

Samsung: Don't use dangerous Galaxy Note

12th October, 2016



Samsung, the South Korean tech giant, has warned owners of the Galaxy Note 7 to turn off their phone after more reports of the device catching fire. The company will also

stop shipping the flagship phone to stores. The device, launched in August, was set to rival Apple's iPhone. Samsung engineers must now conduct an investigation into what is causing so many phones to catch fire. Samsung had already been hit following a recall of 2.5 million phones in September after many burst into flames when their batteries exploded. This new episode further damages the company's credibility as many of the exploding phones are those that had batteries replaced in September and were deemed to be safe.

Industry analysts are now predicting how much the latest trouble will cost the company. South Korean media is reporting that the company could discontinue producing the phone. However, South Korea's finance minister Yoo Il-ho has warned that the country's exports would be damaged if it did this. He said: "Right now we can't tell what the impact will be in the long term. It's up to the company and the government cannot interfere, but if they do scrap the model, it will have a negative impact on exports." The Korea Times said: "It is urgent that the company recover its brand image and the only way to do this is to place quality and customer satisfaction above anything else."

Sources: bbc.com / cnet.com / koreatimes.co.kr

Writing

Technology has made our lives a lot safer. What do you think? Discuss this.

Chat

Talk about these words from the article.

Samsung / tech / giant / device catching fire / rival / investigation / flames / batteries industry / analysts / discontinue / finance / impact / interfere / negative / satisfaction

True / False

- The article says Samsung has phoned all Galaxy Note owners. T / F
- Samsung will stop sending the Galaxy Note to shops. T / F
- The Galaxy Note 7 was released in August. T / F
- Batteries that Samsung said were safe caught fire. T / F
- Analysts are predicting how much customers will have to pay Samsung. T / F
- South Korea's finance minister said exports would be unharmed. T / F
- The foreign minister said the government should get involved. T / F
- A newspaper said Samsung needed to work on customer satisfaction. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-------------------------|----------------|
| 1. warned | a. effect |
| 2. device | b. blew up |
| 3. rival | c. pressing |
| 4. exploded | d. opponent |
| 5. deemed | e. abandon |
| 6. predicting | f. contentment |
| 7. impact | g. cautioned |
| 8. scrap | h. forecasting |
| 9. urgent | i. gadget |
| 10. satisfaction | j. considered |

Discussion – Student A

- What do you think about what you read?
- What do you think of the company Samsung?
- What do you think is the best smartphone and why?
- What would life be like without a mobile phone?
- How could a company like Samsung make such a big mistake?
- What will Samsung's competitors think of this?
- What would you think if your phone caught fire?
- How damaging is this for Samsung?

Phrase Match

- | | |
|---|-----------------------|
| 1. the South Korean tech | a. interfere |
| 2. set to rival | b. credibility |
| 3. Samsung had already been hit following a recall of | c. on exports |
| 4. This new episode further damages the company's | d. to be safe |
| 5. deemed | e. the long term |
| 6. finance | f. Apple's iPhone |
| 7. what the impact will be in | g. satisfaction |
| 8. the government cannot | h. giant |
| 9. it will have a negative impact | i. minister |
| 10. customer | j. 2.5 million phones |

Discussion – Student B

- What will the company do if it no longer makes the Galaxy Note?
- Should Korea's government step in and help Samsung?
- What effect will scrapping the Galaxy Note have?
- How dangerous is technology?
- What three adjectives best describe this story?
- How can Samsung recover its brand image?
- What can Samsung do for its customers?
- What questions would you like to ask Samsung's boss?

Spelling

- reports of the ecvied catching fire
- shipping the sfiaglhq phone to stores
- Samsung erngeisen
- conduct an isiniavgnotte
- many tbrus into flames
- their attiebres exploded
- Industry asayltsn
- nnduicitose producing the phone
- the government cannot retfeiern
- a negative impact on epxorts
- It is gtneru
- customer scatiatnisfo

Answers – Synonym Match

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

Role Play

Role A – Smartphone

You think a smartphone is the best device. Tell the others three reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): a drone, a hover board or a microwave oven.

Role B – Drone

You think a drone is the best device. Tell the others three reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): a smartphone, a hover board or a microwave oven.

Role C – Hover board

You think a hover board is the best device. Tell the others three reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): a drone, a smartphone or a microwave oven.

Role D – Microwave oven

You think a microwave oven is the best device. Tell the others three reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): a drone, a hover board or a smartphone.

Speaking – Devices

Rank these with your partner. Put the best devices at the top. Change partners often and share your rankings.

- | | |
|-------------------|-----------------------|
| • smartphone | • wireless headphones |
| • games console | • drone |
| • laptop computer | • hover board |
| • music player | • printer |

Answers – True False

a	F	b	T	c	T	d	T	e	F	f	F	g	F	h	T
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Answers to Phrase Match and Spelling are in the text.