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## **Level 6**

### **'World of Warcraft' loses 2 million players**

**29th July, 2013**

[http://www.breakingnewsenglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.breakingnewsenglish.com/1307/130729-world_of_warcraft.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/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

"World of Warcraft" (WoW), one of the world's favourite online games, has reported big losses in its subscriber base. Over 600,000 players have left the game in the past three months. The exodus has seen almost two million subscriptions ended in 2013. At the start of the year, Activision Blizzard, owners of the game, boasted a healthy 9.6 million subscribers. That figure is now 7.7 million. Despite the huge decline, it is still easily the world's most popular massively multiplayer online role-playing game (MMORPG). Analysts are saying the drop is due to fierce competition from hugely popular multiplayer online battle arena (MOBA) games like "League of Legends," which has 12 million active daily players.

Despite the downturn in the fortunes of WoW, Activision is pushing ahead to provide the company with greater independence. Bobby Kotick, CEO of Activision Blizzard, is spearheading an \$8.2 billion buyout to be the majority shareholder once again. He wants to buy 429 million of the company's shares back from French telecoms and entertainment giant Vivendi. The French company currently holds a 61 per cent controlling stake in Activision, which would fall to just 12 per cent if the acquisition is successful. Mr Kotick, who has been Activision CEO since 1991, is a strong believer in the future of online subscriptions. He oversaw the success of WoW and another Activision smash hit, "Call Of Duty".

Sources: <http://www.ft.com/intl/cms/s/0/23640708-f59e-11e2-94e9-00144feabdc0.html#axzz2aEovkdKm>  
<http://news.sky.com/story/1120865/world-of-warcraft-loses-600000-subscribers>  
<http://www.ibtimes.com/wow-world-warcraft-subscribers-down-77-million-could-league-legends-dota-2-be-blame-1361025>

# WARM-UPS

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

**2. CHAT:** In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

*online games / big losses / subscribers / exodus / boasted / huge decline / role-playing / downturn / independence / shareholder / entertainment giant / acquisition / success*

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

**3. ONLINE GAMES:** What new online games could you make? Complete this table with your partner(s). Change partners often and share what you wrote.

About...	Game name	Details of game
fruit		
English		
fashion		
iPads		
royal babies		
the color black		

**4. BAD FOR YOU:** Students A **strongly** believe computer games are bad for us; Students B **strongly** believe otherwise. Change partners again and talk about your conversations.

**5. GAMES:** Rank these and share your rankings with your partner. Put the best at the top. Change partners often and share your rankings.

- online games
- board games
- card games
- playground games
- arcade / casino games
- quiz games
- learning games
- runaround games

**6. ROLE PLAYING:** Spend one minute writing down all of the different words you associate with the word 'role playing'. 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/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

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

- |   |       |
|---|-------|
| a. A popular game has lost 2 million players in the past three months.  | T / F |
| b. Earlier this year, the game had over 10 million subscribers.         | T / F |
| c. The game is still the world's most popular game of its kind.         | T / F |
| d. A multiplayer online battle arena game has 12 million daily players. | T / F |
| e. The company that made World of Warcraft wants to buy more shares.    | T / F |
| f. The company wants to spend \$429 million on a buyout.                | T / F |
| g. The World of Warcraft CEO has held that position for over 20 years.  | T / F |
| h. The CEO is pessimistic about the future of online subscriptions.     | T / F |

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

- |                 |                   |
|-----------------|-------------------|
| 1. online       | a. enormous       |
| 2. base         | b. managed        |
| 3. exodus       | c. circumstances  |
| 4. huge         | d. foundation     |
| 5. fierce       | e. share          |
| 6. fortunes     | f. cutthroat      |
| 7. spearheading | g. Internet       |
| 8. stake        | h. purchase       |
| 9. acquisition  | i. mass departure |
| 10. oversaw     | j. leading        |

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

- |                                    |                            |
|------------------------------------|----------------------------|
| 1. big losses in its               | a. 9.6 million subscribers |
| 2. boasted a healthy               | b. giant                   |
| 3. it is still easily the          | c. (MOBA) games            |
| 4. the drop is due to              | d. in the fortunes         |
| 5. multiplayer online battle arena | e. ahead                   |
| 6. Despite the downturn            | f. world's most popular    |
| 7. pushing                         | g. subscriber base         |
| 8. spearheading an                 | h. is successful           |
| 9. telecoms and entertainment      | i. fierce competition      |
| 10. if the acquisition             | j. \$8.2billion buyout     |

# GAP FILL

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

"World of Warcraft" (WoW), one of the world's favourite online games, has reported big (1) \_\_\_\_\_ in its subscriber base. Over 600,000 players have left the game in the past three months. The (2) \_\_\_\_\_ has seen almost two million subscriptions ended in 2013. At the start of the year, Activision Blizzard, owners of the game, (3) \_\_\_\_\_ a healthy 9.6 million subscribers. That figure is now 7.7 million. Despite the (4) \_\_\_\_\_ decline, it is still easily the world's most popular massively (5) \_\_\_\_\_ online role-playing game (MMORPG). Analysts are saying the drop is due to (6) \_\_\_\_\_ competition from (7) \_\_\_\_\_ popular multiplayer online battle arena (MOBA) games like "League of Legends," which has 12 million (8) \_\_\_\_\_ daily players.

*hugely*  
*boasted*  
*active*  
*losses*  
*huge*  
*fierce*  
*exodus*  
*multiplayer*

Despite the (9) \_\_\_\_\_ in the fortunes of WoW, Activision is pushing ahead to provide the company with greater independence. Bobby Kotick, CEO of Activision Blizzard, is (10) \_\_\_\_\_ an \$8.2billion buyout to be the (11) \_\_\_\_\_ shareholder once again. He wants to buy 429 million of the company's shares back from French telecoms and entertainment (12) \_\_\_\_\_ Vivendi. The French company currently holds a 61 per cent (13) \_\_\_\_\_ stake in Activision, which would fall to just 12 per cent if the (14) \_\_\_\_\_ is successful. Mr Kotick, who has been Activision CEO since 1991, is a (15) \_\_\_\_\_ believer in the future of online subscriptions. He oversaw the success of WoW and another Activision (16) \_\_\_\_\_ hit, "Call Of Duty".

*giant*  
*spearheading*  
*strong*  
*smash*  
*downturn*  
*controlling*  
*majority*  
*acquisition*

# LISTENING – Guess the answers. Listen to check

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

- 1) reported big losses in its \_\_\_\_\_
  - a. subscriber paste
  - b. subscriber base
  - c. subscriber bases
  - d. subscriber baste
- 2) owners of the game boasted \_\_\_\_\_ subscribers
  - a. a healthful 9.6 million
  - b. a health 9.6 million
  - c. a healthy 9.6 million
  - d. an unhealthy 9.6 million
- 3) it is still easily the world's most popular massively multiplayer \_\_\_\_\_
  - a. online role-played game
  - b. online roll-players game
  - c. online roll-playing game
  - d. online role-playing game
- 4) Analysts are saying the drop is due \_\_\_\_\_
  - a. to fierce competition
  - b. to farce competition
  - c. to farcical competition
  - d. to fiercely competition
- 5) ... like "League of Legends," which has 12 million \_\_\_\_\_
  - a. active daily players
  - b. active daytime players
  - c. active day players
  - d. active dally players
- 6) Despite the downturn in \_\_\_\_\_
  - a. the fortunes of WoW
  - b. the four tunes of WoW
  - c. the fight tunes of WoW
  - d. the fort dunes of WoW
- 7) pushing ahead to provide the company \_\_\_\_\_
  - a. with greater independence
  - b. with greater interdependence
  - c. with greater independent
  - d. with greater interdependently
- 8) spearheading an \$8.2billion buyout to be \_\_\_\_\_
  - a. the major ratty shareholder
  - b. the minority shareholder
  - c. the minor ratty shareholder
  - d. the majority shareholder
- 9) back from French telecoms and entertainment \_\_\_\_\_
  - a. monster Vivendi
  - b. colossus Vivendi
  - c. titan Vivendi
  - d. giant Vivendi
- 10) a strong believer in the future \_\_\_\_\_
  - a. for online subscriptions
  - b. of online subscriptions
  - c. if online subscriptions
  - d. from online subscriptions

# LISTENING – Listen and fill in the gaps

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

"World of Warcraft" (WoW), (1) \_\_\_\_\_ favourite online games, has reported big losses in (2) \_\_\_\_\_. Over 600,000 players have left the game in the past three months. The exodus has seen almost two million subscriptions ended in 2013. At the start of the year, Activision Blizzard, owners of the game, (3) \_\_\_\_\_ 9.6 million subscribers. That figure is now 7.7 million. Despite the huge decline, it is still easily the world's (4) \_\_\_\_\_ multiplayer online role-playing game (MMORPG). Analysts are saying (5) \_\_\_\_\_ competition from hugely popular multiplayer online battle arena (MOBA) games like "League of Legends," which has 12 (6) \_\_\_\_\_.

Despite the (7) \_\_\_\_\_ fortunes of WoW, Activision is pushing ahead to provide the company with greater independence. Bobby Kotick, CEO of Activision Blizzard, (8) \_\_\_\_\_ \$8.2billion buyout to be (9) \_\_\_\_\_ once again. He wants to buy 429 million of the company's shares back from French telecoms and entertainment giant Vivendi. The French company (10) \_\_\_\_\_ per cent controlling stake in Activision, which would fall to just 12 per cent if the (11) \_\_\_\_\_. Mr Kotick, who has been Activision CEO since 1991, is (12) \_\_\_\_\_ the future of online subscriptions. He oversaw the success of WoW and another Activision smash hit, "Call Of Duty".

# COMPREHENSION QUESTIONS

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

1. When did World of Warcraft lose 600,000 subscribers?

---

2. How many subscribers were there at the start of 2013?

---

3. Where does the game rank among MMORPGs?

---

4. Why do experts think the drop in popularity happened?

---

5. How often do 12 million players play "League of Legends"?

---

6. What is Activision pushing for?

---

7. What is Bobby Kotick spearheading?

---

8. How many shares does Kotick want to buy?

---

9. How much of Activision would Vivendi own after the buyout?

---

10. When did Bobby Kotick become Activision CEO?

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# MULTIPLE CHOICE - QUIZ

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

1. When did World of Warcraft lose 600,000 subscribers?
  - a) yesterday
  - b) a few days ago
  - c) last week
  - d) the past 3 months
2. How many subscribers were there at the start of 2013?
  - a) a billion
  - b) nearly 9,600,000
  - c) just over 10 million
  - d) 9,873,201
3. Where does the game rank among MMORPGs?
  - a) near the top
  - b) second
  - c) in the middle now
  - d) the world's most popular
4. Why do experts think the drop in popularity happened?
  - a) poor management
  - b) better technology
  - c) competition
  - d) increased iPad sales
5. How often do 12 million players play "League of Legends"?
  - a) non-stop
  - b) twice every three days
  - c) once in a blue moon
  - d) every day
6. What is Activision pushing for?
  - a) new titles
  - b) a greater market share
  - c) to be more independent
  - d) stronger copyright laws
7. What is Bobby Kotick spearheading?
  - a) a buyout
  - b) a sales drive
  - c) education via gaming
  - d) professional development
8. How many shares does Kotick want to buy?
  - a) 4.29 million
  - b) 492,000,000
  - c) 429,000,000
  - d) 14.29 million
9. How much of Activision would Vivendi own after the buyout?
  - a) 20%
  - b) 12%
  - c) nothing
  - d) 49%
10. When did Bobby Kotick become Activision CEO?
  - a) 1991
  - b) 2001
  - c) 2011
  - d) this year

# ROLE PLAY

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

## **Role A – Online games**

You think online games are best. Tell the others three reasons why. Tell them things that are wrong with their games. Also, tell the others which is the worst of these (and why): card games, quiz games or runaround games.

## **Role B – Card games**

You think card games are best. Tell the others three reasons why. Tell them things that are wrong with their games. Also, tell the others which is the worst of these (and why): online games, quiz games or runaround games.

## **Role C – Quiz games**

You think quiz games are best. Tell the others three reasons why. Tell them things that are wrong with their games. Also, tell the others which is the worst of these (and why): card games, online games or runaround games.

## **Role D – Runaround games**

You think runaround games are best. Tell the others three reasons why. Tell them things that are wrong with their games. Also, tell the others which is the worst of these (and why): card games, quiz games or online games.

# AFTER READING / LISTENING

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

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

<b>war</b>	<b>craft</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>• reported</li><li>• past</li><li>• start</li><li>• figure</li><li>• drop</li><li>• daily</li></ul>	<ul style="list-style-type: none"><li>• pushing</li><li>• majority</li><li>• back</li><li>• 61</li><li>• successful</li><li>• hit</li></ul>
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# ONLINE GAMING SURVEY

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

Write five GOOD questions about online gaming 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 GAMING DISCUSSION

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

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'gaming'?
- c) How important are online games in your life?
- d) What is the attraction of playing computer games?
- e) Which are better – single-player or multi-player games?
- f) What do you know about "World of Warcraft"?
- g) What's your favourite game, and why?
- h) What was the first game you played, and what do you think of it now?
- i) Do you spend too long playing games?
- j) Is online gaming good for you?

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# ONLINE GAMING DISCUSSION

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

- a) Did you like reading this article? Why/not?
- b) What games do you subscribe to?
- c) How addictive are games? Is this a problem?
- d) Is playing online games better than playing runaround games / sport?
- e) How can companies make games better?
- f) Are online games a good way of making friends?
- g) What do you think games will be like in 50 years' time?
- h) Which game character would you like to be?
- i) How do you feel when you play online games?
- j) What questions would you like to ask Activision CEO Bobby Kotick?

# 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. \_\_\_\_\_

# MULTIPLE CHOICE - LANGUAGE

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

"World of Warcraft" (WoW), one of the world's favourite online games, has (1) \_\_\_\_\_ big losses in its subscriber (2) \_\_\_\_\_. Over 600,000 players have left the game in the past three months. The exodus has (3) \_\_\_\_\_ almost two million subscriptions ended in 2013. At the start of the year, Activision Blizzard, owners of the game, (4) \_\_\_\_\_ a healthy 9.6 million subscribers. That figure is now 7.7 million. Despite the huge decline, it is still easily the world's most popular (5) \_\_\_\_\_ multiplayer online role-playing game (MMORPG). Analysts are saying the drop is due to (6) \_\_\_\_\_ competition from hugely popular multiplayer online battle arena (MOBA) games like "League of Legends," which has 12 million active daily players.

Despite the downturn in the fortunes of WoW, Activision is (7) \_\_\_\_\_ ahead to provide the company with greater independence. Bobby Kotick, CEO of Activision Blizzard, is (8) \_\_\_\_\_ an \$8.2 billion buyout to be the majority shareholder once again. He wants to buy 429 million of the company's shares back from French telecoms and entertainment (9) \_\_\_\_\_ Vivendi. The French company currently holds a 61 per cent controlling (10) \_\_\_\_\_ in Activision, which would fall to just 12 per cent if the acquisition is successful. Mr Kotick, who has been Activision CEO since 1991, is a (11) \_\_\_\_\_ believer in the future of online subscriptions. He oversaw the success of WoW and another Activision (12) \_\_\_\_\_ hit, "Call Of Duty".

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

- |     |                 |                  |                |                  |
|-----|-----------------|------------------|----------------|------------------|
| 1.  | (a) reported    | (b) reporting    | (c) reporters  | (d) reportedly   |
| 2.  | (a) basic       | (b) basics       | (c) base       | (d) basing       |
| 3.  | (a) watched     | (b) looked       | (c) seen       | (d) viewed       |
| 4.  | (a) boosted     | (b) basted       | (c) bested     | (d) boasted      |
| 5.  | (a) massively   | (b) hugely       | (c) incredibly | (d) unbelievably |
| 6.  | (a) force       | (b) fierce       | (c) farce      | (d) fleece       |
| 7.  | (a) dashing     | (b) pulling      | (c) piling     | (d) pushing      |
| 8.  | (a) headhunting | (b) spearheading | (c) ongoing    | (d) undermining  |
| 9.  | (a) creature    | (b) giant        | (c) beast      | (d) monstrosity  |
| 10. | (a) streak      | (b) steak        | (c) strike     | (d) stake        |
| 11. | (a) muscular    | (b) intense      | (c) strong     | (d) rugged       |
| 12. | (a) break       | (b) smash        | (c) strike     | (d) crush        |

# SPELLING

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

## Paragraph 1

1. big losses in its erurbbiscs base
2. the sxudoe
3. tadseob a healthy 9.6 million
4. svmseiayl multiplayer online role-playing game
5. the drop is due to eicrfe competition
6. uylehg popular

## Paragraph 2

7. Despite the downturn in the soefutnr of WoW.
8. greater ecneepndndei
9. apinahesedrg an \$8.2billion buyout
10. a 61 per cent nogllircotn stake in Activision
11. if the antcsioqiiu is successful
12. a strong veiblere in the future of online



# PUT THE TEXT BACK TOGETHER

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

**Number these lines in the correct order.**

- ( ) the huge decline, it is still easily the world's most popular massively multiplayer online role-
- ( **1** ) "World of Warcraft" (WoW), one of the world's favourite online games, has reported big losses in
- ( ) playing game (MMORPG). Analysts are saying the drop is due to fierce competition from hugely popular multiplayer online battle
- ( ) Despite the downturn in the fortunes of WoW, Activision is pushing ahead to provide the company
- ( ) its subscriber base. Over 600,000 players have left the game in the past three months. The exodus
- ( ) with greater independence. Bobby Kotick, CEO of Activision Blizzard, is spearheading an \$8.2billion
- ( ) oversaw the success of WoW and another Activision smash hit, "Call Of Duty".
- ( ) buyout to be the majority shareholder once again. He wants to buy 429 million of the company's shares back from French telecoms
- ( ) arena (MOBA) games like "League of Legends," which has 12 million active daily players.
- ( ) and entertainment giant Vivendi. The French company currently holds a 61 per cent controlling stake
- ( ) has seen almost two million subscriptions ended in 2013. At the start of the year, Activision Blizzard, owners
- ( ) in Activision, which would fall to just 12 per cent if the acquisition is successful. Mr Kotick, who
- ( ) of the game, boasted a healthy 9.6 million subscribers. That figure is now 7.7 million. Despite
- ( ) has been Activision CEO since 1991, is a strong believer in the future of online subscriptions. He

# PUT THE WORDS IN THE RIGHT ORDER

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

1. games online favourite world's the of One.

---

2. losses big Reported base subscriber its in.

---

3. It the easily popular still most is world's.

---

4. competition fierce to due is drop The.

---

5. multiplayer battle games Popular online arena.

---

6. billion Activision an spearheading \$8.2 buyout is.

---

7. again once shareholder majority the be To.

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8. million back of the Buy company's 429 shares.

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9. if is Just cent acquisition per the successful 12.

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10. believer future subscriptions strong the online A in of.

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# CIRCLE THE CORRECT WORD (20 PAIRS)

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

"World of Warcraft" (WoW), one of the world's favourite online games, has *reported / reportedly* big losses in its subscriber *basics / base*. Over 600,000 players have left the game in the past three months. The *immigration / exodus* has seen almost two million subscriptions ended in 2013. At the start of the year, Activision Blizzard, owners of the game, *boosted / boasted* a *healthy / health* 9.6 million subscribers. That figure is now 7.7 million. Despite the huge *decline / recline*, it is still easily the world's most popular *massively / missive* multiplayer online role-playing game (MMORPG). Analysts are saying the *drip / drop* is due to *fierce / farcical* competition from hugely popular multiplayer online battle *stadium / arena* (MOBA) games like "League of Legends," which has 12 million active daily players.

Despite the *downsize / downturn* in the fortunes of WoW, Activision is *pushing / pulling* ahead to provide the company with *greater / greatly* independence. Bobby Kotick, CEO of Activision Blizzard, is *headhunting / spearheading* an \$8.2billion buyout to be the majority shareholder *twice / once* again. He wants to buy 429 million of the company's shares back from French telecoms and entertainment *gigantic / giant* Vivendi. The French company currently *holds / holding* a 61 per cent controlling stake in Activision, which would *fail / fall* to just 12 per cent if the acquisition is successful. Mr Kotick, who has been Activision CEO since 1991, is a strong *believer / belief* in the future of online subscriptions. He oversaw the success of WoW and another Activision *smash / smashed* hit, "Call Of Duty".

**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/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

"W\_rld \_f W\_rcr\_ft" (W\_W), \_n\_ \_f th\_ w\_rld's f\_v\_r\_t \_nl\_n g\_m\_s, h\_s r\_p\_rt\_d b\_g l\_ss\_s \_n \_ts s\_bscr\_b\_r b\_s\_. \_v\_r 600,000 pl\_y\_rs h\_v\_ l\_ft th\_ g\_m\_ \_n th\_ p\_st thr\_\_ m\_nths. Th\_ \_x\_d\_s h\_s s\_\_n \_lm\_st tw\_ m\_ll\_\_n s\_bscr\_pt\_\_ns \_nd\_d \_n 2013. \_t th\_ st\_rt \_f th\_ y\_\_r, \_ct\_v\_s\_\_n Bl\_zz\_rd, \_wn\_rs \_f th\_ g\_m\_, b\_\_st\_d \_ h\_\_lthy 9.6 m\_ll\_\_n s\_bscr\_b\_rs. Th\_t f\_g\_r\_ \_s\_n\_w 7.7 m\_ll\_\_n. D\_sp\_t\_ th\_ h\_g\_d cl\_n\_, \_t\_s st\_ll \_\_s\_ly th\_ w\_rld's m\_st p\_p\_l\_r m\_ss\_v\_ly m\_lt\_pl\_y\_r \_nl\_n\_ r\_l\_-pl\_y\_ng g\_m\_ (MM\_RPG). \_n\_lysts r\_s\_y\_ng th\_ dr\_p\_s d\_\_t\_ f\_\_rc\_ c\_mpt\_t\_\_n fr\_m h\_g\_ly p\_p\_l\_r m\_lt\_pl\_y\_r \_nl\_n\_ bttl\_r\_n\_ (M\_B\_) g\_m\_s l\_k\_ "L\_g\_\_ \_f L\_g\_nds," wh\_ch h\_s 12 m\_ll\_\_n \_ct\_v\_d\_\_ly pl\_y\_rs.

D\_sp\_t\_ th\_ d\_wnt\_rn \_n th\_ f\_rt\_n\_s \_f W\_W, \_ct\_v\_s\_\_n\_s p\_sh\_ng \_h\_\_d\_t\_ pr\_v\_d\_ th\_ c\_m\_p\_ny w\_th gr\_\_t\_r \_nd\_p\_nd\_nc\_. B\_bby K\_t\_ck, C\_\_ \_f \_ct\_v\_s\_\_n Bl\_zz\_rd, \_s sp\_\_rh\_\_d\_ng \_n \$8.2b\_ll\_\_n b\_y\_\_t\_t\_b\_ th\_ m\_j\_r\_ty sh\_r\_h\_ld\_r\_nc\_ \_g\_\_n. H\_w\_nts t\_b\_y 429 m\_ll\_\_n \_f th\_ c\_m\_p\_ny's sh\_r\_s\_b\_ck fr\_m Fr\_nch t\_l\_c\_ms \_nd \_nt\_rt\_\_nm\_nt g\_\_nt V\_v\_nd\_. Th\_ Fr\_nch c\_m\_p\_ny c\_rr\_ntly h\_lds \_ 61 p\_r c\_nt c\_ntr\_ll\_ng st\_k\_ \_n \_ct\_v\_s\_\_n, wh\_ch w\_\_ld f\_ll t\_ j\_st 12 p\_r c\_nt \_f th\_ \_cq\_\_s\_t\_\_n \_s s\_cc\_ssf\_l. Mr K\_t\_ck, wh\_ h\_s b\_\_n \_ct\_v\_s\_\_n C\_\_ s\_nc\_ 1991, \_s \_ str\_ng b\_l\_\_v\_r \_n th\_ f\_t\_r\_ \_f \_nl\_n\_ s\_bscr\_pt\_\_ns. H\_ \_v\_rs\_w th\_ s\_cc\_ss \_f W\_W \_nd \_n\_th\_r \_ct\_v\_s\_\_n sm\_sh\_h\_t, "C\_ll \_f D\_ty".

# PUNCTUATE THE TEXT AND ADD CAPITALS

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

"world of warcraft" (wow) one of the world's favourite online games has reported big losses in its subscriber base over 600000 players have left the game in the past three months the exodus has seen almost two million subscriptions ended in 2013 at the start of the year activision blizzard owners of the game boasted a healthy 96 million subscribers that figure is now 77 million despite the huge decline it is still easily the world's most popular massively multiplayer online role-playing game (mmorpg) analysts are saying the drop is due to fierce competition from hugely popular multiplayer online battle arena (moba) games like "league of legends" which has 12 million active daily players

despite the downturn in the fortunes of wow activision is pushing ahead to provide the company with greater independence bobby kotick ceo of activision blizzard is spearheading an \$82billion buyout to be the majority shareholder once again he wants to buy 429 million of the company's shares back from french telecoms and entertainment giant vivendi the french company currently holds a 61 per cent controlling stake in activision which would fall to just 12 per cent if the acquisition is successful mr kotick who has been activision ceo since 1991 is a strong believer in the future of online subscriptions he oversaw the success of wow and another activision smash hit "call of duty"

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

"WorldofWarcraft"(WoW),oneoftheworld'sfavouriteonlinegames,hasreportedbiglossesinitssubscriberbase.Over600,000playershaveleftthegameinthepastthreemonths.Theexodushasseenalmosttwomillionsubscriptionsendedin2013.Atthestartoftheyear,ActivisionBlizzard,ownersofthegame,boastedahealthy9.6millionsubscribers.Thatfigureisnow7.7million.Despitethehuge decline,itisstilleasilytheworld'smostpopularmassivelymultiplayeronline role-playinggame(MMORPG).Analystsaresayingthedropisduetofiercecompetitionfromhugelypopularmultiplayeronlinebattlearena(MOBA)games like"LeagueofLegends,"whichhas12millionactivedailyplayers.Despitethe downturninthefortunesofWoW,Activisionispushingaheadtoprovidethecompanywithgreaterindependence.BobbyKotick,CEOofActivisionBlizzard,isper headingan\$8.2billionbuyouttobethemajorityshareholderonceagain.Hewantstobuy429millionofthecompany'ssharesbackfromFrenchtelecomsandentertainmentgiantVivendi.TheFrenchcompanycurrentlyholds61percentcontrollingstakeinActivision,whichwouldfalltojust12percentiftheacquisition issuccessful.MrKotick,whohasbeenActivisionCEOsince1991,isastrongbelieverinthefutureofonlinesubscriptions.HeoversawthesuccessofWoWandanotherActivisionsmashhit,"CallOfDuty".



# ACADEMIC WRITING

From [http://www.BreakingNewsEnglish.com/1307/130729-world\\_of\\_warcraft.html](http://www.BreakingNewsEnglish.com/1307/130729-world_of_warcraft.html)

Gaming (online or offline) is a waste of time. Discuss.

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# 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 World of Warcraft. Share what you discover with your partner(s) in the next lesson.

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

**4. EXODUS:** Write a magazine article about the falling numbers of World of Warcraft players. Include imaginary interviews with an ex-player, a current subscriber and the CEO.

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 a gaming expert. Ask him/her three questions about online gaming. Give him/her three of your opinions on it. 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 F    c T    d T    e T    f F    g T    h a

## SYNONYM MATCH (p.4)

- |                 |                   |
|-----------------|-------------------|
| 1. online       | a. Internet       |
| 2. base         | b. foundation     |
| 3. exodus       | c. mass departure |
| 4. huge         | d. enormous       |
| 5. fierce       | e. cutthroat      |
| 6. fortunes     | f. circumstances  |
| 7. spearheading | g. leading        |
| 8. stake        | h. share          |
| 9. acquisition  | i. purchase       |
| 10. oversaw     | j. managed        |

## COMPREHENSION QUESTIONS (p.8)

1. In the past 3 months
2. Nearly 9,600,000
3. The world's most popular
4. Competition from MOBAs
5. Every day
6. Greater independence
7. A buyout
8. 429 million
9. 12%
10. In 1991

## MULTIPLE CHOICE - QUIZ (p.9)

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

## ALL OTHER EXERCISES

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