

Learning objectives for this lesson

Reading for gist and specific information. Reading for more detailed comprehension. Review and extension of the past simple tense from Unit 3 of the Student's Book. Matching words in the text to synonyms and practise with adjectives.

- 1 Students may need a minute to think which year was important for them or their company and why. As students talk, draw attention to any mistakes with the past simple if you have already completed the relevant sections in Unit 3 of the Student's Book.
- 2 Students read the entire article and scan for the key information in order to match the years with the companies and the brands.

Answers

1957	Ford	Edsel
1975	Sony	Betamax
1983	Apple	Lisa
1985	Coca-cola	New Coke
1996	Macdonalds	Arch Deluxe

- 3 Students read for more detail.

Answers

- 1 The name was unpopular, it wasn't stylish and it was badly-designed.
- 2 VHS was more functional and user-friendly.
- 3 Lisa was overpriced and sometimes slow.
- 4 Because Pepsi had a large market share.
- 5 Positive. People liked the new product.
- 6 Single adults with their friends and extra cash.
- 7 Healthy products like salads and fish.

- 4 The words are not in bold in the text but point out that students only need to read individual paragraphs to find the answers.

Answers

2 not stylish	7 cool
3 ugly	8 overpriced
4 badly designed	9 traditional
5 functional	10 sophisticated
6 user-friendly	11 healthy

Follow up with some work on pronunciation of these words as students need to say them in exercise 5.

- 5 Working in pairs, students make sentences using the words in 4. Monitor for correct usage and correct pronunciation.
- 6 Students compare their sentences and you can then round up with a few examples from the whole class.

- 7 Students find words they think might be helpful to them in their own work. If you have time afterwards, ask for a few students to tell the class which words they chose and explain why.
- 8 Students discuss these questions as a class. The overall answer to the first question is that all five companies learned from their mistakes and came back to produce better products that were very successful. With regard to the second question, some students may feel that they can't comment on mistakes their company has made so keep the discussion quite general.