

The iPhone

Level

Intermediate

Tasks

Comparing mobile phones with a partner

Scanning the transcripts of two presentations in order to complete a data comparison chart

Reading two presentations about rival products: an iPhone and a Blackberry

Completing a table with verb and noun forms of key words from the presentations

Making a short presentation comparing rival products

How to use the lesson

- 1 Tell the students that this lesson is about Apple's new iPhone. Ask them to take out their own mobile phones. Hand out the worksheet. Students compare their own mobile phone (or PDA – personal digital assistant) with their partner's, creating sentences such as: 'my phone is lighter than yours' / 'I can send e-mails as well as texts' etc. Elicit feedback and find out whose phone has the most features / who has the newest phone etc.
- 2 Ask students to scan the two transcripts and complete the missing information in the data comparison chart.

Answers

(a) eight hours (b) four hours (c) 11.6 mm (d) 15.5 mm
 (e) 3.9 ounces (f) 3.5 inches (g) 2.5 inches

- 3 Students read the transcripts. They should decide if they prefer an iPhone or a Blackberry. Ask students why they prefer one or the other device. You may wish to look at useful vocabulary such as: *icons* / *wi-fi* / *vast* / *device*.
- 4 Ask students to complete the table with the verb and noun forms.

Answers

(a) to produce (b) to sell (c) to market (d) to compete (e) display
 (f) prediction (g) announcement (h) aim (i) to forecast

- 5 Ask students to work individually or in pairs to prepare a short presentation, perhaps on one of their own products. If appropriate, students can draw their products, or write any data, on an overhead transparency. After the presentations, encourage questions from the audience. Finish the lesson by providing language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.apple.com/iphone/>
<http://en.wikipedia.org/wiki/IPhone>
<http://www.blackberrycurve.com/>
<http://news.bbc.co.uk/1/hi/technology/6250192.stm>