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## Level 6

# Candy Crush Saga most downloaded app

3rd January, 2014

<http://www.breakingnewsenglish.com/1401/140103-candy-crush-saga.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/1401/140103-candy-crush-saga.html>

Candy Crush Saga was the most downloaded app of 2013, both in Apple's App Store and Google's Play store. It was also the year's top revenue earning app. The game has been downloaded over 500 million times since its launch last year. Candy Crush Saga is the current favourite among gamers. One addict, Deborah Alvarez, reckons she plays it at least 10 times a day. She said: "I play it in between breaks at work, before I go home, when I get home...It's addictive." Her colleague Katie Newell said she has successfully avoided playing the game. "I know too many people who have fallen prey to Candy Crush. I can't talk to them. I have to block invites to Candy Crush. It's a slippery slope," she said.

Other top downloads of 2013 include the photo and video-sharing service Snapchat. Craig Palli, an industry expert, said: "Snapchat went from being a niche app to achieving much more critical mass, so much so that Facebook was reportedly willing to spend billions of dollars to acquire the company." Mobile communications analyst Simon Khalaf believes 2014 could be the year when mobile apps seriously challenge the television industry. He said: "Every American spends \$100-plus per month on a service that is not personalized and not mobile. It's an area that's ripe for disruption....Someone will come up with new content, maybe a new device, and more importantly a better business model."

Sources: <http://www.reuters.com/article/2013/12/31/us-apps-top-idUSBRE9BU0K820131231>  
<http://ibnlive.in.com/news/snapchat-vine-candy-crush-saga-among-top-smartphone-apps-of-2013/442681-11.html>  
<http://www.13wmaz.com/story/tech/2013/12/30/candy-crush-addiction/4250099/>

# WARM-UPS

**1. MOBILE PHONE APPS:** Students walk around the class and talk to other students about mobile phone apps. 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.

*downloaded / revenue / gamers / addict / after work / colleague / fall prey to / slippery / video sharing / expert / niche / critical / television / mobile apps / business model*

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

**3. APPS:** How can they be better? Complete this table with your partner(s). Change partners often and share what you wrote.

App	Things you're not happy about	Suggested improvements
Social networking		
Skype		
Game		
Music		
Studying English		
News		

**4. APPS OR TV:** Students A **strongly** believe apps will become more popular than TV; Students B **strongly** believe this will never happen. Change partners again and talk about your conversations.

**5. FAVE APPS:** Rank these and share your rankings with your partner. Put your favourite apps at the top. Change partners often and share your rankings.

- books
- games
- news
- studying English
- travel
- weather
- money / finance
- music

**6. MOBILE:** Spend one minute writing down all of the different words you associate with the word "mobile". 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/1401/140103-candy-crush-saga.html>

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

- a. Candy Crush Saga was number one in Apple's app store and Google's. T / F
- b. Candy Crush was the second-highest revenue-generating app of 2013. T / F
- c. The Candy Crush app was initially launched in 2011. T / F
- d. A woman said she likes the slippery slope best in the Candy Crush app. T / F
- e. Another favourite from last year was a photo and video-sharing app. T / F
- f. Facebook wanted to spend a lot of money on an app called Snapchat. T / F
- g. An industry expert believes TV will pull ahead of apps in 2014. T / F
- h. The expert believes someone may develop a new device to rival TV. T / F

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

- |              |                 |
|--------------|-----------------|
| 1. revenue   | a. enthusiast   |
| 2. earning   | b. authority    |
| 3. launch    | c. buy          |
| 4. addict    | d. grossing     |
| 5. prey      | e. reaching     |
| 6. expert    | f. victim       |
| 7. achieving | g. ready        |
| 8. acquire   | h. income       |
| 9. ripe      | i. gadget       |
| 10. device   | j. introduction |

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

- |                                |                        |
|--------------------------------|------------------------|
| 1. the year's top revenue      | a. company             |
| 2. the current favourite       | b. breaks at work      |
| 3. in between                  | c. slope               |
| 4. many people who have fallen | d. up with new content |
| 5. It's a slippery             | e. earning app         |
| 6. a niche                     | f. is not personalized |
| 7. acquire the                 | g. model               |
| 8. a service that              | h. prey to Candy Crush |
| 9. Someone will come           | i. app                 |
| 10. a better business          | j. among gamers        |

# GAP FILL

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

Candy Crush Saga was the most downloaded app of 2013, (1) \_\_\_\_\_ in Apple's App Store and Google's Play store. It was also the year's top revenue (2) \_\_\_\_\_ app. The game has been downloaded over 500 million times since its (3) \_\_\_\_\_ last year. Candy Crush Saga is the current favourite among gamers. One addict, Deborah Alvarez, (4) \_\_\_\_\_ she plays it at least 10 times a day. She said: "I play it in between breaks at work, before I go home, when I get home...It's (5) \_\_\_\_\_." Her colleague Katie Newell said she has successfully (6) \_\_\_\_\_ playing the game. "I know too many people who have fallen (7) \_\_\_\_\_ to Candy Crush. I can't talk to them. I have to block invites to Candy Crush. It's a (8) \_\_\_\_\_ slope," she said.

*reckons*  
*prey*  
*launch*  
*slippery*  
*both*  
*addictive*  
*earning*  
*avoided*

Other top downloads of 2013 (9) \_\_\_\_\_ the photo and video-sharing service Snapchat. Craig Palli, an industry expert, said: "Snapchat went from being a (10) \_\_\_\_\_ app to achieving much more critical mass, so much so that Facebook was reportedly (11) \_\_\_\_\_ to spend billions of dollars to (12) \_\_\_\_\_ the company." Mobile communications analyst Simon Khalaf believes 2014 could be the year when mobile apps (13) \_\_\_\_\_ challenge the television industry. He said: "Every American spends \$100-plus per month on a service that is not (14) \_\_\_\_\_ and not mobile. It's an area that's (15) \_\_\_\_\_ for disruption....Someone will come up with new content, maybe a new device, and more importantly a better (16) \_\_\_\_\_ model."

*seriously*  
*acquire*  
*ripe*  
*niche*  
*business*  
*include*  
*personalized*  
*willing*

# LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

- 1) It was also the year's top revenue \_\_\_\_\_
  - a. earnings app
  - b. earn in app
  - c. earns in app
  - d. earning app
- 2) The game has been downloaded over 500 million times \_\_\_\_\_
  - a. since its launch
  - b. since its lunch
  - c. since its launched
  - d. since its launches
- 3) I play it in between breaks at work, before I go home, when I get home...\_\_\_\_\_
  - a. It's addict if
  - b. It's addictive
  - c. It's addiction
  - d. It's addictively
- 4) I know too many people who \_\_\_\_\_
  - a. have fallen prey
  - b. have fallen pray
  - c. have fallen play
  - d. have fallen ply
- 5) I have to block invites to Candy Crush. It's \_\_\_\_\_
  - a. a slippery sloop
  - b. a slippery soap
  - c. a slippery sleep
  - d. a slippery slope
- 6) Snapchat went from being a niche app to achieving much \_\_\_\_\_
  - a. more critical mess
  - b. more critical miss
  - c. more critical mass
  - d. more critical moss
- 7) Facebook was reportedly willing to spend billions of dollars to \_\_\_\_\_
  - a. acquire the company
  - b. inquire the company
  - c. require the company
  - d. enquire the company
- 8) 2014 could be the year when mobile apps seriously challenge the \_\_\_\_\_
  - a. television industries
  - b. television industrial
  - c. television industrialize
  - d. television industry
- 9) Every American spends \$100-plus per month on a service that \_\_\_\_\_
  - a. is not personalized
  - b. is non-personalized
  - c. is nothing personalized
  - d. is now personalized
- 10) ...maybe a new device, and more importantly a \_\_\_\_\_
  - a. better business models
  - b. better business model
  - c. better business modelled
  - d. better business modelling

# LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

Candy Crush Saga was the most downloaded app of 2013, both in Apple's App Store and Google's Play store. It (1) \_\_\_\_\_ top revenue earning app. The game has been downloaded over 500 million times since its launch last year. Candy Crush Saga is (2) \_\_\_\_\_ among gamers. One addict, Deborah Alvarez, (3) \_\_\_\_\_ it at least 10 times a day. She said: "I play (4) \_\_\_\_\_ at work, before I go home, when I get home...It's addictive." Her colleague Katie Newell said she has successfully (5) \_\_\_\_\_ game. "I know too many people who have fallen prey to Candy Crush. I can't talk to them. I have to block invites to Candy Crush. (6) \_\_\_\_\_," she said.

Other top downloads of 2013 include the photo and video-sharing service Snapchat. Craig Palli, (7) \_\_\_\_\_, said: "Snapchat went from being a niche app to achieving (8) \_\_\_\_\_, so much so that Facebook was reportedly willing to spend billions of dollars to acquire the company." Mobile (9) \_\_\_\_\_ Simon Khalaf believes 2014 could be the year when mobile apps (10) \_\_\_\_\_ the television industry. He said: "Every American spends \$100-plus per month on a service that is not personalized and not mobile. It's (11) \_\_\_\_\_ disruption....Someone will come up with new content, maybe (12) \_\_\_\_\_ more importantly a better business model."

# COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

1. In which two stores was Candy Crush the most downloaded app?

---

2. Where was Candy Crush on the top-revenue-earnings list of 2013 apps?

---

3. How many times was the game downloaded last year?

---

4. What adjective did Deborah Alvarez use to describe the app?

---

5. What does Katie Newell block?

---

6. Who is Craig Palli?

---

7. Which company wanted to buy Snapchat?

---

8. What could apps challenge in 2014, according to an analyst?

---

9. How much do Americans spend on TV each month?

---

10. What might someone make an improved version of?

---



# MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

1. In which two stores was Candy Crush the most downloaded app?
  - a) Amazon and Facebook
  - b) Game.com and App.com
  - c) Apple App Store and Google Play
  - d) Toys "R" Us and Starbucks
2. Where was Candy Crush on the top-revenue-earnings list of 2013 apps?
  - a) first
  - b) second
  - c) third
  - d) fourth
3. How many times was the game downloaded last year?
  - a) 500,000,000 times
  - b) 5,000,000,000 times
  - c) 500,000 times
  - d) 50,000,000 times
4. What adjective did Deborah Alvarez use to describe the app?
  - a) awesome
  - b) addictive
  - c) fun
  - d) slippery
5. What does Katie Newell block?
  - a) mail from apps
  - b) Facebook
  - c) things that attack the candy
  - d) invites to Candy Crush
6. Who is Craig Palli?
  - a) the creator of Candy Crush
  - b) an industry expert
  - c) an app critic
  - d) Facebook's app director
7. Which company wanted to buy Snapchat?
  - a) Facebook
  - b) Chatsnap
  - c) Apple
  - d) Samsung
8. What could apps challenge in 2014, according to an analyst?
  - a) movies
  - b) newspapers
  - c) television
  - d) PCs
9. How much do Americans spend on TV each month?
  - a) \$10
  - b) around \$23
  - c) up to \$50
  - d) \$100 or more
10. What might someone make an improved version of?
  - a) a business model
  - b) a gadget
  - c) Facebook
  - d) games

# ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

## **Role A – Games**

You think games apps are best. Tell the others three reasons why. Tell them things that are wrong with their apps. Also, tell the others which is the least useful of these (and why): news apps, studying English apps or weather apps.

## **Role B – News**

You think news apps are best. Tell the others three reasons why. Tell them things that are wrong with their apps. Also, tell the others which is the least useful of these (and why): games apps, studying English apps or weather apps.

## **Role C – Studying English**

You think studying English apps are best. Tell the others three reasons why. Tell them things that are wrong with their apps. Also, tell the others which is the least useful of these (and why): news apps, games apps or weather apps.

## **Role D – Weather**

You think weather apps are best. Tell the others three reasons why. Tell them things that are wrong with their apps. Also, tell the others which is the least useful of these (and why): news apps, studying English apps or games apps.

# AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

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

<b>candy</b>	<b>crush</b>
--------------	--------------

- 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"><li>• both</li><li>• top</li><li>• launch</li><li>• 10</li><li>• before</li><li>• slope</li></ul>	<ul style="list-style-type: none"><li>• service</li><li>• mass</li><li>• spend</li><li>• seriously</li><li>• area</li><li>• better</li></ul>
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# MOBILE PHONE APPS SURVEY

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

Write five GOOD questions about mobile phone apps 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.

# MOBILE PHONE APPS 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 'app'?
- c) What's your favourite app?
- d) How important is your mobile phone / tablet to you?
- e) Do you like gaming?
- f) How often do you download stuff?
- g) Are you / Have you been addicted to an app?
- h) What do you do in your break time from work / studying?
- i) Are games apps good for us?
- j) Do you block apps?

*Candy Crush Saga most downloaded app – 3rd January, 2014*  
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# MOBILE PHONE APPS DISCUSSION

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

- a) Did you like reading this article? Why/not?
- b) What social networking or photo-sharing apps do you like?
- c) How often do you delete apps? Why?
- d) Will apps ever become more popular than TV?
- e) In what ways are apps better than television?
- f) What would you like to see an app invented for?
- g) How could mobile technology change television?
- h) What might a new device do?
- i) What improvements would you like to see in mobile technology?
- j) What questions would you like to ask an app developer?

# 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/1401/140103-candy-crush-saga.html>

Candy Crush Saga was the most downloaded app of 2013, (1) \_\_\_\_\_ in Apple's App Store and Google's Play store. It was also the year's top revenue (2) \_\_\_\_\_ app. The game has been downloaded over 500 million times since its launch last year. Candy Crush Saga is the (3) \_\_\_\_\_ favourite among gamers. One addict, Deborah Alvarez, reckons she plays it at least 10 times a day. She said: "I play it (4) \_\_\_\_\_ between breaks at work, before I go home, when I get home...It's addictive." Her colleague Katie Newell said she has successfully avoided playing the game. "I know too many people who have fallen (5) \_\_\_\_\_ to Candy Crush. I can't talk to them. I have to block invites to Candy Crush. It's a (6) \_\_\_\_\_ slope," she said.

Other top downloads of 2013 include the photo and video-sharing service Snapchat. Craig Palli, an industry expert, said: "Snapchat (7) \_\_\_\_\_ from being a niche app to achieving much more critical mass, so much so that Facebook was reportedly (8) \_\_\_\_\_ to spend billions of dollars to acquire the company." Mobile communications analyst Simon Khalaf believes 2014 could be the year when mobile apps (9) \_\_\_\_\_ challenge the television industry. He said: "Every American spends \$100-plus dollars (10) \_\_\_\_\_ month on a service that is not personalized and not mobile. It's an area that's (11) \_\_\_\_\_ for disruption....Someone will come up with new content, maybe a new device, and more importantly a better business (12) \_\_\_\_\_."

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

- |     |                |               |              |                  |
|-----|----------------|---------------|--------------|------------------|
| 1.  | (a) all        | (b) both      | (c) either   | (d) whole        |
| 2.  | (a) ear        | (b) earned    | (c) earner   | (d) earning      |
| 3.  | (a) currency   | (b) current   | (c) currant  | (d) currants     |
| 4.  | (a) on         | (b) at        | (c) in       | (d) to           |
| 5.  | (a) prey       | (b) ply       | (c) pray     | (d) plea         |
| 6.  | (a) slippery   | (b) slippage  | (c) slipped  | (d) slips        |
| 7.  | (a) erupted    | (b) left      | (c) departed | (d) went         |
| 8.  | (a) willing    | (b) billing   | (c) filling  | (d) milling      |
| 9.  | (a) studiously | (b) seriously | (c) starkly  | (d) slanderously |
| 10. | (a) for        | (b) one       | (c) per      | (d) all          |
| 11. | (a) firm       | (b) soft      | (c) ripe     | (d) raw          |
| 12. | (a) vvvvv      | (b) model     | (c) vvvvv    | (d) vvvvv        |

# SPELLING

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

## Paragraph 1

1. the year's top evnruee earning app
2. 500 million times since its nuhcla last year
3. It's devticdai.
4. Her lcluoeeag Katie Newell said...
5. people who have fallen eryp to Candy Crush
6. It's a ieprsylp slope

## Paragraph 2

7. an industry txrpee
8. spend billions of dollars to eicaqru the company
9. communications ytanlsa
10. a service that is not enidlroezpsa (USA) / oasniprseedl (UK)
11. It's an area that's ripe for poutdsrini
12. a new cdivee



# PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

**Number these lines in the correct order.**

- ( ) expert, said: "Snapchat went from being a niche app to achieving much more critical mass, so much
- ( ) she plays it at least 10 times a day. She said: "I play it in between breaks at
- ( ) avoided playing the game. "I know too many people who have fallen prey to Candy Crush. I can't
- ( ) also the year's top revenue earning app. The game has been downloaded over 500 million times since
- ( ) so that Facebook was reportedly willing to spend billions of dollars to acquire the company." Mobile communications
- ( ) analyst Simon Khalaf believes 2014 could be the year when mobile apps seriously challenge the television
- ( ) its launch last year. Candy Crush Saga is the current favourite among gamers. One addict, Deborah Alvarez, reckons
- ( ) personalized and not mobile. It's an area that's ripe for disruption....Someone will come
- ( ) up with new content, maybe a new device, and more importantly a better business model."
- ( ) Other top downloads of 2013 include the photo and video-sharing service Snapchat. Craig Palli, an industry
- ( ) talk to them. I have to block invites to Candy Crush. It's a slippery slope," she said.
- ( **1** ) Candy Crush Saga was the most downloaded app of 2013, both in Apple's App Store and Google's Play store. It was
- ( ) industry. He said: "Every American spends \$100-plus per month on a service that is not
- ( ) work, before I go home, when I get home...It's addictive." Her colleague Katie Newell said she has successfully

# PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

1. earning also year's revenue was the app It . top

---

2. game downloaded million The been 500 has over times.

---

3. plays addict day 10 it reckons times at she One a least.

---

4. in between I breaks play at it work.

---

5. too know I it to prey fallen have who people many.

---

6. dollars to acquire the company Willing to spend billions of.

---

7. apps The seriously year challenge when television mobile.

---

8. that personalized mobile service not not A is and.

---

9. area an It's disruption for ripe that's.

---

10. content new with up come will Someone.

---

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

Candy Crush Saga was the most downloaded app of 2013, *either / both* in Apple's App Store and Google's Play store. It was also the year's top revenue *earning / earned* app. The game has been downloaded over 500 million times since its *launched / launch* last year. Candy Crush Saga is the *currant / current* favourite among gamers. One addict, Deborah Alvarez, *beckons / reckons* she plays it at *least / last* 10 times a day. She said: "I play it in between breaks at work, before I go home, when I get home...It's *addict / addictive*." Her *colleague / collage* Katie Newell said she has successfully avoided playing the game. "I know too many people who have fallen *hunter / prey* to Candy Crush. I can't talk to them. I have to block invites to Candy Crush. It's a slippery *slip / slope*," she said.

Other top downloads of 2013 include the photo and video-sharing service Snapchat. Craig Palli, an *industrial / industry* expert, said: "Snapchat went from being a *niche / corniche* app to achieving much more *critical / acclaim* mass, so much so that Facebook was *reports / reportedly* willing to spend billions of dollars to *require / acquire* the company." Mobile communications *analyst / analysis* Simon Khalaf believes 2014 could be the year when mobile apps *seriously / serious* challenge the television industry. He said: "Every American *spends / spending* \$100-plus per month on a service that is not personalized and not mobile. It's an area that's *ripen / ripe* for disruption....Someone will come up with new content, maybe a new device, and more importantly a better *company / business* model."

**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/1401/140103-candy-crush-saga.html>

c\_ndy cr\_sh s\_g\_ w\_s th\_ m\_st d\_wnl\_\_d\_d \_pp \_f  
2013, b\_th \_n \_ppl\_'s \_pp st\_r\_ \_nd g\_\_gl\_'s pl\_y  
st\_r\_. \_t w\_s \_ls\_ th\_ y\_\_r's t\_p r\_v\_n\_\_ \_rn\_ng \_pp.  
th\_ g\_m\_ h\_s b\_\_n d\_wnl\_\_d\_d \_v\_r 500 m\_ll\_\_n  
t\_m\_s s\_nc\_ \_ts l\_\_nch l\_st y\_\_r. c\_ndy cr\_sh s\_g\_ \_s  
th\_ c\_rr\_nt f\_v\_\_r\_t\_ \_m\_ng g\_m\_rs. \_n\_ \_dd\_ct,  
d\_b\_r\_h \_lv\_r\_z, r\_ck\_ns sh\_ pl\_ys \_t \_t l\_\_st 10  
t\_m\_s \_d\_y. sh\_ s\_\_d: "\_ pl\_y \_t \_n b\_tw\_\_n br\_\_ks  
\_t w\_rk, b\_f\_r\_ \_g\_ h\_m\_, wh\_n \_g\_t h\_m\_...t's  
\_dd\_ct\_v\_." h\_r c\_ll\_\_g\_\_ k\_t\_\_ n\_w\_ll s\_\_d sh\_h\_s  
s\_cc\_ssf\_lly \_v\_\_d\_d pl\_y\_ng th\_ g\_m\_. "\_ kn\_w t\_\_  
m\_ny p\_\_pl\_ wh\_ h\_v\_ f\_ll\_n pr\_y\_t\_ c\_ndy cr\_sh. \_  
c\_n't t\_lk t\_ th\_m. \_ h\_v\_ t\_ bl\_ck \_nv\_t\_s t\_ c\_ndy  
cr\_sh. \_t's \_sl\_pp\_ry sl\_p\_, " sh\_ s\_\_d.

\_th\_r t\_p d\_wnl\_\_ds \_f 2013 \_ncl\_d\_ th\_ ph\_t\_ \_nd  
v\_d\_\_-sh\_r\_ng s\_rv\_c\_ sn\_pch\_t. cr\_\_g p\_ll\_, \_n  
\_nd\_stry \_xp\_rt, s\_\_d: "sn\_pch\_t w\_nt fr\_m b\_\_ng \_  
n\_ch\_ \_pp\_t\_ \_ch\_\_v\_ng m\_ch m\_r\_ cr\_t\_c\_l m\_ss, s\_  
m\_ch s\_ th\_t f\_c\_b\_\_k w\_s r\_p\_rt\_dly w\_ll\_ng t\_ sp\_nd  
b\_ll\_\_ns \_f d\_ll\_rs t\_ \_cq\_r\_ th\_ c\_m\_p\_ny." m\_b\_l\_  
c\_mm\_n\_c\_t\_\_ns \_n\_lyst s\_m\_n kh\_l\_f b\_l\_\_v\_s 2014  
c\_\_ld b\_ th\_ y\_\_r wh\_n m\_b\_l\_ \_pps s\_r\_\_sly  
ch\_ll\_ng\_ th\_ t\_l\_v\_s\_\_n \_nd\_stry. h\_ s\_\_d: "\_v\_ry  
\_m\_r\_c\_n sp\_nds \$100-pl\_s d\_ll\_rs p\_r m\_nth \_n \_  
s\_rv\_c\_ th\_t s\_n\_t p\_rs\_n\_l\_z\_d \_nd n\_t m\_b\_l\_. \_t's  
\_n \_r\_\_ th\_t's r\_p\_ f\_r d\_sr\_pt\_\_n...s\_m\_\_n\_ w\_ll  
c\_m\_ \_p w\_th n\_w c\_nt\_nt, m\_yb\_ \_n\_w d\_v\_c\_ \_nd  
m\_r\_ \_mp\_rt\_ntly \_b\_tt\_r b\_s\_n\_ss m\_d\_l."

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

candy crush saga was the most downloaded app of 2013 both in apple's app store and google's play store it was also the year's top revenue earning app the game has been downloaded over 500 million times since its launch last year candy crush saga is the current favourite among gamers one addict deborah alvarez reckons she plays it at least 10 times a day she said "i play it in between breaks at work before i go home when i get home...it's addictive" her colleague katie newell said she has successfully avoided playing the game "i know too many people who have fallen prey to candy crush i can't talk to them i have to block invites to candy crush it's a slippery slope" she said

other top downloads of 2013 include the photo and video-sharing service snapchat craig palli an industry expert said "snapchat went from being a niche app to achieving much more critical mass so much so that facebook was reportedly willing to spend billions of dollars to acquire the company" mobile communications analyst simon khalaf believes 2014 could be the year when mobile apps seriously challenge the television industry he said "every american spends \$100-plus per month on a service that is not personalized and not mobile it's an area that's ripe for disruption...someone will come up with new content maybe a new device, and more importantly a better business model"

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1401/140103-candy-crush-saga.html>

CandyCrushSagawasthemostdownloadedappof2013,bothinApple'sAppStoreandGoogle'sPlaystore.Itwasalsotheyear'stoprevenueearningapp.Thegamehasbeendownloadedover500milliontimesinceitslaunchlastyear.CandyCrushSagaisthecurrentfavouriteamonggamers.Oneaddict,DeborahAlvarez,reckonssheplaysitatleast10timesaday.Shesaid:"Iplayitinbetweenbreaksatwork,beforeIgohome,whenIgethome...It'saddictive."HercolleagueKatieNewellsaidshehassuccessfullyavoidedplayingthegame."IknowtoomanypeoplewhohavefallenpreytoCandyCrush.Ican'ttalktothem.IhavetoblockinvitestoCandyCrush.It'saslipperyslope,"shesaid.Othertopdownloadsof2013includethephotoandvideo-sharingsserviceSnapchat.CraigPalli,anindustryexpert,said:"Snapchatwentfrombeinganicheapptoachievingmuchmorecriticalmass,somuchsothatFacebookwasreportedlywillingtospendbillionsofdollarstoacquirethecompany."MobilecommunicationsanalystSimonKhalafbelieves2014couldbethetheyearwhenmobileappsseriouslychallengethetelevisionindustry.Hesaid:"EveryAmericanspends\$100-plusdollarspermonthonaservicethatisnotpersonalizedandnotmobile.It'sanareathat'sripefordisruption....Someonewillcomeupwithnewcontent,maybeanewdeviceandmoreimportantlyabetterbusinessmodel."







# 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 mobile phone apps. Share what you discover with your partner(s) in the next lesson.

**3. MOBILE PHONE APPS:** Make a poster about mobile phone apps. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. APPS OR TV?** Write a magazine article about the rivalry between apps and TV. Include imaginary interviews with supporters of both.

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 mobile communications expert. Ask him/her three questions about mobile phone apps. Give him/her three of your opinions on their future. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## TRUE / FALSE (p.4)

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

## SYNONYM MATCH (p.4)

- |              |                 |
|--------------|-----------------|
| 1. revenue   | a. income       |
| 2. earning   | b. grossing     |
| 3. launch    | c. introduction |
| 4. addict    | d. enthusiast   |
| 5. prey      | e. victim       |
| 6. expert    | f. authority    |
| 7. achieving | g. reaching     |
| 8. acquire   | h. buy          |
| 9. ripe      | i. ready        |
| 10. device   | j. gadget       |

## COMPREHENSION QUESTIONS (p.8)

1. Apple App Store and Google Play
2. Top
3. 500 million times
4. Addictive
5. Invites to Candy Crush
6. An industry expert
7. Facebook
8. Television
9. Over \$100
10. A business model

## MULTIPLE CHOICE - QUIZ (p.9)

1. c    2. a    3. a    4. b    5. d    6. b    7. a    8. c    9. d    10. a

## ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.  
(It's good for your English ;-)