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The 4 page 60 minute ESL British English lesson – 15/07/14

E-books to outsell printed books in UK by 2018

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The UK consumer e-book market, which excludes professional and educational books – is forecast to almost triple from £380m to £1bn over the next four years. Over the same period PwC predicts sales of printed editions will fall by more than a third to £912m as the UK's reading habits become dominated by tablets. PwC expect 50% of the UK to own an iPad, Kindle or a similar device by 2018.

Nigel Newton, the Chief Executive of Bloomsbury said recently, "E-books have been a force for good for authors and publishers. We can now reach a worldwide market 24 hours a day, seven days a week – everywhere there is a mobile telephone and credit card usage. It has hugely opened up the market for us beyond that which could not be reached only by bookshops. We live in a golden age of reading, where more recent works are consumed than at any time in history through digital delivery."

Newton added that while e-books might represent a quarter of literary fiction sold, Westerns, sci-fi and romance account for well over 50% of sales sold in e-book form.

The rise in Amazon and the Kindle is transforming UK publishing institutions, which are being forced to seek new ways of revenue as traditional bookshops close. Other reading devices include Apple's iPad and WHSmith's Kobo.

SPEAKING – WARM UP

Think of three things about e-books. 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 country.
- 2) What might happen by 2018?
- 3) Who is PwC?
- 4) What does 'golden age of reading' mean?
- 5) What is 'digital delivery'?

Student B questions

- 1) What is an e-book?
- 2) Who is Nigel Newton?
- 3) What is a 'Kindle'?
- 4) What is 'Amazon'?
- 5) What is 'an iPad'?

**Category: Books / E-books / Reading
Intermediate / Upper Intermediate**

E-books to outsell printed books in UK by 2018 – 15th July 2014

WRITING / SPEAKING

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

WRITING / SPEAKING

In pairs – Each of you writes down your favourite three fictional books. Discuss together.

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

You then add three of your favourite authors. Discuss together.

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

Add three books each that you read recently. Briefly talk about them.

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

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

DISCUSSION

Student A questions

- 1) Did the headline make you want to read the article?
- 2) What book are you reading right now?
- 3) How often do you read a book?
- 4) Do you prefer a printed book or an e-book?
- 5) Do many people read e-books in your country?
- 6) Do women read more e-books than men?
- 7) What do women prefer to read more of?
- 8) What do men prefer to read more of?
- 9) Who is the biggest publishing house in your country?
- 10) Have you learnt anything in today's English lesson?

SPEAKING – ROLEPLAY 1

In groups. One of you is the interviewer. There are up to four guests who all work the night shift. You are in the *Radio London* studio. Today's interview is: *E-books to outsell printed books by 2018.* 10 mins.

- 1) Someone who prefers a printed book.
- 2) Someone who prefers a digital device to read a book.
- 3) Nigel Newton.
- 4) A publisher.

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

SPEAKING - ROLEPLAY 2

In pairs. Student A prefers to read a printed book. Student B prefers to read a digital version of a book. 5 mins.

SPEAKING – DISCUSSION

Allow 10 minutes – As a class.

E-books to outsell printed books
Compare the UK / In your country / Nearby countries / Worldwide digital sales of books

The teacher can moderate the session.

DISCUSSION

Student B questions

- 1) What do you think about what you've read?
- 2) Do e-books threaten bookshop sales?
- 3) Do e-books threaten bookshops?
- 4) Have you read any books in digital form?
- 5) Do you own a kindle or other such device?
- 6) How do digital devices help the sales of books?
- 7) Do you prefer the old fashioned book in your hand?
- 8) Do you ever visit your public library to borrow a book to read?
- 9) Has this been a difficult lesson for you to understand?
- 10) Did you like this discussion?

GAP FILL: READING

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The UK (3)___ e-book market, which excludes professional and educational books – is forecast to almost triple from £380m to £1bn over the next four years. Over the same (4)___ PwC predicts sales of (5)___ editions will fall by more than a third to £912m as the UK's reading (6)___ become dominated by tablets. PwC expect 50% of the UK to own an iPad, Kindle or a similar device by 2018.

Nigel Newton, the Chief Executive of Bloomsbury said recently, "(7)___ have been a force for good for authors and (8)___.

publishers / e-books / consumer / sales / period / decline / printed / habits

We can now reach a (1)___ market 24 hours a day, seven days a week – everywhere there is a mobile telephone and credit card (2)__. It has hugely opened up the market for us beyond that which could not be reached only by (3)__. We live in a golden age of reading, where more recent works are consumed than at any time in history through (4)___ delivery."

Newton added that while e-books might represent a (5)___ of literary (6)___ sold, Westerns, sci-fi and romance account for well over 50% of sales sold in e-book form.

The rise in Amazon and the Kindle is transforming UK publishing institutions, which are being forced to seek new ways of (7)___ as traditional bookshops close. Other reading (8)___ include Apple's iPad and WHSmith's Kobo.

bookshops / usage / fiction / digital / revenue / devices / worldwide / quarter /

GAP FILL: GRAMMAR

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of / by / in / as / for / the / or / a

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Newton added that (6)___ e-books might represent a quarter of literary fiction sold, Westerns, sci-fi and romance account for well over 50% of sales sold in e-book form.

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which / other / only / where / while / that / could / than

GAP FILL: LISTENING

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WRITING/SPELLING

GAME / WRITING / SPEAKING

1) On the board – Guess the author? - In two teams - Think of 10 famous books and their authors. Once you have this write them in mixed up order on the board – 1 to 10 / A to J. The other team has to guess who wrote what! Swap over. See who scores more! 1 point per correct answer. 5 mins.

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

- 1) I read _____
- 2) I am reading _____
- 3) E-books _____

3) Homework - Write and send a 200 word email to your teacher about: **E-books v printed books in my country.** Your email can be read out in class.

GAP FILL READING

- 1) sales
- 2) decline
- 3) consumer
- 4) period
- 5) printed
- 6) habits
- 7) e-books
- 8) publishers

ANSWERS

- 1) worldwide
- 2) usage
- 3) bookshops
- 4) digital
- 5) quarter
- 6) fiction
- 7) revenue
- 8) devices

SPELLING

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

- 1) consumer
- 2) authors
- 3) publishers
- 4) worldwide
- 5) triple
- 6) while
- 7) decline
- 8) which
- 9) professional
- 10) educational

SPELLING

Use the following ratings:

Pass = 12

Good = 15

Very good = 18

Excellent = 20

- 11) editions
- 12) predicts
- 13) habits
- 14) force
- 15) worldwide
- 16) usage
- 17) beyond
- 18) could
- 19) revenue
- 20) devices

E-books to outsell printed books in UK by 2018 – *15th July 2014*