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The 4 page 60 minute ESL British English lesson – 10/02/13

BlackBerry launches Z10 and Q10

Recently BlackBerry launched two new handsets. The Z10 with a touchscreen and the Q10 with a physical keyboard. The new mobile phones, BlackBerry hopes, will resurrect the struggling brand.

Thorsten Heins, CEO of BlackBerry: "We have been on a journey of transformation. It has been one year since I was handed the reins, and it has been challenging, but exhilarating."

The new BlackBerry Z10 offers a 4.2-inch display with a 1280 x 768 pixel resolution. There is 2GB of RAM and 16GB of storage. It has Bluetooth 4.0, a microSD card slot for expanding storage, an 8-megapixel camera and over 70,000 apps. The phones run on an entirely new operating system - BlackBerry 10.

Mr Heins: "The new handsets are for people who are hyper-connected socially and who need balance in both personal and professional lives." He added, "People who want flow, who don't want a home button. BlackBerry 10 will keep them moving."

The new phone offers users a new feature called 'balance' that switches between a personal and business mode – each with its own applications, and settings. Users swipe up, down and across from the sides of the screen to access menus and navigate to the BlackBerry hub. The handsets most powerful feature called 'peek' allows users to see their email and other messages by swiping from the left of the screen.

The BlackBerry Z10 looks much like a Samsung Galaxy SIII or an Apple iPhone 5. The new BlackBerry though could well be the start of the resurrection of the brand that in recent years has lost ground to its competitors.

SPEAKING

What do you know about BlackBerrys? Go round the room swapping details with others.

LISTENING – WRITING - DICTATION

The teacher will read some lines of the article slowly to the class.

READING

Students should now read the article aloud, swapping readers every paragraph.

SPEAKING - UNDERSTANDING

1) The article – Students check any unknown vocabulary or phrases with the teacher.

2) The article - Students should look through the article with the teacher.

- 1) What is the article about?
- 2) What do you think about the article?
- 3) Was this an easy or difficult article to understand?
- 4) Was this a boring or interesting article?
- 5) Discuss the article

3) Article quiz - Students quiz each other in pairs. Score a point for each correct answer. Score half a point each time you have to look at the article for help. See who can get the highest score!

Student A questions

- 1) Name the manufacturer of the new phones.
- 2) Who are the competitors?
- 3) How big is the screen?
- 4) Who have lost ground to whom?
- 5) What is the 'balance' feature?

Student B questions

- 1) Name the CEO.
- 2) Sum up what the CEO said!
- 3) Explain the new feature called 'peek'.
- 4) Name two other technical features on the new Z10 phone.
- 5) What looks like what?

Category: Technology / BlackBerry / Business
Level: Intermediate / Upper Intermediate

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WRITING / SPEAKING

In pairs. On the board write as many words as you can to do with '**BlackBerry**'. *One-two minutes.* Compare with other teams. Using your words compile a short dialogue together.

WRITING / SPEAKING

BlackBerry launches Z10 and Q10 - *In pairs* choose three things from the article.

Write them below.

- 1) _____
- 2) _____
- 3) _____

Add three similar ideas of your own. Discuss together.

- 1) _____
- 2) _____
- 3) _____

The teacher will choose some pairs to discuss their findings in front of the class.

WRITING / SPEAKING

In pairs, think of as many types of tech gadgets as you can. List them on the board. *One-two minutes.* Which do you prefer?

The teacher will choose some students to read out their work to the class.

DISCUSSION

Student A questions

- 1) Did the headline make you want to read the article?
- 2) Would you like one of the new BlackBerrys?
- 3) What type of phone do you use? Why?
- 4) What makes BlackBerry so attractive?
- 5) Do you prefer a small phone or a tablet?
- 6) How many of your friends have a BlackBerry, a Samsung Galaxy SIII or an Apple iPhone 5?
- 7) What is wrong with just owning a bog standard cheap mobile phone?
- 8) What happened to just owning an ordinary desktop computer?
- 9) Will the new BlackBerry help its makers to resurrect themselves?
- 10) Have you learnt anything in today's English lesson?

SPEAKING – ROLEPLAY 1

In groups. One of you is the interviewer. The others are one of the following people. You are in the BBC Technology TV studio. Today's interview is: *BlackBerry launches Z10 and Q10.*

- 1) A BlackBerry user
- 2) Thorsten Heins
- 3) Someone with another product
- 4) A gadget geek

The teacher will choose some groups to roleplay their interview in front of the class.

SPEAKING - ROLEPLAY 2

In pairs. You are at the launch of the new BlackBerry handsets. You meet a friend there. Start a conversation about *the new BlackBerry handsets*. *5 mins.*

SPEAKING - ROLEPLAY 3

In pairs. Discuss the differences between the new BlackBerry handsets, Apple's iPhone 5 and the Samsung Galaxy SIII, plus any other similar gadgets. *5 mins.*

SPEAKING - DISCUSSION

Allow 10 minutes – As a class.

The latest gadgets, tablets and handsets...

The teacher can moderate the session.

DISCUSSION

Student B questions

- 1) What do you think about what you've read?
- 2) Do you own a BlackBerry?
- 3) Would you prefer a BlackBerry Z10 or a BlackBerry Q10? Explain.
- 4) Why is the new BlackBerry launch so important in the tech market today?
- 5) What advantages do BlackBerry's rivals have over it?
- 6) How does the new BlackBerry compare to its rivals?
- 7) Has BlackBerry simply copied its rivals' designs?
- 8) What features do you like on your mobile phone? Why?
- 9) Has this been a difficult lesson in English for you to understand?
- 10) Did you like this discussion?

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GAP FILL: READING

BlackBerry launches Z10 and Q10

Recently (1)___ launched two new (2)___ . The Z10 with a (3)___ and the Q10 with a physical keyboard. The new mobile phones, BlackBerry hopes, will resurrect the struggling (4)___ .

Thorsten Heins, CEO of BlackBerry: "We have been on a journey of (5)___ . It has been one year since I was handed the (6)___ , and it has been challenging, but exhilarating."

The new BlackBerry Z10 offers a 4.2-inch (7)___ with a 1280 x 768 pixel resolution. There is 2GB of RAM and 16GB of storage. It has Bluetooth 4.0, a microSD card slot for expanding storage, an 8-megapixel camera and over 70,000 (8)___ . The phones run on an entirely new operating system - BlackBerry 10.

touchscreen / handsets / reins / BlackBerry / transformation / display / apps / brand

Mr Heins: "The new handsets are for people who are hyper-connected (1)___ and who need balance in both personal and professional lives." He added, "People who want flow, who don't want a home button. BlackBerry 10 will keep them moving."

The new phone offers users a new feature called '(2)___' that switches between a personal and business mode – each with its own (3)___ , and settings. Users swipe up, down and across from the sides of the (4)___ to access (5)___ and (6)___ to the BlackBerry hub. The handsets most powerful feature called 'peek' allows users to see their email and other messages by swiping from the left of the screen.

The BlackBerry Z10 looks much like a Samsung Galaxy SIII or an Apple iPhone 5. The new BlackBerry though could well be the start of the (7)___ of the brand that in recent years has lost ground to its (8)___ .

balance / competitors / screen / navigate resurrection / applications / socially / menus

GAP FILL: GRAMMAR

BlackBerry launches Z10 and Q10

Recently BlackBerry launched two new handsets. The Z10 with (1)___ touchscreen and the Q10 with a physical keyboard. The new mobile phones, BlackBerry hopes, will resurrect the struggling brand.

Thorsten Heins, CEO of BlackBerry: "(2)___ have been on a journey (3)___ transformation. It has been one year since I was handed the reins, and it has been challenging, (4)___ exhilarating."

(5)___ new BlackBerry Z10 offers a 4.2-inch display with a 1280 x 768 pixel resolution. There is 2GB of RAM and 16GB of storage. It has Bluetooth 4.0, a microSD card slot (6)___ expanding storage, an 8-megapixel camera (7)___ over 70,000 apps. The phones run (8)___ an entirely new operating system - BlackBerry 10.

but / and / the / for / a / on / of / we

Mr Heins: "The new handsets are for people who are hyper-connected socially and who need balance in both personal and professional lives." He added, "People who want flow, who don't want a home button. BlackBerry 10 will keep (1)___ moving."

The new phone offers users a new feature called 'balance' that switches between a personal and business mode – each (2)___ its own applications, and settings. Users swipe up, down and across from the sides of the screen to access menus and navigate to the BlackBerry hub. The handsets (3)___ powerful feature called 'peek' allows users to see (4)___ email and (5)___ messages by swiping from the left of the screen.

The BlackBerry Z10 looks much like a Samsung Galaxy SIII or an Apple iPhone 5. The new BlackBerry (6)___ (7)___ well be the start of the resurrection of the brand (8)___ in recent years has lost ground to its competitors.

most / that / with / though / them / their / could / other

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GAP FILL: LISTENING

BlackBerry launches Z10 and Q10

Recently BlackBerry launched _____. The Z10 with a touchscreen and the Q10 with a physical keyboard. The new mobile phones, BlackBerry hopes, will resurrect _____.

Thorsten Heins, CEO of BlackBerry: "We have been on a journey of transformation. It has been one year since I was handed the reins, and it has been challenging, _____."

The new BlackBerry Z10 offers a 4.2-inch display with a 1280 x 768 pixel resolution. There is 2GB of RAM and 16GB of storage. It has Bluetooth 4.0, a microSD card slot _____, an 8-megapixel camera and over 70,000 apps. The phones run on an entirely _____ - BlackBerry 10.

Mr Heins: "The new handsets are for people who are _____ and who need balance in both personal and professional lives." He added, "People who want flow, who don't want a home button. BlackBerry 10 will _____."

The new phone offers users a new feature called 'balance' that switches between a personal and business mode – each with its own applications, and settings. Users swipe up, _____ the sides of the screen to access menus and navigate to the BlackBerry hub. The handsets most powerful feature called 'peek' allows users to see their email and other messages by swiping from the _____.

The BlackBerry Z10 looks much like a Samsung Galaxy SIII or an Apple iPhone 5. The new BlackBerry though could well be the start of the resurrection of the brand that in recent years has lost ground _____.

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WRITING/SPELLING

WRITING / SPEAKING

1) On the board - *In pairs*, write as many words about **Gadgets** as you can! *One-two minutes*. Compare with other teams. Using your words compile a short dialogue together.

2) Sentence starters - Finish these sentence starters. Correct your mistakes. Compare what other people have written.

- 1) The iPhone _____
- 2) BlackBerry _____
- 3) I like _____

3) Homework - Write and send a 200 word email to your teacher about: **BlackBerry launches Z10 and Q10**. Your email can be read out in class.

GAP FILL READING

- 1) BlackBerry
- 2) handsets
- 3) touchscreen
- 4) brand
- 5) transformation
- 6) reins
- 7) display
- 8) apps

ANSWERS

- 1) socially
- 2) balance
- 3) applications
- 4) screen
- 5) menus
- 6) navigate
- 7) resurrection
- 8) competitors

SPELLING

The teacher will ask the class individually to spell the following words that are in the article. Afterwards check your answers.

- 1) socially
- 2) feature
- 3) personal
- 4) mode
- 5) business
- 6) applications
- 7) users
- 8) access
- 9) menus
- 10) navigate

SPELLING

Use the following ratings:

Pass = 12
Good = 15
Very good = 18
Excellent = 20

- 11) BlackBerry
- 12) handsets
- 13) though
- 14) could
- 15) resurrection
- 16) competitors
- 17) physical
- 18) keyboard
- 19) transformation
- 20) journey

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