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Level 6

Internet damaging 20,000 U.K. stores

3rd September, 2013

<http://www.breakingnewsenglish.com/1309/130903-retail-chains.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/1309/130903-retail-chains.html>

The Internet has changed the nature of the way we shop. More and more of us are shopping online instead of in "bricks and mortar" stores. In the United Kingdom, this is having dire consequences for the traditional high-street store. A respected business leader has released a report containing grim statistics on the future of U.K. retailing. CEO Bill Grimsey warns that 47 per cent of Britain's chain stores are "horribly stressed financially". This amounts to some 20,000 shops. He predicts a quarter of these will be out of business within the next three years. Mr Grimsey has also said that the continual demise of traditional shopping streets has led to what he termed as "ugly" town centres.

Mr Grimsey provided a range of reasons for the degeneration of Britain's downtown areas. Over 40,000 of Britain's shops are empty; roughly eleven per cent of all retail space. Grimsey said many stores have not sufficiently risen to meet the challenge posed by the Internet. He said that rather than looking to the future, and at innovative ideas to lure customers back, many stores are still stuck in the past. In particular, he said companies were too "nostalgic". Another reason is that multinational companies are draining local areas of money. He said: "It is not difficult to keep local money within the local economy, but it doesn't work if...we are listening too much to big firms."

Sources: <http://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/10278443/Half-of-high-street-retailers-in-danger-of-closing-down.html>
<http://www.thisismoney.co.uk/money/news/article-2407852/Warning-20-000-high-street-shops-brink-collapse.html#ixzz2dchKcX2v>
<http://www.independent.co.uk/voices/editorials/editorial-time-to-rethink-the-high-street-8792880.html>

WARM-UPS

1. INTERNET SHOPPING: Students walk around the class and talk to other students about Internet shopping. 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.

nature / shopping online / dire consequences / statistics / stressed / town centres / degeneration / empty shops / challenge / innovative ideas / nostalgic / local economy

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

3. SHOPPING: What are the pros and cons of these ways of shopping? Complete this table with your partner(s). Change partners often and share what you wrote.

	Pros	Cons
Online		
In malls		
Shopping streets		
Via catalogues		
Markets		
Garage sales		

4. SHOPPING: Students A **strongly** believe shopping is boring and a waste of time; Students B **strongly** believe shopping is great fun. Change partners again and talk about your conversations.

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

- clothes shops
- music stores
- bakeries
- electronic goods shops
- bookshops
- toy stores
- furniture shops
- sports shops

6. STORE: Spend one minute writing down all of the different words you associate with the word "store". 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/1309/130903-retail-chains.html>

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

- | | |
|--|-------|
| a. The article says Internet shopping is changing nature. | T / F |
| b. A CEO warned that almost half of UK stores have financial problems. | T / F |
| c. Around 5,000 British shops may be out of business in three years. | T / F |
| d. A business leader says shopping streets make town centres ugly. | T / F |
| e. More than 40,000 shops in the U.K. are vacant. | T / F |
| f. A CEO said shops failed to cope with competition from the Internet. | T / F |
| g. The CEO said stores were too focused on the future. | T / F |
| h. The CEO said it was impossible to keep money in local economies. | T / F |

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

- | | |
|---------------|------------------|
| 1. nature | a. tempt |
| 2. dire | b. issued |
| 3. released | c. downfall |
| 4. predicts | d. vacant |
| 5. demise | e. character |
| 6. range | f. sentimental |
| 7. empty | g. variety |
| 8. roughly | h. terrible |
| 9. lure | i. approximately |
| 10. nostalgic | j. forecasts |

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

- | | |
|--|-----------------------------|
| 1. The Internet has changed the nature | a. statistics on the future |
| 2. dire | b. the local economy |
| 3. a report containing grim | c. shopping streets |
| 4. stores are horribly | d. of reasons |
| 5. the continual demise of traditional | e. space |
| 6. a range | f. of the way we shop |
| 7. roughly eleven per cent of all retail | g. stressed financially |
| 8. meet the challenge posed | h. customers back |
| 9. lure | i. consequences |
| 10. keep local money within | j. by the Internet |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

The Internet has changed the (1) _____ of the way we shop. More and more of us are shopping online (2) _____ of in "bricks and mortar" stores. In the United Kingdom, this is having (3) _____ consequences for the traditional high-street store. A respected business leader has released a report (4) _____ grim statistics on the future of U.K. (5) _____. CEO Bill Grimsey warns that 47 per cent of Britain's chain stores are "(6) _____ stressed financially". This amounts to some 20,000 shops. He (7) _____ a quarter of these will be out of business within the next three years. Mr Grimsey has also said that the continual (8) _____ of traditional shopping streets has led to what he termed as "ugly" town centres.

predicts
containing
instead
horribly
nature
dire
demise
retailing

Mr Grimsey provided a (9) _____ of reasons for the degeneration of Britain's downtown areas. Over 40,000 of Britain's shops are empty; (10) _____ eleven per cent of all (11) _____ space. Grimsey said many stores have not sufficiently risen to meet the challenge (12) _____ by the Internet. He said that rather than looking to the future, and at innovative ideas to (13) _____ customers back, many stores are still stuck in the past. In particular, he said companies were too "(14) _____ ". Another reason is that multinational companies are draining local areas of money. He said: "It is not difficult to keep local money within the local (15) _____, but it doesn't work if...we are listening too much to big (16) _____."

lure
firms
roughly
posed
range
economy
retail
nostalgic

LISTENING – Guess the answers. Listen to check

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

- 1) The Internet has changed _____ the way we shop
 - a. the nurture of
 - b. the natural of
 - c. the nature of
 - d. the natures of
- 2) shopping online instead of in bricks and _____
 - a. mortal stores
 - b. mortar stores
 - c. more tar stores
 - d. more tall stores
- 3) A respected business leader has released a report containing grim statistics
 - a. containing grin statistics
 - b. containing rim statistics
 - c. containing grim statistics
 - d. containing in statistics
- 4) Britain's chain stores are " _____ financially"
 - a. horribly stressed
 - b. horrible, stressed
 - c. horribly stress
 - d. horrible stress
- 5) the continual _____ traditional shopping streets
 - a. demise with
 - b. demise of
 - c. demise for
 - d. demise from
- 6) Mr Grimsey provided a range of reasons for _____
 - a. the regeneration
 - b. the degeneration
 - c. the be generation
 - d. the degenerating
- 7) roughly eleven per cent of _____
 - a. all retail space
 - b. all retail space
 - c. all retail space
 - d. all retail space
- 8) risen to meet the challenge _____ Internet
 - a. posted by the
 - b. post by the
 - c. posed by the
 - d. supposed by the
- 9) innovative ideas to _____ back
 - a. liar customers
 - b. leer customers
 - c. lair customers
 - d. lure customers
- 10) it doesn't work if we are listening too much _____
 - a. to big films
 - b. to big farms
 - c. to big firms
 - d. to big ferns

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

The Internet has changed (1) _____ way we shop. More and more of us are shopping online instead of in "bricks and mortar" stores. In the United Kingdom, (2) _____ dire consequences for the traditional high-street store. A respected business leader has released a report containing (3) _____ the future of U.K. retailing. CEO Bill Grimsey warns that 47 per cent of Britain's chain stores are "horribly stressed financially". This (4) _____ 20,000 shops. He predicts a quarter of these will (5) _____ within the next three years. Mr Grimsey has also said that the continual demise of traditional shopping streets (6) _____ termed as "ugly" town centres.

Mr Grimsey provided a (7) _____ for the degeneration of Britain's downtown areas. Over 40,000 of Britain's shops are empty; roughly eleven per cent (8) _____. Grimsey said many stores have not sufficiently risen to meet the (9) _____ the Internet. He said that rather than looking to the future, and at innovative ideas to lure customers back, many stores (10) _____ the past. In particular, he said companies were too "nostalgic". Another reason is that multinational companies (11) _____ areas of money. He said: "It is not difficult to keep local money within the local economy, but it doesn't work if...we are listening (12) _____ firms."

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

1. How did the article describe traditional shops?

2. What kind of consequences is the Internet having on stores?

3. What did a report contain?

4. How many shops could go bust within the next three years?

5. How did a CEO describe the look of town centres?

6. What percentage of retail space in the UK is vacant?

7. What ideas have stores not been looking at?

8. What feelings did the CEO say stores had too much of?

9. What is draining local economies of money?

10. How can local economies make things difficult for themselves?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

1. How did the article describe traditional shops?
 - a) as online stores
 - b) as being old-fashioned
 - c) as being concerned with nature
 - d) as bricks and mortar stores
2. What kind of consequences is the Internet having on stores?
 - a) dietary
 - b) dire
 - c) positive effects
 - d) unfair
3. What did a report contain?
 - a) photos of every closed store
 - b) a way forward
 - c) bleak statistics
 - d) innovative ideas
4. How many shops could go bust within the next three years?
 - a) 5,000
 - b) 47%
 - c) 20,000
 - d) 11%
5. How did a CEO describe the look of town centres?
 - a) modern
 - b) comfortable
 - c) ugly
 - d) original
6. What percentage of retail space in the UK is vacant?
 - a) 10
 - b) 11
 - c) 12
 - d) 13
7. What ideas have stores not been looking at?
 - a) ideas to move location
 - b) nostalgic ideas
 - c) ideas about new technology
 - d) ones to bring customers back
8. What feelings did the CEO say stores had too much of?
 - a) nostalgia
 - b) pity
 - c) anger
 - d) relief
9. What is draining local economies of money?
 - a) sewage systems
 - b) tourists
 - c) multinational firms
 - d) nostalgia
10. How can local economies make things difficult for themselves?
 - a) by not offering huge discounts
 - b) by listening to big companies
 - c) competing with the Internet
 - d) closing early

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

Role A – Internet shopping

You think Internet shopping is the best way to shop. Tell the others three reasons why. Tell them things that are wrong with their ways. Also, tell the others which is the worst of these (and why): malls, markets or shopping streets.

Role B – Malls

You think malls are the best way to shop. Tell the others three reasons why. Tell them things that are wrong with their ways. Also, tell the others which is the worst of these (and why): Internet shopping, markets or shopping streets.

Role C – Markets

You think markets are the best way to shop. Tell the others three reasons why. Tell them things that are wrong with their ways. Also, tell the others which is the worst of these (and why): malls, Internet shopping or shopping streets.

Role D – Shopping streets

You think shopping streets are the best way to shop. Tell the others three reasons why. Tell them things that are wrong with their ways. Also, tell the others which is the worst of these (and why): malls, markets or Internet shopping.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

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

shop	store
-------------	--------------

- 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">• nature• dire• statistics• amounts• three• ugly	<ul style="list-style-type: none">• range• 11• meet• past• particular• listening
---	---

SHOPS SURVEY

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

Write five GOOD questions about shops 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.

SHOPS 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 'shop'?
- c) What do you think of Internet shopping?
- d) How is Internet shopping better than going to a mall?
- e) What do you think of traditional stores?
- f) How can regular shops compete with the Internet?
- g) What would happen if thousands of stores in your country went bust?
- h) How has your local shopping area changed in the past few years?
- i) Will all shopping be online in the future?
- j) What's your favourite shop (and why)?

Internet damaging 20,000 U.K. stores – 3rd September, 2013
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SHOPS DISCUSSION

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

- a) Did you like reading this article? Why/not?
- b) What's the difference between a shop and a store?
- c) How is going to a mall better than Internet shopping?
- d) How risky is it to open a new shop?
- e) Why have stores been slow to recognize the threat from the Internet?
- f) How can stores lure customers back?
- g) Do you prefer locally-owned stores or international brands?
- h) Is window shopping a total waste of time?
- i) Are people tempted to buy more online or in real stores?
- j) What questions would you like to ask Mr Grimsey?

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/1309/130903-retail-chains.html>

The Internet has changed the (1) _____ of the way we shop. More and more of us are shopping online instead of in "bricks and mortar" stores. In the United Kingdom, this is having (2) _____ consequences for the traditional high-street store. A respected business leader has released a report containing (3) _____ statistics on the future of U.K. retailing. CEO Bill Grimsey warns that 47 per cent of Britain's chain stores are "(4) _____ stressed financially". This amounts to some 20,000 shops. He predicts a quarter of these will be (5) _____ of business within the next three years. Mr Grimsey has also said that the continual demise of traditional shopping streets has led to what he termed (6) _____ "ugly" town centres.

Mr Grimsey provided a range of reasons for the (7) _____ of Britain's downtown areas. Over 40,000 of Britain's shops are empty; (8) _____ eleven per cent of all retail space. Grimsey said many stores have not sufficiently risen to meet the challenge (9) _____ by the Internet. He said that (10) _____ than looking to the future, and at innovative ideas to lure customers back, many stores are still stuck in the past. In particular, he said companies were too "nostalgic". Another reason is that multinational companies are (11) _____ local areas of money. He said: "It is not difficult to keep local money within the local economy, but it doesn't work if...we are listening too much to big (12) _____."

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

- | | | | | |
|-----|----------------|------------------|------------------|------------------|
| 1. | (a) maturity | (b) natural | (c) nurture | (d) nature |
| 2. | (a) fire | (b) mire | (c) lyre | (d) dire |
| 3. | (a) germ | (b) grim | (c) gram | (d) grime |
| 4. | (a) horrible | (b) horrid | (c) horribly | (d) horror |
| 5. | (a) outside | (b) outing | (c) out | (d) outer |
| 6. | (a) as | (b) has | (c) was | (d) is |
| 7. | (a) generation | (b) degeneration | (c) regeneration | (d) ingeneration |
| 8. | (a) roughly | (b) coarsely | (c) turbulently | (d) bristly |
| 9. | (a) pasted | (b) posed | (c) peered | (d) posted |
| 10. | (a) prefer | (b) instead | (c) rather | (d) alternative |
| 11. | (a) leaking | (b) dripping | (c) draining | (d) seeping |
| 12. | (a) ferns | (b) farms | (c) forms | (d) firms |

SPELLING

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

Paragraph 1

1. changed the truane of the way we shop
2. "bricks and otamrr" stores
3. dire qsoeesncunce
4. a report containing grim ststcatsii
5. horribly stressed iaailnfyInc
6. the continual smeide of traditional shopping

Paragraph 2

7. the egodreetnani of Britain's downtown areas
8. goryulh eleven per cent
9. stores have not iiyfsnectufl risen to meet the challenge
10. podse by the Internet
11. nvityneoai ideas
12. companies were too "ctioagnsl"

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

Number these lines in the correct order.

- () Mr Grimsey provided a range of reasons for the degeneration of Britain's downtown areas. Over 40,000 of Britain's shops
- () for the traditional high-street store. A respected business leader has released a report containing grim
- () "nostalgic". Another reason is that multinational companies are draining local areas of
- () stores are "horribly stressed financially". This amounts to some 20,000 shops. He predicts a quarter of these will be out
- () within the local economy, but it doesn't work if...we are listening too much to big firms."
- () of business within the next three years. Mr Grimsey has also said that the continual demise
- () of in "bricks and mortar" stores. In the United Kingdom, this is having dire consequences
- () statistics on the future of U.K. retailing. CEO Bill Grimsey warns that 47 per cent of Britain's chain
- () are empty; roughly eleven per cent of all retail space. Grimsey said many stores have not sufficiently
- (**1**) The Internet has changed the nature of the way we shop. More and more of us are shopping online instead
- () money. He said: "It is not difficult to keep local money
- () risen to meet the challenge posed by the Internet. He said that rather than looking to the future, and at innovative
- () ideas to lure customers back, many stores are still stuck in the past. In particular, he said companies were too
- () of traditional shopping streets has led to what he termed as "ugly" town centres.

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

1. changed has Internet The shop we way the of nature the.

2. and instead bricks stores online in mortar Shopping of.

3. statistics A on report the containing future grim.

4. will these of quarter a predicts He business of out be.

5. continual The streets shopping traditional of demise.

6. of Reasons Britain's for downtown the areas degeneration.

7. Roughly all eleven retail per space cent of.

8. Internet the by posed challenge the Meet.

9. are past still stuck Many in stores the.

10. local Multinational areas companies of are money draining.

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

The Internet has changed the *nature / nurture* of the way we shop. More and more of us are shopping online *instead / rather* of in "bricks and mortar" stores. In the United Kingdom, this is having *mire / dire* consequences for the traditional high-street store. A *respective / respected* business leader has released a report containing *grin / grim* statistics on the future of U.K. retailing. CEO Bill Grimsey warns that 47 per cent of Britain's *chain / chained* stores are "horribly *stressed / stresses* financially". This *equals / amounts* to some 20,000 shops. He predicts a quarter of these will be out *for / of* business within the next three years. Mr Grimsey has also said that the continual *demise / despise* of traditional shopping streets has led to what he termed as "ugly" town centres.

Mr Grimsey provided a *range / derange* of reasons for the degeneration of Britain's downtown areas. Over 40,000 of Britain's shops are empty; *evenly / roughly* eleven per cent of all *retail / detail* space. Grimsey said many stores have not sufficiently *risen / rising* to meet the challenge *posed / posted* by the Internet. He said that rather than looking to the future, and at innovative ideas to *lure / lurk* customers back, many stores are still stuck *on / in* the past. In particular, he said companies were too "*nostalgia*" / "*nostalgic*". Another reason is that multinational companies are draining local areas *of / for* money. He said: "It is not difficult to keep local money within the local economy, but it doesn't work if...we are listening too much to big *farms / firms*."

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/1309/130903-retail-chains.html>

Th_ _nt_rn_t h_s ch_ng_d th_ n_t_r_ _f th_ w_y w_ sh_p. M_r_ _nd m_r_ _f _s _r_ sh_pp_ng _nl_n_ _nst_d _f _n "br_ck_s _nd m_rt_r" st_r_s. _n th_ _n_t_d K_ngd_m, th_s _s h_v_ng d_r_ c_ns_q__nc_s f_r th_ tr_d_t__n_l h_gh-str__t st_r_. _r_sp_ct_d b_s_n_ss l__d_r h_s r_l__s_d _r_p_rt c_nt__n_ng gr_m st_t_st_cs _n th_ f_t_r_ _f _K. r_t__l_ng. C__ B_ll Gr_ms_y w_rns th_t 47 p_rc_nt _f Br_t__n's ch__n st_r_s _r_ "h_rr_bly str_ss_d f_n_nc__lly". Th_s _m__nts t_s_m_ 20,000 sh_ps. H_ pr_d_cts _q__rt_r _f th_s_w_ll b__ _t _f b_s_n_ss w_th_n th_ n_xt thr__ y__rs. Mr Gr_ms_y h_s _ls_s_d th_t th_ c_nt_n__l d_m_s_ _f tr_d_t__n_l sh_pp_ng str__ts h_s l_d_t_ wh_t h_t_rm_d _s "_gly" t_wn c_ntr_s.

Mr Gr_ms_y pr_v_d_d _r_ng_ _f r__s_ns f_r th_ d_g_n_r_t__n _f Br_t__n's d_wnt_wn _r__s. _v_r 40,000 _f Br_t__n's sh_ps _r_ _mpty; r__ghly _l_v_n p_rc_nt _f _ll r_t__l sp_c_. Gr_ms_y s__d m_ny st_r_s h_v_ n_t s_ff_c__ntly r_s_n t_ m__t th_ ch_ll_ng_p_s_d by th_ _nt_rn_t. H_ s__d th_t r_th_r th_n l__k_ng t_ th_ f_t_r_, _nd _t _nn_v_t_v_ _d__s t_ l_r_c_st_m_rs b_ck, m_ny st_r_s _r_ st_ll st_ck _n th_ p_st. _n p_rt_c_l_r, h_ s__d c_m_p_n__s w_r_ t__ "n_st_lg_c". _n_th_r r__s_n _s th_t m_lt_n_t__n_l c_m_p_n__s _r_ dr__n_ng l_c_l _r__s _f m_n_y. H_ s__d: "_t _s n_t d_ff_c_l_t t_k__p_l_c_l m_n_y w_th_n th_ l_c_l _c_n_my, b_t _t d__sn't w_rk _f...w_ _r_ l_st_n_ng t__ m_ch t_b_g f_rms."

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

the internet has changed the nature of the way we shop more and more of us are shopping online instead of in "bricks and mortar" stores in the united kingdom this is having dire consequences for the traditional high-street store a respected business leader has released a report containing grim statistics on the future of uk retailing ceo bill grimsey warns that 47 per cent of britain's chain stores are "horribly stressed financially" this amounts to some 20000 shops he predicts a quarter of these will be out of business within the next three years mr grimsey has also said that the continual demise of traditional shopping streets has led to what he termed as "ugly" town centres

mr grimsey provided a range of reasons for the degeneration of britain's downtown areas over 40000 of britain's shops are empty roughly eleven per cent of all retail space grimsey said many stores have not sufficiently risen to meet the challenge posed by the internet he said that rather than looking to the future and at innovative ideas to lure customers back many stores are still stuck in the past in particular he said companies were too "nostalgic" another reason is that multinational companies are draining local areas of money he said "it is not difficult to keep local money within the local economy but it doesn't work if...we are listening too much to big firms"

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1309/130903-retail-chains.html>

The Internet has changed the nature of the way we shop. More and more of us are hopping online instead of in "bricks and mortar" stores. In the United Kingdom, this is having dire consequences for the traditional high-street store. A respected business leader has released a report containing grim statistics on the future of U.K. retailing. CEO Bill Grimsey warns that 47 percent of Britain's chain stores are "horribly stressed financially". This amounts to some 20,000 shops. He predicts a quarter of these will be out of business within the next three years. Mr Grimsey has also said that the continual demise of traditional shopping streets has led to what he termed as "ugly" town centres. Mr Grimsey provided a range of reasons for the regeneration of Britain's downtown areas. Over 40,000 of Britain's shops are empty; roughly eleven percent of all retail space. Grimsey said many stores have not sufficiently risen to meet the challenge posed by the Internet. He said that rather than looking to the future, and adopting innovative ideas to lure customers back, many stores are still stuck in the past. In particular, he said companies were too "nostalgic". Another reason is that multinational companies are draining local areas of money. He said: "It is not difficult to keep local money within the local economy, but it doesn't work if... we are listening too much to big firms."

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 how the Internet is affecting "bricks and mortar" stores. Share what you discover with your partner(s) in the next lesson.

3. INTERNET SHOPPING: Make a poster about the pros and cons of Internet shopping. Show your work to your classmates in the next lesson. Did you all have similar things?

4. THE FUTURE OF RETAILING: Write a magazine article about how we will shop in the future. Include imaginary interviews with people who are for and against Internet shopping.

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 retailer. Ask him/her three questions about the future of "bricks and mortar" stores. Give him/her three ideas on how to get people back into shops. 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 F e T f T g F h F

SYNONYM MATCH (p.4)

- | | |
|---------------|------------------|
| 1. nature | a. character |
| 2. dire | b. terrible |
| 3. released | c. issued |
| 4. predicts | d. forecasts |
| 5. demise | e. downfall |
| 6. range | f. variety |
| 7. empty | g. vacant |
| 8. roughly | h. approximately |
| 9. lure | i. tempt |
| 10. nostalgic | j. sentimental |

COMPREHENSION QUESTIONS (p.8)

1. As "bricks and mortar" stores
2. Dire consequences
3. Grim statistics
4. 5,000
5. He said they were ugly
6. 11%
7. Ones to bring customers back
8. Nostalgia
9. Multinational companies
10. By listening to big companies

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 ;-)