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Level 5 – 29th June 2026

Rising memory chip prices to push up tech costs

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<https://breakingnewsenglish.com/2606/260629-memory-chip-price-hikes-5.html>

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Please try Levels 4 and 6. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/2606/260629-memory-chip-price-hikes-5.html>

Smartphones and computers have become essential parts of our lives. People spend a small fortune on the latest tech. However, keeping up to date with the latest gadgets will become more expensive. This is because of the huge rise in demand for servers in AI data centres. These need to store massive amounts of data and move it much faster than before. Chip makers are struggling to keep up with demand. Yahoo.com wrote: "The enormous sums of money going into the AI race are driving up costs for resources and components."

Apple and Microsoft have announced price rises for their products. However, the iPhone will be insulated from the 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." Microsoft said: "The entire consumer electronics industry is struggling." People are now worried about rising tech prices. In addition, the growth of AI data centres has increased demand for electricity, which is pushing up utility bills in some areas.

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-5.html>

PARAGRAPH ONE:

- | | |
|----------------------------------|------------------------|
| 1. People spend a small | a. up with demand |
| 2. keeping up to date with | b. for servers |
| 3. the huge rise in demand | c. costs for resources |
| 4. store massive amounts of data | d. fortune |
| 5. Chip makers are | e. amounts of data |
| 6. keep | f. of money |
| 7. enormous sums | g. struggling |
| 8. driving up | h. the latest gadgets |

PARAGRAPH TWO:

- | | |
|------------------------------------|-------------------------|
| 1. the iPhone will be insulated | a. for electricity |
| 2. We've never seen a component | b. our customers |
| 3. We have shielded | c. industry |
| 4. we need to | d. bills in some areas |
| 5. The entire consumer electronics | e. price increase |
| 6. the growth | f. begin raising prices |
| 7. increased demand | g. of AI data centres |
| 8. pushing up utility | h. from the price rises |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2606/260629-memory-chip-price-hikes-5.html>

Smartphones and computers have become
(1) _____ our lives. People spend a small
fortune on the latest tech. However, keeping
(2) _____ with the latest gadgets will become
more expensive. This is because of the huge
(3) _____ for servers in AI data centres.
These need to store (4) _____ data and move
it much faster than before. Chip makers are struggling to keep
(5) _____. Yahoo.com wrote: "The enormous
sums of money going into the AI race are
(6) _____ for resources and components."

Apple and Microsoft (7) _____ rises for their
products. However, the iPhone will (8) _____
the price rises. Apple said: "We have never seen a component price
increase this (9) _____." It added: "We have
shielded our customers... but we have now
(10) _____ where we need to begin raising
prices." Microsoft said: "The entire consumer electronics
(11) _____." People are now worried about
rising tech prices. In addition, the growth of AI data centres has
increased demand for electricity, which is pushing
(12) _____ in some areas.

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2606/260629-memory-chip-price-hikes-5.html>

Smartphones and computers have become essential parts of our lives. People spend a small fortune on the latest tech. However, keeping up to date with the latest gadgets will become more expensive. This is because of the huge rise in demand for servers in AI data centres. These need to store massive amounts of data and move it much faster than before. Chip makers are struggling to keep up with demand. Yahoo.com wrote: "The enormous sums of money going into the AI race are driving up costs for resources and components." Apple and Microsoft have announced price rises for their products. However, the iPhone will be insulated from the 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." Microsoft said: "The entire consumer electronics industry is struggling." People are now worried about rising tech prices. In addition, the growth of AI data centres has increased demand for electricity, which is pushing up utility bills in some areas.

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) _____

