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Level 4 – 29th June 2026

Rising memory chip prices to push up tech costs

FREE online quizzes, mp3 listening and more for this lesson here:

<https://breakingnewsenglish.com/2606/260629-memory-chip-price-hikes-4.html>

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Please try Levels 5 and 6. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/2606/260629-memory-chip-price-hikes-4.html>

Smartphones and computers are a part of our lives. People spend a small fortune on them. However, keeping up to date with the latest models will be more expensive. This is because of the huge rise in demand for AI memory chips. AI data centres need to store huge amounts of data and move it much faster than before. Chip makers cannot keep up with demand. Yahoo.com wrote: "The enormous sums of money going into the AI race are driving up costs."

Apple announced price rises for its products. However, the iPhone will be protected from price rises. Apple said: "We have never seen a component price increase this much, this quickly." It added: "We have shielded our customers... but we have now reached a point where we need to begin raising prices." People are worried about rising tech prices. In addition, the growth of AI data centres has increased demand for and price of electricity.

Sources: <https://finance.yahoo.com/technology/articles/asian-tech-stocks-slide-ai-174301361.html>
<https://www.foxbusiness.com/markets/apple-raises-ipad-macbook-prices-memory-chip-costs-surge>
<https://www.cnbc.com/2026/06/26/ai-memory-chip-shortage-consumer-electronics-prices.html>

PHRASE MATCHING

From <https://breakingnewsenglish.com/2606/260629-memory-chip-price-hikes-4.html>

PARAGRAPH ONE:

- | | |
|--------------------------------|----------------------|
| 1. computers are a big | a. fortune on them |
| 2. People spend a small | b. centres |
| 3. keeping up | c. models |
| 4. the latest | d. up with demand |
| 5. This is because of the huge | e. part of our lives |
| 6. AI data | f. of data |
| 7. store huge amounts | g. to date |
| 8. Chip makers cannot keep | h. rise in demand |

PARAGRAPH TWO:

- | | |
|-----------------------------------|-------------------------|
| 1. the iPhone will be protected | a. of AI data centres |
| 2. We have never seen a component | b. from price rises |
| 3. We have shielded our | c. a point |
| 4. we have now reached | d. price of electricity |
| 5. we need to | e. price increase |
| 6. People are worried about | f. customers |
| 7. the growth | g. rising tech prices |
| 8. increased demand for and | h. begin raising prices |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2606/260629-memory-chip-price-hikes-4.html>

Smartphones and computers are (1) _____ of our lives. People spend a (2) _____ them. However, keeping up to date with the latest models will be more expensive. This is because of the (3) _____ demand for AI memory chips. AI data centres need to (4) _____ of data and move it much faster than before. Chip makers (5) _____ with demand. Yahoo.com wrote: "The enormous (6) _____ going into the AI race are driving up costs."

Apple announced price rises (7) _____. However, the iPhone (8) _____ from price rises. Apple said: "We have never seen a component price increase this much, this quickly." It added: "We (9) _____ customers... but we have now (10) _____ where we need to begin raising prices." People are worried about (11) _____. In addition, the growth of AI data centres has increased demand (12) _____ of electricity.

PUT A SLASH (/) WHERE THE SPACES ARE

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MEMORY CHIPS SURVEY

From <https://breakingnewsenglish.com/2606/260629-memory-chip-price-hikes-4.html>

Write five GOOD questions about memory chips 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.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

