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Apple suing Samsung for copying

http://www.breakingnewsenglish.com/1104/110419-apple_sues_samsung.html

Contents

The Article	2
Warm-ups	3
Before Reading / Listening	4
While Reading / Listening	5
Listening Gap Fill	6
After Reading / Listening	7
Student Survey	8
Discussion	9
Language Work	10
Writing	11
Homework	12
Answers	13

THE ARTICLE

From http://www.BreakingNewsEnglish.com/1104/110419-apple_sues_samsung.html

Apple Inc. is suing Korea's Samsung Electronics Co. for copying the design, look and even the packaging of its iPhone and iPad products. Apple alleges that Samsung's Galaxy phones and tablet computers infringe the patents of its products. Included in the list of infringements are the use of the hand gestures used on Apple's touch screens, the colour and shape of Samsung's devices, and even the design of the boxes in which Samsung's gadgets are sold. Steve Jobs, CEO of Apple, accused Samsung of violating Apple trademarks and patents. He included the Korean tech giant in a list of companies making tablets that would make 2011 the "Year of Copycats." Steve Dowling, an Apple spokesperson, said the company had to protect its intellectual copyright.

Samsung executives are not happy at having to fight Apple in court. The two companies are dependent on each other in many ways. Samsung supplies many of the parts for Apple's iPhone. A Samsung spokesperson said his company's "development of core technologies and the strengthening of our intellectual property portfolio are keys to our continued success." He added: "Samsung will respond actively to this legal action taken against us through appropriate legal measures to protect our intellectual property." The courtroom battle is set to last months, perhaps years. A lot is at stake. Industry analysts predict tablet computers will soon overtake personal computers in global sales. Apple is determined the iPhone, introduced in 2007, and the iPad, which came in 2010, will continue as market leaders.

WARM-UPS

1. iPHONES AND iPADS: Walk around the class and talk to other students about iPhones and iPads. Change partners often. Sit with your first partner(s) 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.

suing / copying / design / products / packaging / gadgets / trademarks / copyright / executives / supplies / spokesperson / portfolio / legal measures / analysts / leaders

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

3. PATENT: Can Apple sue Samsung over these things? Complete this table with your partner(s). Change partners and share what you wrote. Change and share again.

Sue over...	Yes (Why?)	No (Why?)
the iPad shape		
screen hand gestures		
the photo on the box		
the packaging		
the design		
the colour		

4. PATENTS: Students A **strongly** believe patents are highly important; Students B **strongly** believe patents hold back innovation. Change partners again and talk about your conversations.

5. GADGETS: What are your faves? Rank these and share your rankings with your partner. Put the best at the top. Change partners and share your rankings again.

- iPad
- PC
- Games console
- watch
- MP3 music player
- tablet
- mobile phone
- TV

6. IPAD: Spend one minute writing down all of the different words you associate with the word 'iPad'. 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/1104/110419-apple_sues_samsung.html

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

- | | |
|---|-------|
| a. Apple is suing Samsung for copying the way it boxes its products. | T / F |
| b. Apple is also suing over the use of its touch-screen hand gestures. | T / F |
| c. The Apple CEO has not yet accused Samsung of copying. | T / F |
| d. An Apple spokesperson said Apple didn't need to protect its copyright. | T / F |
| e. Samsung executives are very happy to fight Apple in court. | T / F |
| f. Apple makes all its own parts for the iPhone. | T / F |
| g. It is expected the trial could take several years. | T / F |
| h. Tablets like the iPad could soon start outselling personal computers | T / F |

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

- | | |
|-----------------|--------------------|
| 1. suing | a. abusing |
| 2. alleges | b. step on |
| 3. infringe | c. reliant |
| 4. violating | d. representative |
| 5. spokesperson | e. taking to court |
| 6. dependent | f. suitable |
| 7. core | g. says |
| 8. appropriate | h. carry on |
| 9. last | i. basic |
| 10. continue | j. continue for |

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

- | | |
|--|---------------------------|
| 1. the packaging | a. its products |
| 2. infringe the patents of | b. stake |
| 3. Included in the list | c. intellectual copyright |
| 4. the use of the hand | d. fight Apple in court |
| 5. the company had to protect its | e. property portfolio |
| 6. not happy at having to | f. of its iPhone |
| 7. The two companies are dependent | g. measures |
| 8. the strengthening of our intellectual | h. of infringements |
| 9. appropriate legal | i. gestures |
| 10. A lot is at | j. on each other |

WHILE READING / LISTENING

From http://www.BreakingNewsEnglish.com/1104/110419-apple_sues_samsung.html

GAP FILL: Put the words into the gaps in the text.

Apple Inc. is suing Korea's Samsung Electronics Co. for (1) _____ the design, look and even the (2) _____ of its iPhone and iPad products. Apple (3) _____ that Samsung's Galaxy phones and tablet computers infringe the patents of its products. Included in the (4) _____ of infringements are the use of the hand gestures used on Apple's touch screens, the colour and (5) _____ of Samsung's devices, and even the design of the boxes in which Samsung's (6) _____ are sold. Steve Jobs, CEO of Apple, accused Samsung of violating Apple trademarks and patents. He (7) _____ the Korean tech giant in a list of companies making tablets that would make 2011 the "Year of Copycats." Steve Dowling, an Apple spokesperson, said the company had to (8) _____ its intellectual copyright.

gadgets

alleges

protect

copying

shape

packaging

included

list

Samsung executives are not happy at (9) _____ to fight Apple in court. The two companies are dependent (10) _____ each other in many ways. Samsung supplies many of the parts for Apple's iPhone. A Samsung spokesperson said his company's "development of (11) _____ technologies and the strengthening of our intellectual property portfolio are (12) _____ to our continued success." He added: "Samsung will respond actively to this legal (13) _____ taken against us through appropriate legal measures to protect our intellectual property." The courtroom (14) _____ is set to last months, perhaps years. A lot is at stake. Industry analysts (15) _____ tablet computers will soon overtake personal computers in global sales. Apple is determined the iPhone, introduced in 2007, and the iPad, which (16) _____ in 2010, will continue as market leaders.

predict

core

action

on

came

battle

having

keys

LISTENING – Listen and fill in the gaps

From http://www.BreakingNewsEnglish.com/1104/110419-apple_sues_samsung.html

Apple Inc. is suing Korea's Samsung Electronics Co. _____, look and _____ its iPhone and iPad products. Apple alleges that Samsung's Galaxy phones and tablet computers infringe the patents of its products. Included in the list of infringements _____ gestures used on Apple's touch screens, _____ Samsung's devices, and even the design of the boxes in which Samsung's gadgets are sold. Steve Jobs, CEO of Apple, accused Samsung of violating Apple trademarks and patents. He included the Korean _____ companies making tablets that would make 2011 the "Year of Copycats." Steve Dowling, an Apple spokesperson, said the _____ its intellectual copyright.

Samsung executives are not _____ fight Apple in court. The two companies are dependent on each other in many ways. Samsung _____ parts for Apple's iPhone. A Samsung spokesperson said his company's "development of core technologies and the strengthening of our intellectual property portfolio are _____ success." He added: "Samsung will respond actively to this legal action taken against us through _____ to protect our intellectual property." The courtroom _____ months, perhaps years. _____. Industry analysts predict tablet computers will soon overtake personal computers in global sales. Apple is determined the iPhone, introduced in 2007, and the iPad, which came in 2010, will continue as market leaders.

AFTER READING / LISTENING

From http://www.BreakingNewsEnglish.com/1104/110419-apple_sues_samsung.html

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

phone	pad

- 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">• look• infringe• list• boxes• giant• year	<ul style="list-style-type: none">• having• parts• core• keys• stake• global
---	---

STUDENT IPHONES AND IPADS SURVEY

From http://www.BreakingNewsEnglish.com/1104/110419-apple_sues_samsung.html

Write five GOOD questions about iPhones and iPads 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.

IPHONES AND IPADS 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 'iPhone'?
- c) What do you think of iPhones and iPads?
- d) Do you think Apple's designs should be protected?
- e) Do you think Apple will be successful in court against Samsung?
- f) Would you prefer an Apple or Samsung product? Why?
- g) Can a company patent the hand gestures used on touch screens?
- h) Do patents hold back innovation?
- i) Do you think Samsung is a copycat?
- j) What do you think of Apple as a company?

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IPHONES AND IPADS DISCUSSION

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

- a) Did you like reading this article?
- b) Why aren't Samsung executives happy at having to fight Apple in court?
- c) How would you decide in this case?
- d) Should Samsung put its prices up on the parts it supplies Apple?
- e) What is at stake here?
- f) Do you think tablets will soon be more popular than personal computers?
- g) What's your favourite tech company and why?
- h) How useful are iPhones and iPads (or similar devices)?
- i) Which is better, an iPhone or iPad?
- j) What questions would you like to ask Apple CEO Steve Jobs?

LANGUAGE – MULTIPLE CHOICE

From http://www.BreakingNewsEnglish.com/1104/110419-apple_sues_samsung.html

Apple Inc. is (1) _____ Korea's Samsung Electronics Co. for copying the design, look and even the packaging of its iPhone and iPad products. Apple (2) _____ that Samsung's Galaxy phones and tablet computers infringe the patents of its products. Included in the list of infringements are the use of the hand (3) _____ used on Apple's touch screens, the colour and shape of Samsung's devices, and even the design of the boxes (4) _____ which Samsung's gadgets are sold. Steve Jobs, CEO of Apple, accused Samsung of violating Apple trademarks and patents. He included the Korean tech (5) _____ in a list of companies making tablets that would make 2011 the "Year of (6) _____." Steve Dowling, an Apple spokesperson, said the company had to protect its intellectual copyright.

Samsung executives are not happy at (7) _____ to fight Apple in court. The two companies are dependent (8) _____ each other in many ways. Samsung supplies many of the parts for Apple's iPhone. A Samsung spokesperson said his company's "development of (9) _____ technologies and the strengthening of our intellectual property portfolio are keys to our continued success." He added: "Samsung will respond actively to this legal action taken against us through (10) _____ legal measures to protect our intellectual property." The courtroom battle is set to last months, perhaps years. A lot is at (11) _____. Industry analysts predict tablet computers will soon overtake personal computers in global sales. Apple is determined the iPhone, introduced in 2007, and the iPad, which came in 2010, will continue (12) _____ market leaders.

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

- | | | | | |
|-----|-----------------|----------------|----------------|----------------|
| 1. | (a) suing | (b) sues | (c) sued | (d) sue |
| 2. | (a) allegations | (b) alleges | (c) allegories | (d) alligators |
| 3. | (a) guesses | (b) gestation | (c) gestures | (d) gusts |
| 4. | (a) on | (b) up | (c) to | (d) in |
| 5. | (a) fairy | (b) troll | (c) ogre | (d) giant |
| 6. | (a) Underdogs | (b) Fat Cats | (c) Copycats | (d) Lap Dogs |
| 7. | (a) having | (b) have | (c) has | (d) had |
| 8. | (a) in | (b) on | (c) to | (d) at |
| 9. | (a) wow | (b) cow | (c) core | (d) wore |
| 10. | (a) appropriate | (b) assumption | (c) accolade | (d) allowance |
| 11. | (a) steak | (b) stack | (c) stark | (d) stake |
| 12. | (a) was | (b) as | (c) has | (d) is |

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WRITING

From http://www.BreakingNewsEnglish.com/1104/110419-apple_sues_samsung.html

Write about **iPhones and iPads** for 10 minutes. Correct your partner's paper.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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 iPhones and iPads. Share what you discover with your partner(s) in the next lesson.

3. IPHONES AND IPADS: Make a poster about iPhones and iPads. Show your work to your classmates in the next lesson. Did you all have similar things?

4. SUED: Write a magazine article about this news. Include imaginary interviews with Apple and Samsung execs.

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. LETTER: Write a letter to the boss of Apple. Ask him three questions about iPhones and iPads. Give him three ideas on how to make them better. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE:

- a. T b. T c. F d. F e. F f. F g. T h. T

SYNONYM MATCH:

- | | |
|-----------------|--------------------|
| 1. suing | a. taking to court |
| 2. alleges | b. says |
| 3. infringe | c. step on |
| 4. violating | d. abusing |
| 5. spokesperson | e. representative |
| 6. dependent | f. reliant |
| 7. core | g. basic |
| 8. appropriate | h. suitable |
| 9. last | i. continue for |
| 10. continue | j. carry on |

PHRASE MATCH:

- | | |
|--|---------------------------|
| 1. the packaging | a. of its iPhone |
| 2. infringe the patents of | b. its products |
| 3. Included in the list | c. of infringements |
| 4. the use of the hand | d. gestures |
| 5. the company had to protect its | e. intellectual copyright |
| 6. not happy at having to | f. fight Apple in court |
| 7. The two companies are dependent | g. on each other |
| 8. the strengthening of our intellectual | h. property portfolio |
| 9. appropriate legal | i. measures |
| 10. A lot is at | j. stake |

GAP FILL:

Apple suing Samsung for copying

Apple Inc. is suing Korea's Samsung Electronics Co. for (1) **copying** the design, look and even the (2) **packaging** of its iPhone and iPad products. Apple (3) **alleges** that Samsung's Galaxy phones and tablet computers infringe the patents of its products. Included in the (4) **list** of infringements are the use of the hand gestures used on Apple's touch screens, the colour and (5) **shape** of Samsung's devices, and even the design of the boxes in which Samsung's (6) **gadgets** are sold. Steve Jobs, CEO of Apple, accused Samsung of violating Apple trademarks and patents. He (7) **included** the Korean tech giant in a list of companies making tablets that would make 2011 the "Year of Copycats." Steve Dowling, an Apple spokesperson, said the company had to (8) **protect** its intellectual copyright.

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LANGUAGE WORK

- 1 - a 2 - b 3 - c 4 - d 5 - d 6 - c 7 - a 8 - b 9 - c 10 - a 11 - d 12 - b