

Sky wars

Level

Intermediate and above

Tasks

Discussing students' thoughts about factors connected with flying
Matching headings with the correct paragraphs
Reading an article about the rivalry between two budget airlines
Identifying words from their definitions
Discussing questions arising from the article

How to use the lesson

1 Tell students the lesson is about budget airlines. Issue the worksheet and tell students to mark the factors with the appropriate number from 1-5. After students have written in their figures, they can discuss their response with a partner. Monitor the conversations. Ask students to report back on anything interesting they discussed.

2 Students study the four headings, then skim the article and match the headings to the correct paragraphs. They can work in pairs to check their answers.

Answers:

(1) - (d) (2) - (c) (3) - (b) (4) - (a)

3 Students read the complete article. Ask the students to describe the two adverts (Ryanair's Pinocchio ad / EasyJet's ad about flying to your real destination) and to tell you about the two viewpoints of Ryanair (the 'love' and 'hate' camps). You may wish to look at any useful vocabulary at this point: *damage / reputation / depicting / accuse*.

4 Ask students to identify the words from their definitions

Answers:

(a) *sued* (b) *libel* (c) *watchdog* (d) *stranded* (e) *controversial*

5 Divide students into small groups to discuss the questions. Students report back on their discussion to the whole class. Encourage questions and discussion. Finally, give language feedback on any major language errors you notice.

Related websites

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

<http://en.wikipedia.org/wiki/Ryanair>

<http://en.wikipedia.org/wiki/Easyjet>

<http://www.thedrum.co.uk/news/2010/07/23/14888-ryanair-ad-campaign-grounded-by-easyjet/>

<http://www.marketingmagazine.co.uk/news/1018479/Ryanair-keeps-focus-easyJets-performance/>

<http://www.shoosmiths.co.uk/news/3138.asp>