

Product wars

Level

Intermediate and above

Tasks

Discussing issues of downloading music from the Internet

Scanning a paragraph for figures in order to complete a product comparison table

Reading an article about rival digital music players

Using business collocations to talk about the students' own company's products and services

Comparing two rival products and giving a presentation to the class

How to use the lesson

- 1 Ask students if they own an Apple iPod digital music player. If so, ask them to describe it to the group. Hand out the worksheet. Find out who does / would download music from the Internet. Elicit some positive and negative points e.g. it is cheap and you can compile your own CDs. On the other hand, choice is limited and the quality may not be so good.
- 2 Ask students to look at the table of 'product features'. They then scan paragraph three of the article and complete the missing figures.

Answers

<i>Weight:</i>	<i>Apple iPod 5.6 ounces</i>	<i>iPod Mini 3.6 ounces</i>	<i>Sony Walkman 3.9 ounces</i>
<i>Number of songs:</i>	<i>Apple iPod 10,000</i>	<i>iPod Mini 1,000</i>	<i>Sony Walkman 13,000</i>
<i>Battery Life:</i>	<i>Apple iPod 8 hours</i>	<i>iPod Mini 8 hours</i>	<i>Sony Walkman 30 hours</i>

- 3 Ask students to read the whole article and decide whether or not they agree with the market predictions. Encourage them to make their own predictions about the future of music technology.
- 4 Ask students to use the words and expressions to create sentences about their own company's products or services.
- 5 Ask students to form groups of four and think of two rival products produced by different companies. This could be their own product and a competitor, or others e.g. makes of cars, chocolate bars, mobile phones etc. Ask the group to produce a table of 'product features', as in exercise 2. Divide the group into two pairs. Each pair gives a short presentation on one of the products. The class vote for the product they would prefer to buy.

Related websites

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

<http://www.apple.com/ipodmini/>

<http://www.ondemanddistribution.com/eng/home/home.asp>

<http://news.bbc.co.uk/1/hi/entertainment/music/3794229.stm>

<http://www.connect.com/>