain's Daily Mail newspaper said companies sell cartridge ink for the (16) _____ of over \$4,700 a litre.

relied
set
falling
planned
equivalent
discontent
half
chips

LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

- 1) Are you fed up with paying extortionate _____ ...
 - a. sums of money
 - b. sum is of money
 - c. sum of money
 - d. thumbs of money
- 2) enough ink to last the _____ two years
 - a. averaged person
 - b. averages person
 - c. averaging person
 - d. average person
- 3) print up to 6,500 pages in colour and 4,000 pages in black before the ink _____
 - a. needs fill in up
 - b. needs filming up
 - c. needs filling up
 - d. needs film in up
- 4) the days of using small cartridges with a limited life _____
 - a. spanner over
 - b. span are over
 - c. spans are over
 - d. span is over
- 5) consumers would save around 65 per cent _____
 - a. on printing cost
 - b. on printing costings
 - c. on printing coasts
 - d. on printing costs
- 6) people are choosing to print less and share more _____
 - a. on socially media
 - b. on social medium
 - c. on social media
 - d. on social mediate
- 7) There has also long been discontent with printer makers over their _____ cartridges
 - a. marketing if ink
 - b. market in of ink
 - c. marketing of ink
 - d. market tin if ink
- 8) The business model has traditionally relied on the concept of " _____ "
 - a. planed obsolescence
 - b. planned obsolescence
 - c. plant obsolescence
 - d. planetary obsolescence
- 9) prevent the user from printing out more than _____ of pages
 - a. a set number
 - b. a sets number
 - c. a settee number
 - d. a setting number
- 10) companies sell cartridge ink for _____ over \$4,700 a litre
 - a. the equivalents of
 - b. the equivalency of
 - c. the equivalent of
 - d. the equivalentents of

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

Are (1) _____ paying extortionate sums of money for ink cartridges that run out soon after you buy them? Help (2) _____. The Japanese printer company Epson has just released a new line of printers that have enough ink (3) _____ person two years. Its new EcoTank printers will be able to print up to 6,500 pages in colour and 4,000 pages in black before the ink needs filling up. Epson (4) _____ family prints 200 pages a month. The company says the days of using small cartridges with a (5) _____ over. With the new printer, users simply pour new ink into the tank. A spokesman said consumers (6) _____ 65 per cent on printing costs with its new printers.

Profits from ink cartridges are falling (7) _____ choosing to print less and share more on social media. There has also long been discontent with printer makers over (8) _____ ink cartridges. The business model has traditionally (9) _____ of "planned obsolescence". Companies intentionally put as little ink as possible into the cartridge (10) _____ quickly, making consumers buy more. Some manufacturers use smart chips in cartridges to prevent the user from printing out more (11) _____ of pages, even though the cartridge may still be half full of ink. Britain's Daily Mail newspaper said companies sell cartridge ink (12) _____ over \$4,700 a litre.

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

1. What adjective did the article use to describe the high price of ink?

2. What did the article say might be nearby?

3. How many pages in black will the new printer's tank be able to print?

4. Who prints around 200 pages each month?

5. What do users do with new ink after the old ink has run out?

6. What are people choosing to do less of with their photos?

7. Who does the article say people have been unhappy with?

8. What is the name of the business concept that some companies use?

9. How many pages does a cartridge let people print?

10. How much did a newspaper say a litre of printer ink cost?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

1. What adjective did the article use to describe the high price of ink?
 - a) excessive
 - b) exorbitant
 - c) expensive
 - d) extortionate
2. What did the article say might be nearby?
 - a) printing
 - b) help
 - c) digital ink
 - d) cloud printers
3. How many pages in black will the new printer's tank be able to print?
 - a) 6,500
 - b) 6,000
 - c) 4,000
 - d) 4,500
4. Who prints around 200 pages each month?
 - a) the typical family
 - b) the over 40s
 - c) single people
 - d) teenagers
5. What do users do with new ink after the old ink has run out?
 - a) mix it
 - b) refill a cartridge
 - c) pour it into a tank
 - d) take it to a store
6. What are people choosing to do less of with their photos?
 - a) put them in albums
 - b) print them
 - c) frame them
 - d) share them
7. Who does the article say people have been unhappy with?
 - a) their family
 - b) photo companies
 - c) websites
 - d) printer makers
8. What is the name of the business concept that some companies use?
 - a) planned obsolescence
 - b) planning obsolete
 - c) planned observance
 - d) planning observance
9. How many pages does a cartridge let people print?
 - a) 4,000
 - b) 200
 - c) a fixed number
 - d) 2,769
10. How much did a newspaper say a litre of printer ink cost?
 - a) \$470
 - b) \$4,700
 - c) \$47.00
 - d) \$4.70

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

Role A – Ink cost

You think the ink cost is the most important thing in a printer. Tell the others three reasons why. Tell them why their things are not so important. Also, tell the others which is the least important of these (and why): speed, quietness or wireless printing.

Role B – Speed

You think speed is the most important thing in a printer. Tell the others three reasons why. Tell them why their things are not so important. Also, tell the others which is the least important of these (and why): ink cost, quietness or wireless printing.

Role C – Quietness

You think quietness is the most important thing in a printer. Tell the others three reasons why. Tell them why their things are not so important. Also, tell the others which is the least important of these (and why): speed, ink cost or wireless printing.

Role D – Wireless printing

You think wireless printing is the most important thing in a printer. Tell the others three reasons why. Tell them why their things are not so important. Also, tell the others which is the least important of these (and why): speed, quietness or ink cost.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

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

ink	tank
------------	-------------

- 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">• sums• hand• last• before• life• save	<ul style="list-style-type: none">• choosing• model• little• set• half• over
---	---

PRINTER INK SURVEY

From <http://www.BreakingNewsEnglish.com/1410/141006-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 springs to mind when you hear the term 'printer ink'?
- 3) What do you think of your printer?
- 4) What things mean a good printer is a good printer?
- 5) What do you think about the price of printer ink?
- 6) What do you think of the idea of the printer in the article?
- 7) What makes you fed up with printers, and why?
- 8) What do you usually print out?
- 9) Which is better for photos, your printer or a photo shop?
- 10) How would this new printer improve your life?

New printer with enough ink for two years – 6th October, 2014
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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) Is it better to have digital photos or photos printed on paper?
- 13) How important is a printer to you?
- 14) What is your history or experience with printers?
- 15) What are your feelings towards printer companies?
- 16) What do you think of the idea of 'planned obsolescence'?
- 17) What do you think of companies that make you buy more?
- 18) What other things fit the planned obsolescence model?
- 19) What do you think of printer ink being over \$4,700 a litre?
- 20) What questions would you like to ask Epson's boss?

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/1410/141006-printer-ink.html>

Are you fed up with paying extortionate (1) _____ of money for ink cartridges that run out soon after you buy them? Help may be at (2) _____. The Japanese printer company Epson has just released a new line of printers that have enough ink to (3) _____ the average person two years. Its new EcoTank printers will be able to print up to 6,500 pages in colour and 4,000 pages in black before the ink needs (4) _____ up. Epson said the typical family prints 200 pages a month. The company says the days of using small cartridges with a limited life (5) _____ are over. With the new printer, users simply pour new ink into the tank. A spokesman said consumers would save around 65 per cent (6) _____ printing costs with its new printers.

Profits from ink cartridges are (7) _____ as more people are choosing to print less and share more on social media. There has also long been discontent with printer makers (8) _____ their marketing of ink cartridges. The business model has traditionally relied (9) _____ the concept of "planned obsolescence". Companies intentionally put as little ink as possible into the cartridge so it runs (10) _____ quickly, making consumers buy more. Some manufacturers use smart chips in cartridges (11) _____ prevent the user from printing out more than a set number of pages, even though the cartridge may (12) _____ be half full of ink. Britain's Daily Mail newspaper said companies sell cartridge ink for the equivalent of over \$4,700 a litre.

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

- | | | | | |
|-----|-------------|------------|-------------|-------------|
| 1. | (a) thumbs | (b) sum | (c) sums | (d) thumb |
| 2. | (a) hand | (b) foot | (c) leg | (d) head |
| 3. | (a) last | (b) end | (c) finish | (d) final |
| 4. | (a) filling | (b) fills | (c) fill | (d) filled |
| 5. | (a) spinner | (b) spin | (c) spanner | (d) span |
| 6. | (a) by | (b) of | (c) at | (d) on |
| 7. | (a) falling | (b) felled | (c) fallen | (d) felling |
| 8. | (a) higher | (b) top | (c) above | (d) over |
| 9. | (a) on | (b) in | (c) at | (d) by |
| 10. | (a) up | (b) out | (c) in | (d) along |
| 11. | (a) so | (b) to | (c) as | (d) thus |
| 12. | (a) still | (b) remain | (c) ever | (d) even |

Level 6

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SPELLING

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

Paragraph 1

1. aoorntxeitet sums of money
2. erdealse a new line of printers
3. the vaeearg person
4. the picaylt family
5. using small tarsgidrec with a limited life span
6. onrssmcue would save around 65%

Paragraph 2

7. stniecodtn with printer makers
8. traditionally relied on the ccenpot
9. planned sbsoccelene
10. ntetlnyilanio put as little ink as possible...
11. vteprne the user from printing out more
12. the nvatlueqei of over \$4,700

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

Number these lines in the correct order.

- () marketing of ink cartridges. The business model has traditionally relied on the concept of "planned
- () out quickly, making consumers buy more. Some manufacturers use smart chips in cartridges to prevent
- () the tank. A spokesman said consumers would save around 65 per cent on printing costs with its new printers.
- () the user from printing out more than a set number of pages, even though the cartridge may still be half
- () released a new line of printers that have enough ink to last the average person
- () Profits from ink cartridges are falling as more people are choosing to print less and share
- () two years. Its new EcoTank printers will be able to print up to 6,500 pages in colour and 4,000 pages in black before
- () of using small cartridges with a limited life span are over. With the new printer, users simply pour new ink into
- () more on social media. There has also long been discontent with printer makers over their
- () after you buy them? Help may be at hand. The Japanese printer company Epson has just
- () the ink needs filling up. Epson said the typical family prints 200 pages a month. The company says the days
- () full of ink. Britain's Daily Mail newspaper said companies sell cartridge ink for the equivalent of over \$4,700 a litre.
- (**1**) Are you fed up with paying extortionate sums of money for ink cartridges that run out soon
- () obsolescence". Companies intentionally put as little ink as possible into the cartridge so it runs

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

1. extortionate Fed sums up of with money paying .

2. after you buy them Ink cartridges that run out soon .

3. years last ink person the to two average Enough .

4. a with cartridges small using of days The span life limited .

5. save costs would 65% printing Consumers around on .

6. and media share more Print on less social .

7. on obsolescence' the concept Traditionally of relied 'planned .

8. Printing than number more set pages out a of .

9. cartridge the though Even ink of full half be still may .

10. litre \$4,700 for a over ink of Cartridge , equivalent the .

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

Are you *fed / feed* up with paying extortionate sums of money for ink cartridges that run *out / up* soon after you buy them? Help may *be / by* at hand. The Japanese printer company Epson has *just / only* released a new line of printers that have enough ink to *final / last* the average person two years. Its new EcoTank printers will be able to print up to 6,500 pages in colour and 4,000 pages in black *before / after* the ink needs filling up. Epson said the *typical / typically* family prints 200 pages a month. The company says the days of *using / usage* small cartridges with a limited life span are over. With the new printer, users *simply / simple* pour new ink into the tank. A spokesman said consumers would *savings / save* around 65 per cent on printing costs with its new printers.

Profits from ink cartridges are *fallen / falling* as more people are *choosing / chosen* to print less and share more on social media. There has also long been *deconstruct / discontent* with printer makers over their marketing of ink cartridges. The business *models / model* has traditionally relied *on / in* the concept of "planned obsolescence". Companies *intentional / intentionally* put as little ink as possible into the cartridge *before / so* it runs out quickly, making consumers buy more. Some manufacturers *use / using* smart chips in cartridges to prevent the user from printing out more than a set *numeral / number* of pages, even though the cartridge may still be half full of ink. Britain's Daily Mail newspaper said companies sell cartridge ink for the equivalent *of / for* over \$4,700 a litre.

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/1410/141006-printer-ink.html>

r y__ f_d _p w_th p_y_ng _xt_rt__n_t_ s_ms _f m_n_y
f_r _nk c_rtr_dg_s th_t r_n __t s__n _ft_r y__ b_y th_m?
H_lp m_y b_ _t h_nd. Th_ J_p_n_s_ pr_nt_r c_mp_ny
_ps_n h_s j_st r_l__s_d _n_w l_n_ _f pr_nt_rs th_t h_v_
_n__gh _nk t_ l_st th_ _v_r_g_ p_rs_n tw_ y__rs. _ts
n_w _c_T_nk pr_nt_rs w_ll b_ _bl_ t_ pr_nt _p t_ 6,500
p_g_s _n c_l__r _nd 4,000 p_g_s _n bl_ck b_f_r_ th_ _nk
n__ds f_ll_ng _p. _ps_n s__d th_ typ_c_l f_m_ly pr_nts
200 p_g_s _ m_nth. Th_ c_mp_ny s_ys th_ d_ys _f _s_ng
sm_ll c_rtr_dg_s w_th _ l_m_t_d l_f_ sp_n _r_ _v_r.
W_th th_ n_w pr_nt_r, _s_rs s_mply p__r n_w _nk _nt_
th_ t_nk. _ sp_k_sm_n s__d c_ns_m_rs w__ld s_v_
_r__nd 65 p_r c_nt _n pr_nt_ng c_sts w_th _ts n_w
pr_nt_rs.

Pr_f_ts fr_m _nk c_rtr_dg_s _r_ f_ll_ng _s m_r_ p__pl_
r ch__s_ng t_ pr_nt l_ss _nd sh_r_ m_r_ _n s_c__l
m_d___. Th_r_ h_s _ls_ l_ng b__n d_sc_nt_nt w_th
pr_nt_r m_k_rs _v_r th__r m_rk_t_ng _f _nk c_rtr_dg_s.
Th_ b_s_n_ss m_d_l h_s tr_d_t__n_lly r_l__d _n th_
c_nc_pt _f "pl_nn_d _bs_l_sc_nc_". C_mp_n__s
_nt_nt__n_lly p_t _s lttl_ _nk _s p_ss_bl_ _nt_ th_
c_rtr_dg_ s_ _t r_ns __t q__ckly, m_k_ng c_ns_m_rs b_y
m_r_. S_m_ m_n_f_ct_r_rs _s_ sm_rt ch_ps _n
c_rtr_dg_s t_ pr_v_nt th_ _s_r fr_m pr_nt_ng __t m_r_
th_n _s_t n_mb_r _f p_g_s, _v_n th__gh th_ c_rtr_dg_
m_y st_ll b_ h_lf f_ll _f _nk. Br_t__n's D__ly M__l
n_wsp_p_r s__d c_mp_n__s s_ll c_rtr_dg_ _nk f_r th_
_q__v_l_nt _f _v_r \$4,700 _ l_tr_.

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

are you fed up with paying extortionate sums of money for ink cartridges that run out soon after you buy them help may be at hand the japanese printer company epson has just released a new line of printers that have enough ink to last the average person two years its new ecotank printers will be able to print up to 6500 pages in colour and 4000 pages in black before the ink needs filling up epson said the typical family prints 200 pages a month the company says the days of using small cartridges with a limited life span are over with the new printer users simply pour new ink into the tank a spokesman said consumers would save around 65 per cent on printing costs with its new printers

profits from ink cartridges are falling as more people are choosing to print less and share more on social media there has also long been discontent with printer makers over their marketing of ink cartridges the business model has traditionally relied on the concept of "planned obsolescence" companies intentionally put as little ink as possible into the cartridge so it runs out quickly making consumers buy more some manufacturers use smart chips in cartridges to prevent the user from printing out more than a set number of pages even though the cartridge may still be half full of ink britain's daily mail newspaper said companies sell cartridge ink for the equivalent of over \$4700 a litre

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

Are you fed up with paying extortionate sums of money for ink cartridges that run out soon after you buy them? Help may be at hand. The Japanese printer company Epson has just released a new line of printers that have enough ink to last the average person two years. Its new EcoTank printers will be able to print up to 6,500 pages in colour and 4,000 pages in black before the ink needs filling up. Epson said the typical family prints 200 pages a month. The company says the days of using small cartridges with a limited life span are over. With the new printer, users simply pour new ink into the tank. A spokesman said consumers would save around 65 percent on printing costs with its new printers. Profits from ink cartridges are falling as more people are choosing to print less and share more on social media. There has also long been discontent with printer makers over their marketing of ink cartridges. The business model has traditionally relied on the concept of "planned obsolescence". Companies intentionally put a little ink as possible into the cartridges so it runs out quickly, making consumers buy more. Some manufacturers use smart chips in cartridges to prevent the user from printing out more than a set number of pages, even though the cartridge may still be half full of ink. Britain's Daily Mail newspaper said companies sell cartridge ink for the equivalent of over \$4,700 a litre.

FREE WRITING

From <http://www.BreakingNewsEnglish.com/1410/141006-printer-ink.html>

Write about **printer ink** for 10 minutes. Comment on your partner's paper.

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 cost of printer ink. 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. PLANNED OBSOLESCENCE: Write a magazine article about printer ink and planned obsolescence. Include imaginary interviews with the CEO of a printer company and a consumer angry at having to replace ink cartridges so frequently.

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 the boss of Epson. Ask him/her three questions about the new printer. Give him/her three ideas on how to make printers better. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

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

SYNONYM MATCH (p.4)

- | | |
|-----------------|----------------|
| 1. fed up | a. annoyed |
| 2. extortionate | b. sky-high |
| 3. at hand | c. nearby |
| 4. last | d. keep going |
| 5. limited | e. restricted |
| 6. falling | f. decreasing |
| 7. choosing | g. opting |
| 8. discontent | h. unhappiness |
| 9. prevent | i. stop |
| 10. set | j. fixed |

COMPREHENSION QUESTIONS (p.8)

1. extortionate
2. help
3. 4,000
4. the typical family
5. pour it into a tank
6. print them
7. printer makers
8. planned obsolescence
9. a fixed number
10. \$4,700

MULTIPLE CHOICE - QUIZ (p.9)

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

ALL OTHER EXERCISES

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