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## Level 6

# Online shoppers fooled by fake reviews

**21st June, 2015**

<http://www.breakingnewsenglish.com/1506/150621-online-reviews.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/1506/150621-online-reviews.html>

A consumer watchdog in the UK has reported that many Internet sites are full of fake reviews. The UK's Competition and Market Authority (CMA) believes there are millions of reviews on sites for hotels, restaurants, theatres and online stores that have been paid for to trick shoppers. It said at least 25 million people in Britain read reviews on websites such as Amazon and TripAdvisor before booking holidays or doing online shopping. The CMA found there was a growth in the industry that writes fake reviews for companies and businesses. Many companies wrote fake reviews about themselves as a marketing tool. Others offered money, free samples or upgrades in exchange for five-star reviews.

Online reviews are very important to businesses. Industry analysts estimate that in Britain alone, \$36 billion a year of consumer spending could be influenced by online reviews. A CMA spokeswoman said: "Millions of people look at online reviews and endorsements before making decisions such as where to stay on holiday or which plumber to use." She added: "We have found that consumers who use online reviews and endorsements find them valuable, but we have also heard about some practices that may be unlawful." Some of the more illegal activity includes rival companies posting negative remarks about each other's goods and services. Bosses could face going to prison for doing this.

Sources: <http://www.telegraph.co.uk/news/shopping-and-consumer-news/11685060/Shoppers-duped-by-millions-of-fake-online-reviews.html>  
<https://uk.news.yahoo.com/paid-online-reviews-probed-230216331.html#zsuRkqJ>  
<http://www.dailymail.co.uk/news/article-3130647/Probe-fake-online-reviews-Watchdog-acts-fears-thousands-duped.html>

# WARM-UPS

**1. ONLINE REVIEWS:** Students walk around the class and talk to other students about online reviews. Change partners often and share your findings.

**2. CHAT:** In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

*consumer / watchdog / fake / reviews / trick / websites / booking holidays / upgrades / businesses / estimate / decisions / valuable / negative remarks / rival / going to prison*

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

**3. REVIEWS:** Review these things? Complete this table with your partner(s). Change partners often and share what you wrote.

	Name	Positive	Negative
A website			
A hotel			
A car			
A restaurant			
Your government			
A teacher			

**4. PRISON:** Students A **strongly** believe bosses that write fake reviews of their company should go to prison; Students B **strongly** believe otherwise. Change partners again and talk about your conversations.

**5. FAKE:** Rank these with your partner. Put the worst type of fakes at the top. Change partners often and share your rankings.

- online review
- smile
- watch
- designer bag
- banknotes
- resume / CV
- painting
- blood

**6. TRICK:** Spend one minute writing down all of the different words you associate with the word "trick". 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/1506/150621-online-reviews.html>

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

- a. The article is about shoppers fooled into buying watches and dogs. T / F
- b. More than 25 million people in the UK read online reviews. T / F
- c. The industry for writing online reviews is getting bigger. T / F
- d. Some companies offer money and upgrades to write good reviews. T / F
- e. Reviews could affect \$36 billion of consumer spending in the UK. T / F
- f. The article says no one looks at reviews when deciding on a plumber. T / F
- g. Rival companies never write negative comments about each other. T / F
- h. A boss who writes a negative review on a rival company can't go to jail. T / F

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

- |                 |                      |
|-----------------|----------------------|
| 1. consumer     | a. roughly calculate |
| 2. fake         | b. shopper           |
| 3. trick        | c. promotional       |
| 4. growth       | d. useful            |
| 5. marketing    | e. deceive           |
| 6. estimate     | f. support           |
| 7. influenced   | g. hoax              |
| 8. endorsements | h. jail              |
| 9. valuable     | i. increase          |
| 10. prison      | j. effected          |

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

- |  |                          |
|--|--------------------------|
| 1. paid for to trick                     | a. going to prison       |
| 2. at least                              | b. or upgrades           |
| 3. there was a growth                    | c. companies             |
| 4. money, free samples                   | d. remarks               |
| 5. in exchange                           | e. be unlawful           |
| 6. consumer spending could be influenced | f. in the industry       |
| 7. some practices that may               | g. shoppers              |
| 8. rival                                 | h. for five-star reviews |
| 9. posting negative                      | i. by online reviews     |
| 10. Bosses could face                    | j. 25 million people     |

# GAP FILL

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

A consumer (1) \_\_\_\_\_ in the UK has reported that many Internet sites are full of fake reviews. The UK's Competition and Market Authority (CMA) (2) \_\_\_\_\_ there are millions of reviews on sites for hotels, restaurants, theatres and online stores that have been paid for to (3) \_\_\_\_\_ shoppers. It said at least 25 million people in Britain read reviews on websites such as Amazon and TripAdvisor before (4) \_\_\_\_\_ holidays or doing online shopping. The CMA found there was a (5) \_\_\_\_\_ in the industry that writes fake reviews for companies and businesses. Many companies wrote fake reviews about themselves as a marketing (6) \_\_\_\_\_. Others offered money, free (7) \_\_\_\_\_ or upgrades in exchange for five-(8) \_\_\_\_\_ reviews.

*believes*  
*tool*  
*booking*  
*star*  
*watchdog*  
*growth*  
*trick*  
*samples*

Online reviews are very important to businesses. Industry (9) \_\_\_\_\_ estimate that in Britain alone, \$36 billion a year of consumer spending could be (10) \_\_\_\_\_ by online reviews. A CMA spokeswoman said: "Millions of people look at online reviews and endorsements before (11) \_\_\_\_\_ decisions such as where to stay on holiday or which (12) \_\_\_\_\_ to use." She added: "We have found that consumers who use online reviews and endorsements find them (13) \_\_\_\_\_, but we have also heard about some practices that may be (14) \_\_\_\_\_." Some of the more illegal activity includes (15) \_\_\_\_\_ companies posting negative remarks about each other's goods and services. Bosses could (16) \_\_\_\_\_ going to prison for doing this.

*making*  
*unlawful*  
*analysts*  
*influenced*  
*face*  
*valuable*  
*rival*  
*plumber*

# LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

- 1) A consumer watchdog in the UK has reported that many Internet sites \_\_\_\_\_ reviews
  - a. are filled of fake
  - b. are full with fake
  - c. are full of fake
  - d. are fill with fake
- 2) reviews on sites for hotels, restaurants, theatres and online stores that have been \_\_\_\_ shoppers
  - a. paid for too trick
  - b. paid for to trick
  - c. paid for tow tricks
  - d. paid from to trick
- 3) there was a growth in the industry that writes fake reviews for \_\_\_\_\_.
  - a. companies in businesses
  - b. companies in business as
  - c. companies end businesses
  - d. companies and businesses
- 4) Many companies wrote fake reviews about themselves \_\_\_\_\_.
  - a. as a marketing stool
  - b. as a marketing tool
  - c. as a market in tool
  - d. as a marketing tools
- 5) Others offered money, free samples or upgrades in exchange \_\_\_\_\_ reviews.
  - a. four five-star
  - b. for five-star
  - c. far five-star
  - d. for five-stars
- 6) in Britain alone, \$36 billion a year of consumer spending \_\_\_\_\_
  - a. could be influenced
  - b. could been influenced
  - c. could bee influenced
  - d. could being influenced
- 7) Millions of people look at online reviews and endorsements \_\_\_\_\_
  - a. afore making decisions
  - b. before making a decision
  - c. afore making a decision
  - d. before making decisions
- 8) We have found that consumers who use online reviews and endorsements \_\_\_\_\_
  - a. finds them valuable
  - b. find them valuable
  - c. fund them valuable
  - d. fanned them valuable
- 9) Some of the more illegal activity includes rival companies posting negative remarks \_\_\_\_\_goods
  - a. about teach other's
  - b. about each the other's
  - c. about each other's
  - d. about each other
- 10) Bosses could face going to prison \_\_\_\_\_
  - a. for doing that
  - b. for doing these
  - c. for doing in this
  - d. for doing this

# LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

A consumer watchdog in the UK (1) \_\_\_\_\_ many Internet sites are full of fake reviews. The UK's Competition and Market Authority (CMA) believes there are millions (2) \_\_\_\_\_ for hotels, restaurants, theatres and online stores that have (3) \_\_\_\_\_ trick shoppers. It said at least 25 million people in Britain read reviews on websites such as Amazon and TripAdvisor before booking holidays or doing online shopping. The CMA found (4) \_\_\_\_\_ in the industry that writes fake reviews for companies and businesses. Many companies wrote (5) \_\_\_\_\_ themselves as a marketing tool. Others offered money, free samples or upgrades in (6) \_\_\_\_\_-star reviews.

Online reviews are very important to businesses. (7) \_\_\_\_\_ that in Britain alone, \$36 billion a year of consumer spending could be influenced (8) \_\_\_\_\_. A CMA spokeswoman said: "Millions of people look at online reviews and endorsements before making decisions (9) \_\_\_\_\_ stay on holiday or which plumber to use." She added: "We have found that (10) \_\_\_\_\_ online reviews and endorsements find them valuable, but we have also heard about some practices that (11) \_\_\_\_\_." Some of the more illegal activity includes rival companies posting negative remarks about each other's goods and services. Bosses could (12) \_\_\_\_\_ prison for doing this.

# COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

1. What kind of organisation reported on the fake online reviews?  

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2. What did the CMA say fake reviews are designed to do to shoppers?  

---
3. How many British people read online reviews?  

---
4. What do some companies use as a marketing tool?  

---
5. What do some companies offer money or upgrades in exchange for?  

---
6. How much spending in the UK could be affected by fake reviews?  

---
7. Who said millions of people look at online reviews?  

---
8. What kind of practices did the CMA hear about?  

---
9. What kind of companies write negative comments on other companies?  

---
10. What could happen to bosses who write negative reviews about rivals?  

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# MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

1. What kind of organisation reported on the fake online reviews?
  - a) a group of dogsbodies
  - b) the Doggy Bag Club
  - c) the UK Bloodhound Association
  - d) a consumer watchdog
2. What did the CMA say fake reviews are designed to do to shoppers?
  - a) educate them
  - b) trick them
  - c) fake them
  - d) make them poor
3. How many British people read online reviews?
  - a) three-quarters
  - b) 36 billion
  - c) 25 million
  - d) half
4. What do some companies use as a marketing tool?
  - a) fake reviews
  - b) money
  - c) plumbers
  - d) consumers
5. What do some companies offer money or upgrades in exchange for?
  - a) loyalty cards
  - b) free samples
  - c) five-star reviews
  - d) discounts
6. How much spending in the UK could be affected by fake reviews?
  - a) \$26 billion
  - b) \$36 billion
  - c) \$46 billion
  - d) \$56 billion
7. Who said millions of people look at online reviews?
  - a) a fake reviewer
  - b) a website owner
  - c) a plumber
  - d) a CMA spokeswoman
8. What kind of practices did the CMA hear about?
  - a) unlawful ones
  - b) good ones
  - c) model practices
  - d) rival practices
9. What kind of companies write negative comments on other companies?
  - a) big ones
  - b) ones listed on stock exchanges
  - c) rival companies
  - d) plumbing companies
10. What could happen to bosses who write negative reviews about rivals?
  - a) they could get promoted
  - b) they could go to prison
  - c) they could get negative reviews
  - d) not much

# ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

## **Role A – Smile**

You think a fake smile is the worst thing. Tell the others three reasons why. Tell them why their things aren't so bad. Also, tell the others which is the least harmful of these (and why): fake blood, money or a fake resume / CV.

## **Role B – Blood**

You think fake blood is the worst thing. Tell the others three reasons why. Tell them why their things aren't so bad. Also, tell the others which is the least harmful of these (and why): a fake smile, money or a fake resume / CV.

## **Role C – Money**

You think fake money is the worst thing. Tell the others three reasons why. Tell them why their things aren't so bad. Also, tell the others which is the least harmful of these (and why): fake blood, a fake smile or a fake resume / CV.

## **Role D – Resume / CV**

You think a fake resume / CV is the worst thing. Tell the others three reasons why. Tell them why their things aren't so bad. Also, tell the others which is the least harmful of these (and why): fake blood, money or a fake smile.

# AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

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

<b>online</b>	<b>review</b>
---------------	---------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

**2. ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

**3. GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

**4. VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

**5. TEST EACH OTHER:** Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none"><li>• full</li><li>• believes</li><li>• paid</li><li>• 25</li><li>• growth</li><li>• free</li></ul>	<ul style="list-style-type: none"><li>• important</li><li>• 36</li><li>• look</li><li>• stay</li><li>• illegal</li><li>• face</li></ul>
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# ONLINE REVIEWS SURVEY

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

Write five GOOD questions about online reviews in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

# ONLINE REVIEWS DISCUSSION

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

- 1) What did you think when you read the headline?
- 2) What springs to mind when you hear the word 'review'?
- 3) What do you think of online reviews?
- 4) Have you ever written or would you ever write an online review?
- 5) Do you believe online reviews?
- 6) How surprised are you at what you read? Why?
- 7) How bad is it for companies to fake reviews about themselves?
- 8) Would you write a good review for a bad product for money?
- 9) What things would you like to review?
- 10) How would you review your English class?

*Online shoppers fooled by fake reviews – 21st June, 2015*  
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# ONLINE REVIEWS DISCUSSION

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

- 11) Did you like reading this article? Why/not?
- 12) Why are online reviews so important to businesses?
- 13) What laws should there be for online reviews?
- 14) Would you be angry if you bought a bad product after reading a good review about it?
- 15) Does most advertising try to trick consumers?
- 16) What was the worst thing you spent your money on?
- 17) What should happen if companies post negative reviews on each other?
- 18) How might someone review your work?
- 19) Would you like a job as an online reviewer?
- 20) What questions would you like to ask an online reviewer?

# 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/1506/150621-online-reviews.html>

A consumer (1) \_\_\_\_\_ in the UK has reported that many Internet sites are full of fake reviews. The UK's Competition and Market Authority (CMA) (2) \_\_\_\_\_ there are millions of reviews on sites for hotels, restaurants, theatres and online stores that have been paid (3) \_\_\_\_\_ to trick shoppers. It said at least 25 million people in Britain read reviews on websites such (4) \_\_\_\_\_ Amazon and TripAdvisor before booking holidays or doing online shopping. The CMA found there was a (5) \_\_\_\_\_ in the industry that writes fake reviews for companies and businesses. Many companies wrote fake reviews about themselves as a marketing (6) \_\_\_\_\_. Others offered money, free samples or upgrades in exchange for five-star reviews.

Online reviews are very important to businesses. Industry analysts estimate that in Britain (7) \_\_\_\_\_, \$36 billion a year of consumer spending could be influenced (8) \_\_\_\_\_ online reviews. A CMA spokeswoman said: "Millions of people look at online reviews and endorsements before (9) \_\_\_\_\_ decisions such as where to stay on holiday or which plumber to use." She added: "We have found that consumers who use online reviews and endorsements find them (10) \_\_\_\_\_, but we have also heard about some practices that may be unlawful." Some of the more illegal activity includes (11) \_\_\_\_\_ companies posting negative remarks about each other's goods and services. Bosses could (12) \_\_\_\_\_ going to prison for doing this.

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

- |     |                 |                  |                |              |
|-----|-----------------|------------------|----------------|--------------|
| 1.  | (a) dog watcher | (b) watchdog     | (c) bloodhound | (d) dogsbody |
| 2.  | (a) bleeds      | (b) believes     | (c) belies     | (d) beliefs  |
| 3.  | (a) by          | (b) from         | (c) of         | (d) for      |
| 4.  | (a) is          | (b) as           | (c) was        | (d) has      |
| 5.  | (a) elevation   | (b) heighten     | (c) rocket     | (d) growth   |
| 6.  | (a) gadget      | (b) appliance    | (c) tool       | (d) machine  |
| 7.  | (a) alone       | (b) lonesome     | (c) lonely     | (d) loner    |
| 8.  | (a) as          | (b) to           | (c) by         | (d) at       |
| 9.  | (a) make        | (b) made         | (c) makes      | (d) making   |
| 10. | (a) valuable    | (b) effervescent | (c) provoking  | (d) costly   |
| 11. | (a) rival       | (b) rivalled     | (c) rivalry    | (d) rivals   |
| 12. | (a) face        | (b) head         | (c) skull      | (d) nose     |

# SPELLING

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

## Paragraph 1

1. A consumer hocwgadt in the UK
2. nteursaarst, theatres and online stores
3. a growth in the nstidruy
4. companies and isesesusnb
5. free apsmsel
6. in ghcexnae for five-star reviews

## Paragraph 2

7. Industry tlnsaysa
8. ufncenedi by online reviews
9. reviews and smnseteerdno
10. find them vebaaull
11. lilaleg activity
12. negative rmaekrs



# PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

Number these lines in the correct order.

( )	and Market Authority (CMA) believes there are millions of reviews on sites for hotels, restaurants,
( )	other's goods and services. Bosses could face going to prison for doing this.
( )	"Millions of people look at online reviews and endorsements before making decisions such
( )	theatres and online stores that have been paid for to trick shoppers. It said at least 25 million people in
( )	be unlawful." Some of the more illegal activity includes rival companies posting negative remarks about each
( )	and businesses. Many companies wrote fake reviews about themselves as a marketing
( )	online shopping. The CMA found there was a growth in the industry that writes fake reviews for companies
( )	alone, \$36 billion a year of consumer spending could be influenced by online reviews. A CMA spokeswoman said:
( <b>1</b> )	A consumer watchdog in the UK has reported that many Internet sites are full of fake reviews. The UK's Competition
( )	Online reviews are very important to businesses. Industry analysts estimate that in Britain
( )	tool. Others offered money, free samples or upgrades in exchange for five-star reviews.
( )	use online reviews and endorsements find them valuable, but we have also heard about some practices that may
( )	as where to stay on holiday or which plumber to use." She added: "We have found that consumers who
( )	Britain read reviews on websites such as Amazon and TripAdvisor before booking holidays or doing

# PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

1. of sites millions on hotels are reviews for There .

---

2. 25 least at said It reviews read Britain in people million .

---

3. in the industry The CMA found there was a growth .

---

4. reviews fake wrote companies Many themselves about .

---

5. or samples Free reviews star - five for exchange in upgrades .

---

6. important very are reviews Online businesses to .

---

7. be influenced Consumer by spending online could reviews .

---

8. reviews have consumers online We that use found who .

---

9. each posting other negative remarks Rival about companies .

---

10. prison this could to doing Bosses going for face .

---

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

A consumer *bloodhound / watchdog* in the UK has reported that many Internet sites are *full / filled* of fake reviews. The UK's Competition and Market Authority (CMA) *believes / beliefs* there are millions of reviews on sites for hotels, restaurants, theatres and online stores that have been *paying / paid* for to trick shoppers. It said at *last / least* 25 million people in Britain read reviews on websites such *like / as* Amazon and TripAdvisor before booking holidays or *doing / done* online shopping. The CMA found there was a *grown / growth* in the industry that writes fake reviews for companies and businesses. Many companies *wrote / written* fake reviews about themselves as a marketing tool. Others offered money, free samples or upgrades in exchange *by / for* five-star reviews.

Online reviews are *very importance / important* to businesses. Industry analysts *estimate / esteem* that in Britain *alone / lonely*, \$36 billion a year of consumer spending could be influenced *as / by* online reviews. A CMA spokeswoman said: "Millions of people look at online reviews and endorsements before making decisions such *was / as* where to stay on holiday or which plumber to *uses / use*." She added: "We have found that consumers who use online reviews and *increments / endorsements* find them valuable, but we have also heard about some practices that may be *unlawful / illegally*." Some of the more illegal activity includes *rivalry / rival* companies posting negative remarks about each other's goods and services. Bosses could face going to prison *for / from* doing this.

**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/1506/150621-online-reviews.html>

\_ c \_ ns \_ m \_ r w \_ tchd \_ g \_ n th \_ \_ K h \_ s r \_ p \_ rt \_ d th \_ t m \_ ny  
\_ nt \_ rn \_ t s \_ t \_ s \_ r \_ f \_ ll \_ f \_ f \_ k \_ r \_ v \_ \_ ws. Th \_ \_ K's  
C \_ mp \_ t \_ t \_ n \_ nd M \_ rk \_ t \_ \_ th \_ r \_ ty (CM \_ ) b \_ l \_ \_ v \_ s  
th \_ r \_ \_ r \_ m \_ ll \_ ns \_ f \_ r \_ v \_ \_ ws \_ n s \_ t \_ s \_ f \_ r \_ h \_ t \_ ls,  
r \_ st \_ \_ r \_ nts, th \_ \_ tr \_ s \_ \_ nd \_ nl \_ n \_ st \_ r \_ s th \_ t h \_ v \_  
b \_ \_ n p \_ \_ d \_ f \_ r \_ t \_ tr \_ ck \_ sh \_ pp \_ rs. \_ t \_ s \_ \_ d \_ t \_ l \_ \_ st 25  
m \_ ll \_ \_ n p \_ \_ pl \_ \_ n Br \_ t \_ \_ n r \_ \_ d \_ r \_ v \_ \_ ws \_ n w \_ bs \_ t \_ s  
s \_ ch \_ \_ s \_ \_ m \_ z \_ n \_ \_ nd Tr \_ p \_ dv \_ s \_ r \_ b \_ f \_ r \_ b \_ \_ k \_ ng  
h \_ l \_ d \_ ys \_ r \_ d \_ \_ ng \_ nl \_ n \_ sh \_ pp \_ ng. Th \_ CM \_ f \_ \_ nd  
th \_ r \_ w \_ s \_ \_ gr \_ wth \_ n th \_ \_ nd \_ st \_ ry th \_ t wr \_ t \_ s \_ f \_ k \_  
r \_ v \_ \_ ws \_ f \_ r \_ c \_ mp \_ n \_ \_ s \_ \_ nd \_ b \_ s \_ n \_ ss \_ s. M \_ ny  
c \_ mp \_ n \_ \_ s wr \_ t \_ f \_ k \_ r \_ v \_ \_ ws \_ b \_ \_ t th \_ ms \_ lv \_ s \_ s \_  
m \_ rk \_ t \_ ng \_ t \_ \_ l. \_ th \_ rs \_ ff \_ r \_ d \_ m \_ n \_ y, fr \_ \_ s \_ mpl \_ s \_ r  
\_ pgr \_ d \_ s \_ n \_ xch \_ ng \_ f \_ r \_ f \_ v \_ -st \_ r \_ r \_ v \_ \_ ws.

\_ nl \_ n \_ r \_ v \_ \_ ws \_ r \_ v \_ ry \_ mp \_ rt \_ nt \_ t \_ b \_ s \_ n \_ ss \_ s.  
\_ nd \_ st \_ ry \_ n \_ lysts \_ st \_ m \_ t \_ th \_ t \_ n Br \_ t \_ \_ n \_ l \_ n \_ , \$36  
b \_ ll \_ \_ n \_ \_ y \_ \_ r \_ \_ f \_ c \_ ns \_ m \_ r \_ sp \_ nd \_ ng \_ c \_ \_ ld \_ b \_  
\_ nfl \_ \_ nc \_ d \_ by \_ nl \_ n \_ r \_ v \_ \_ ws. \_ CM \_ sp \_ k \_ sw \_ m \_ n  
s \_ \_ d: "M \_ ll \_ ns \_ f \_ p \_ \_ pl \_ l \_ k \_ t \_ nl \_ n \_ r \_ v \_ \_ ws \_ nd  
\_ nd \_ rs \_ m \_ nts \_ b \_ f \_ r \_ m \_ k \_ ng \_ d \_ c \_ s \_ \_ ns \_ s \_ ch \_ \_ s \_ wh \_ r \_  
t \_ st \_ y \_ n \_ h \_ l \_ d \_ y \_ r \_ wh \_ ch \_ pl \_ mb \_ r \_ t \_ \_ s \_ ." Sh \_  
\_ dd \_ d: "W \_ h \_ v \_ f \_ \_ nd th \_ t c \_ ns \_ m \_ rs \_ wh \_ \_ s \_ \_ nl \_ n \_  
r \_ v \_ \_ ws \_ nd \_ nd \_ rs \_ m \_ nts \_ f \_ nd th \_ m \_ v \_ l \_ \_ bl \_ , b \_ t w \_  
h \_ v \_ \_ ls \_ h \_ \_ rd \_ b \_ \_ t \_ s \_ m \_ pr \_ ct \_ c \_ s \_ th \_ t \_ m \_ y \_ b \_  
\_ nl \_ wf \_ l. " S \_ m \_ \_ f th \_ m \_ r \_ ll \_ g \_ l \_ ct \_ v \_ ty \_ ncl \_ d \_ s  
r \_ v \_ l \_ c \_ mp \_ n \_ \_ s \_ p \_ st \_ ng \_ n \_ g \_ t \_ v \_ r \_ m \_ rks \_ b \_ \_ t \_ \_ ch  
\_ th \_ r's \_ g \_ \_ ds \_ nd \_ s \_ rv \_ c \_ s. B \_ ss \_ s \_ c \_ \_ ld \_ f \_ c \_ g \_ \_ ng  
t \_ pr \_ s \_ n \_ f \_ r \_ d \_ \_ ng \_ th \_ s.

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

a consumer watchdog in the uk has reported that many internet sites are full of fake reviews the uk's competition and market authority (cma) believes there are millions of reviews on sites for hotels restaurants theatres and online stores that have been paid for to trick shoppers it said at least 25 million people in britain read reviews on websites such as amazon and tripadvisor before booking holidays or doing online shopping the cma found there was a growth in the industry that writes fake reviews for companies and businesses many companies wrote fake reviews about themselves as a marketing tool others offered money free samples or upgrades in exchange for five-star reviews

online reviews are very important to businesses industry analysts estimate that in britain alone \$36 billion a year of consumer spending could be influenced by online reviews a cma spokeswoman said "millions of people look at online reviews and endorsements before making decisions such as where to stay on holiday or which plumber to use" she added "we have found that consumers who use online reviews and endorsements find them valuable but we have also heard about some practices that may be unlawful" some of the more illegal activity includes rival companies posting negative remarks about each other's goods and services bosses could face going to prison for doing this

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1506/150621-online-reviews.html>

A consumer watchdog in the UK has reported that many Internet sites are full of fake reviews. The UK's Competition and Market Authority (CMA) believes there are millions of reviews on sites for hotels, restaurants, theatres and online stores that have been paid for to trick shoppers. It said at least 25 million people in Britain read reviews on websites such as Amazon and TripAdvisor before booking holidays or doing online shopping. The CMA found there was a growth in the industry that writes fake reviews for companies and businesses. Many companies wrote fake reviews about themselves as a marketing tool. Others offered money, free samples or upgrades in exchange for five-star reviews. Online reviews are very important to businesses. Industry analysts estimate that in Britain alone, \$36 billion a year of consumer spending could be influenced by online reviews. A CMA spokeswoman said: "Millions of people look at online reviews and endorsements before making decisions such as where to stay on holiday or which plumber to use." She added: "We have found that consumers who use online reviews and endorsements find them valuable, but we have also heard about some practices that may be unlawful." Some of the more illegal activity includes rival companies posting negative remarks about each other's goods and services. Bosses could face going to prison for doing this.







# 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 online review sites. Share what you discover with your partner(s) in the next lesson.

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

**4. TRIP ADVISOR:** Write a magazine article about the website tripadvisor.com. Include imaginary reviews of something good and something bad.

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 English website reviews. Ask him/her three questions about online reviews. Write a review on the website BreakingNewsEnglish.com. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## TRUE / FALSE (p.4)

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

## SYNONYM MATCH (p.4)

- |                 |                      |
|-----------------|----------------------|
| 1. consumer     | a. shopper           |
| 2. fake         | b. hoax              |
| 3. trick        | c. deceive           |
| 4. growth       | d. increase          |
| 5. marketing    | e. promotional       |
| 6. estimate     | f. roughly calculate |
| 7. influenced   | g. effected          |
| 8. endorsements | h. support           |
| 9. valuable     | i. useful            |
| 10. prison      | j. jail              |

## COMPREHENSION QUESTIONS (p.8)

1. A consumer watchdog
2. Trick them
3. At least 25 million
4. Fake reviews about themselves
5. Five-star reviews
6. \$36 billion
7. A CMA spokeswoman
8. Unlawful ones
9. Rival companies
10. They could go to prison

## 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 ;-)