

# Breaking News English.com

Ready-to-Use English Lessons by Sean Banville

**"1,000 IDEAS & ACTIVITIES  
FOR LANGUAGE TEACHERS"**

[breakingnewsenglish.com/book.html](http://breakingnewsenglish.com/book.html)

**Thousands more free lessons  
from Sean's other websites**

[www.freeeslmaterials.com/sean\\_banville\\_lessons.html](http://www.freeeslmaterials.com/sean_banville_lessons.html)

**Level 6 – 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.html>

### Contents

The Article	2	Discussion (Student-Created Qs)	15
Warm-Ups	3	Language Work (Cloze)	16
Vocabulary	4	Spelling	17
Before Reading / Listening	5	Put The Text Back Together	18
Gap Fill	6	Put The Words In The Right Order	19
Match The Sentences And Listen	7	Circle The Correct Word	20
Listening Gap Fill	8	Insert The Vowels (a, e, i, o, u)	21
Comprehension Questions	9	Punctuate The Text And Add Capitals	22
Multiple Choice - Quiz	10	Put A Slash ( / ) Where The Spaces Are	23
Role Play	11	Free Writing	24
After Reading / Listening	12	Academic Writing	25
Student Survey	13	Homework	26
Discussion (20 Questions)	14	Answers	27

**Please try Levels 4 and 5 (they are easier).**

**X (Twitter)**



[X.com/SeanBanville](https://x.com/SeanBanville)

**Facebook**



[www.facebook.com/pages/BreakingNewsEnglish/155625444452176](https://www.facebook.com/pages/BreakingNewsEnglish/155625444452176)

# THE ARTICLE

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

Smartphones, computers, and other devices have become indispensable parts of our lives. Many people spend a small fortune on ensuring they have the latest tech. However, keeping up to date with the latest gadgets is set to become more expensive. This is because of the explosive rise in demand for servers in AI data centres. AI systems need to store huge amounts of data and move it much faster than traditional computing requires. Suppliers 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 throughout the economy."

Tech giants Apple and Microsoft have announced price rises for their products. However, Apple said its iPhone would be insulated from the price hikes. Apple said: "We have never seen a component price increase this much, this quickly." It added: "We have shielded our customers from these increases so far, but we have now reached a point where we need to begin raising prices on a number of products." Microsoft said: "The entire consumer electronics industry is struggling with the current components crisis." People are now worrying about rising tech prices affecting their pockets. In addition, the growth of AI data centres has increased demand for electricity, 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>

# WARM-UPS

**1. MEMORY CHIPS:** Students walk around the class and talk to other students about memory chips. Change partners often and share your findings.

**2. CHAT:** In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

smartphones / computers / a small fortune / gadget / AI data centres / servers / costs  
tech giants / Apple / Microsoft / price hikes / consumers / electronics / crisis / bills

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

**3. HUMAN RIGHT:** Students A **strongly** believe access to technology should be a human right; Students B **strongly** believe otherwise. Change partners again and talk about your conversations.

**4. DEVICES:** How useful are these devices? Why? How could they be improved? Complete this table with your partner(s). Change partners often and share what you wrote.

	Usefulness	Why?	Improvements
Smartphones			
Smart watches			
Laptops			
Smart speakers			
Games consoles			
Digital cameras			

**5. FORTUNE:** Spend one minute writing down all of the different words you associate with the word "fortune". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

**6. AI:** Rank these with your partner. Put the best uses of AI at the top. Change partners often and share your rankings.

- Conversation practice
- Grammar help
- Holiday ideas
- Decision helper
- Relationship advice
- Image creation
- Research assistant
- Personal coach

# VOCABULARY MATCHING

## Paragraph 1

- |                    |  |
|--------------------|--|
| 1. devices         | a. Very big.   |
| 2. indispensable   | b. A lot of money.   |
| 3. a small fortune | c. Very important and impossible to do without.  |
| 4. ensuring        | d. The parts that make something else.   |
| 5. enormous        | e. Portable electronic equipment that can connect to the internet, such as a smartphone, tablet, or laptop computer. |
| 6. struggling      | f. Making sure something happens.  |
| 7. components      | g. Finding something difficult to do.  |

## Paragraph 2

- |                   |  |
|-------------------|--|
| 8. insulated      | h. Kept safe from something bad.   |
| 9. shielded       | i. A very difficult or dangerous situation.  |
| 10. entire        | j. The monthly demands of money you must pay for services like electricity, gas and water. |
| 11. industry      | k. All of something.   |
| 12. crisis        | l. Your money or the money you have to spend.  |
| 13. pockets       | m. All the companies that make the same kind of product or provide the same service.       |
| 14. utility bills | n. Protected from something.   |

# BEFORE READING / LISTENING

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

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

1. The article says digital devices are an indiscriminate part of our lives. **T / F**
2. The article says many people have made a small fortune from tech. **T / F**
3. The article reports an explosion in an AI data centre. **T / F**
4. The article says there is a race to put money into AI. **T / F**
5. Apple said it would not raise the price of iPhones. **T / F**
6. Microsoft said the consumer electronics industry was having a hard time. **T / F**
7. People are worrying about whether or not tech will fit in their pockets. **T / F**
8. AI data centres are increasing people's electricity bills in some areas. **T / F**

**2. SYNONYM MATCH:** (The words in **bold** are from the news article.)

- |                      |                |
|----------------------|----------------|
| 1. <b>devices</b>    | a. dramatic    |
| 2. <b>ensuring</b>   | b. part        |
| 3. <b>explosive</b>  | c. battling    |
| 4. <b>struggling</b> | d. budgets     |
| 5. <b>sums</b>       | e. protected   |
| 6. <b>insulated</b>  | f. gadgets     |
| 7. <b>component</b>  | g. hitting     |
| 8. <b>pockets</b>    | h. making sure |
| 9. <b>affecting</b>  | i. expansion   |
| 10. <b>growth</b>    | j. amounts     |

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

- |                                      |                            |
|--------------------------------------|----------------------------|
| 1. devices have become indispensable | a. with the latest gadgets |
| 2. Many people spend a               | b. money                   |
| 3. keeping up to date                | c. bills                   |
| 4. the explosive rise in demand      | d. small fortune           |
| 5. enormous sums of                  | e. components crisis       |
| 6. its iPhone would be insulated     | f. for servers             |
| 7. We have shielded                  | g. industry                |
| 8. The entire consumer electronics   | h. our customers           |
| 9. struggling with the current       | i. parts of our lives      |
| 10. pushing up utility               | j. from the price hikes    |

# GAP FILL

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

Smartphones, computers, and other (1) \_\_\_\_\_ have become indispensable parts of our lives. Many people spend a small fortune on (2) \_\_\_\_\_ they have the latest tech. However, keeping up to date with the latest gadgets is (3) \_\_\_\_\_ to become more expensive. This is because of the (4) \_\_\_\_\_ rise in demand for servers in AI data centres. AI systems need to store huge (5) \_\_\_\_\_ of data and move it much faster than traditional computing requires. Suppliers are (6) \_\_\_\_\_ to keep up with demand. Yahoo.com wrote: "The enormous (7) \_\_\_\_\_ of money going into the AI race are (8) \_\_\_\_\_ up costs for resources and components throughout the economy."

*amounts*  
*driving*  
*devices*  
*ensuring*  
*sums*  
*explosive*  
*set*  
*struggling*

Tech giants Apple and Microsoft have (9) \_\_\_\_\_ price rises for their products. However, Apple said its iPhone would be insulated from the price (10) \_\_\_\_\_. Apple said: "We have never seen a component price increase this much, this (11) \_\_\_\_\_." It added: "We have shielded our customers from these increases so far, but we have now reached a (12) \_\_\_\_\_ where we need to begin raising prices on a number of products." Microsoft said: "The (13) \_\_\_\_\_ consumer electronics industry is struggling with the current components (14) \_\_\_\_\_." People are now worrying about rising tech prices affecting their (15) \_\_\_\_\_. In addition, the growth of AI data centres has increased demand for electricity, pushing up (16) \_\_\_\_\_ bills in some areas.

*point*  
*crisis*  
*hikes*  
*utility*  
*quickly*  
*announced*  
*pockets*  
*entire*

# LISTENING – Guess the answers. Listen to check.

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

- 1) Smartphones, computers and other devices \_\_\_\_\_
  - a. have become indivisible
  - b. have become indispensable
  - c. have become dispensable
  - d. have become indisputable
- 2) Many people spend \_\_\_\_\_
  - a. a small fortunate
  - b. a small fortune
  - c. a small four tune
  - d. a small fortune
- 3) This is because of the explosive rise in \_\_\_\_\_
  - a. demand for servers
  - b. demand for service
  - c. demand for servings
  - d. demand for servers
- 4) move it much faster than \_\_\_\_\_
  - a. traditional computing inquires
  - b. traditional computing acquires
  - c. traditional computing requires
  - d. traditional computing squires
- 5) The enormous sums of money going into the AI race are \_\_\_\_\_
  - a. drive in up cost
  - b. driven up costs
  - c. driving up cost
  - d. driving up costs
- 6) Tech giants Apple and Microsoft have announced price rises \_\_\_\_\_
  - a. for their products
  - b. for there products
  - c. four their produce
  - d. for their products
- 7) However, Apple said its iPhone would be insulated from \_\_\_\_\_
  - a. the prices hikes
  - b. the price hikes
  - c. the price hikers
  - d. the priced hike
- 8) reached a point where we need to begin raising prices on a \_\_\_\_\_
  - a. number of produce
  - b. number of products
  - c. number of production
  - d. number of productive
- 9) People are now worrying about rising tech prices \_\_\_\_\_
  - a. affecting their rockets
  - b. affecting their pockets
  - c. affecting their pickets
  - d. affecting their brackets
- 10) the growth of AI data centres has increased demand for electricity, pushing \_\_\_\_\_
  - a. up ability bills
  - b. up utility pills
  - c. up utility bills
  - d. up futility bills

# LISTENING – Listen and fill in the gaps

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

Smartphones, computers, (1) \_\_\_\_\_ have become indispensable parts of our lives. Many people spend a (2) \_\_\_\_\_ ensuring they have the latest tech. However, keeping up to date with the latest gadgets is set to become more expensive. This is because of (3) \_\_\_\_\_ in demand for servers in AI data centres. AI systems need to (4) \_\_\_\_\_ of data and move it much faster than traditional computing requires. Suppliers are struggling to keep (5) \_\_\_\_\_. Yahoo.com wrote: "The enormous sums of money going into the AI race are (6) \_\_\_\_\_ for resources and components throughout the economy."

Tech giants Apple and Microsoft have announced price rises for their products. However, Apple said its iPhone would (7) \_\_\_\_\_ the price hikes. Apple said: "We have never seen a component price increase this much, this quickly." It added: "We (8) \_\_\_\_\_ customers from these increases so far, but we have now (9) \_\_\_\_\_ where we need to begin raising prices on a number of products." Microsoft said: "The entire consumer electronics industry is struggling with the (10) \_\_\_\_\_." People are now worrying about rising tech prices (11) \_\_\_\_\_. In addition, the growth of AI data centres has increased demand for electricity, pushing (12) \_\_\_\_\_ in some areas.

# COMPREHENSION QUESTIONS

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

1. How much does the article say people spend on buying the latest tech?
2. What has there been an explosive rise in demand for?
3. What does the article say AI systems need to store?
4. What are suppliers having a hard time doing?
5. What are enormous sums of money going into?
6. What tech product will not increase in price?
7. What has Apple been doing to its customers?
8. What did Microsoft say the consumer electronics industry was doing?
9. What are people worried might be affected?
10. What has the growth of data centres increased in some areas?

# MULTIPLE CHOICE - QUIZ

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

- 1) How much does the article say people spend on buying the latest tech?
  - a) lots
  - b) a small fortune
  - c) less and less
  - d) an arm and a leg
- 2) What has there been an explosive rise in demand for?
  - a) website space
  - b) iPhones
  - c) game consoles
  - d) servers in data centres
- 3) What does the article say AI systems need to store?
  - a) enormous amounts of data
  - b) cooling tanks
  - c) electricity
  - d) passwords
- 4) What are suppliers having a hard time doing?
  - a) keeping customers
  - b) keeping personal information safe
  - c) keeping up with demand
  - d) encrypting data
- 5) What are enormous sums of money going into?
  - a) the space race
  - b) the AI race
  - c) AI glasses
  - d) cybersecurity
- 6) What tech product will not increase in price?
  - a) the iPhone
  - b) Nintendo Switch
  - c) portable power banks
  - d) smart TVs
- 7) What has Apple been doing to its customers?
  - a) keeping them
  - b) informing them
  - c) shielding them
  - d) valuing them
- 8) What did Microsoft say the consumer electronics industry was doing?
  - a) struggling
  - b) losing money
  - c) innovating
  - d) trying hard
- 9) What are people worried might be affected?
  - a) their pockets
  - b) their wifi bandwidth
  - c) their disk space
  - d) their lives
- 10) What has the growth of data centres increased in some areas?
  - a) interest in coding
  - b) unemployment
  - c) bandwidth
  - d) utility bills

# ROLE PLAY

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

## **Role A – Conversation Practice**

You think conversation practice is the best use of AI. Tell the others three reasons why. Tell them what is wrong with their uses. Also, tell the others which is the least useful of these (and why): relationship advice, holiday planning or image creation.

## **Role B – Relationship Advice**

You think relationship advice help is the best use of AI. Tell the others three reasons why. Tell them what is wrong with their uses. Also, tell the others which is the least useful of these (and why): conversation practice, holiday planning or image creation.

## **Role C – Holiday Planner**

You think holiday planning is the best use of AI. Tell the others three reasons why. Tell them what is wrong with their uses. Also, tell the others which is the least useful of these (and why): relationship advice, conversation practice or image creation.

## **Role D – Image Creation**

You think image creation is the best use of AI. Tell the others three reasons why. Tell them what is wrong with their uses. Also, tell the others which is the least useful of these (and why): relationship advice, holiday planning or conversation practice.

# AFTER READING / LISTENING

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

**1. WORD SEARCH:** Look online / in your dictionary to find collocates, information on, synonyms for... the words 'memory' and 'chip'.

memory	chip

- 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>• devices</li><li>• small</li><li>• set</li><li>• explosive</li><li>• faster</li><li>• race</li></ul>	<ul style="list-style-type: none"><li>• giants</li><li>• quickly</li><li>• point</li><li>• entire</li><li>• worrying</li><li>• growth</li></ul>
---	---

# MEMORY CHIPS SURVEY

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

# MEMORY CHIPS DISCUSSION

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

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'memory'?
3. How indispensable is your smartphone to you?
4. What would life be like without gadgets?
5. What's your favourite gadget?
6. What do you think of the price of gadgets?
7. How did people live without smartphones 25 years ago?
8. How important is it to keep up to date with tech?
9. What do you think of AI?
10. How important is AI in your life?

*Rising memory chip prices to push up tech costs – 29th June 2026*  
Thousands more free lessons at [breakingnewsenglish.com](http://breakingnewsenglish.com)

---

# MEMORY CHIPS DISCUSSION

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

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'chip'?
13. What do you think about what you read?
14. What tech giant is your favourite?
15. What do you think of the prices of smartphones?
16. Do we need to spend so much on tech?
17. What issues are there with AI data centres?
18. What bad things could happen if AI took over?
19. What will tech look like in 20 years from now?
20. What questions would you like to ask chip makers?

# DISCUSSION (Write your own questions)

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

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Copyright © breakingnewsenglish.com 2026

---

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

Smartphones, computers, and other (1) \_\_\_\_\_ have become indispensable parts of our lives. Many people spend a small (2) \_\_\_\_\_ on ensuring they have the latest tech. However, keeping up to date with the latest gadgets is (3) \_\_\_\_\_ to become more expensive. This is because of the (4) \_\_\_\_\_ rise in demand for servers in AI data centres. AI systems need to store huge amounts of data and move it much faster than traditional computing requires. Suppliers are (5) \_\_\_\_\_ to keep up with demand. Yahoo.com wrote: "The enormous sums of money going into the AI race are (6) \_\_\_\_\_ up costs for resources and components throughout the economy."

Tech giants Apple and Microsoft have announced price rises for their products. However, Apple said its iPhone would be (7) \_\_\_\_\_ from the price hikes. Apple said: "We have never seen a component price increase this much, this quickly." It added: "We have shielded our customers (8) \_\_\_\_\_ these increases so far, but we have now reached a (9) \_\_\_\_\_ where we need to begin raising prices on a number of products." Microsoft said: "The entire consumer electronics industry is struggling (10) \_\_\_\_\_ the current components crisis." People are now worrying about (11) \_\_\_\_\_ tech prices affecting their pockets. In addition, the growth of AI data centres has increased demand for electricity, pushing up (12) \_\_\_\_\_ bills in some areas.

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

- |     |               |                |               |               |
|-----|---------------|----------------|---------------|---------------|
| 1.  | (a) devises   | (b) defaces    | (c) devides   | (d) debases   |
| 2.  | (a) fortune   | (b) wealth     | (c) savings   | (d) riches    |
| 3.  | (a) set       | (b) let        | (c) bet       | (d) get       |
| 4.  | (a) explosive | (b) explode    | (c) explodes  | (d) explosion |
| 5.  | (a) struggle  | (b) struggling | (c) struggled | (d) struggles |
| 6.  | (a) flying    | (b) steaming   | (c) piloting  | (d) driving   |
| 7.  | (a) cooled    | (b) warmed     | (c) insulated | (d) exposed   |
| 8.  | (a) by        | (b) to         | (c) at        | (d) from      |
| 9.  | (a) point     | (b) dot        | (c) speck     | (d) dash      |
| 10. | (a) for       | (b) on         | (c) at        | (d) as        |
| 11. | (a) arising   | (b) rising     | (c) raising   | (d) arisen    |
| 12. | (a) futility  | (b) ability    | (c) utility   | (d) stability |

# SPELLING

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

## Paragraph 1

1. devices have become eslnsniadbiep
2. people spend a small rnetouf
3. the latest ggdaest
4. the ipoexsevl rise in demand
5. noeomsru amounts of data
6. resources and pcomnsoent

## Paragraph 2

7. snteladiu from the price hikes
8. We have sldheide our customers
9. The reinte consumer electronics industry
10. tech prices gniaftcef their pockets
11. the ogtwrh of AI data centres
12. pushing up ituyilt bills

# PUT THE TEXT BACK TOGETHER

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

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

- ( ) about rising tech prices affecting their pockets. In addition, the growth
- ( ) date with the latest gadgets is set to become more expensive. This is because of the explosive
- ( ) electronics industry is struggling with the current components crisis." People are now worrying
- ( ) faster than traditional computing requires. Suppliers are struggling to keep
- ( ) insulated from the price hikes. Apple said: "We have never seen a component price increase this much, this
- ( ) lives. Many people spend a small fortune on ensuring they have the latest tech. However, keeping up to
- ( ) of AI data centres has increased demand for electricity, pushing up utility bills in some areas.
- ( ) point where we need to begin raising prices on a number of products." Microsoft said: "The entire consumer
- ( ) quickly." It added: "We have shielded our customers from these increases so far, but we have now reached a
- ( ) race are driving up costs for resources and components throughout the economy."
- ( ) rise in demand for servers in AI data centres. AI systems need to store huge amounts of data and move it much
- ( **1** ) Smartphones, computers, and other devices have become indispensable parts of our
- ( ) Tech giants Apple and Microsoft have announced price rises for their products. However, Apple said its iPhone would be
- ( ) up with demand. Yahoo.com wrote: "The enormous sums of money going into the AI

# PUT THE WORDS IN THE RIGHT ORDER

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

1. become Devices have indispensable lives of our parts .
2. a fortune Many on people small spend tech .
3. date gadgets Keeping latest the to up with .
4. demand explosive for in rise servers The .
5. are demand keep struggling Suppliers to up with .
6. be from hikes insulated It price the would .
7. a component have increase never price seen We .
8. customers from have increases our shielded these We .
9. consumer electronics entire industry is struggling The .
10. about are now People prices rising tech worrying .

# CIRCLE THE CORRECT WORD (20 PAIRS)

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

Smartphones, computers, and other *devises / devices* have become indispensable *part / parts* of our lives. Many people spend a *small / short* fortune on ensuring they have the latest tech. However, keeping *up / down* to date with the latest gadgets is *set / get* to become more expensive. This is because of the explosive rise *on / in* demand for servers in AI data centres. AI systems need to store huge amounts of *datum / data* and move it much faster than traditional computing *require / requires*. Suppliers are struggling to keep up *with / on* demand. Yahoo.com wrote: "The enormous sums of money going into the AI race are *driven / driving* up costs for resources and components throughout the economy."

Tech giants Apple and Microsoft have announced price *raises / rises* for their products. However, Apple said its iPhone would be *insulate / insulated* from the price *hikes / hikers*. Apple said: "We have never seen a component price increase this much, this *quickness / quickly*." It added: "We have *shielding / shielded* our customers from these increases *so / as* far, but we have now reached a point where we need to begin raising prices on a *number / numbered* of products." Microsoft said: "The *entire / entirely* consumer electronics industry is struggling with the current components crisis." People are now worrying about rising tech prices *effecting / affecting* their pockets. In addition, the growth of AI data centres has increased demand for electricity, pushing up *utility / futility* bills in some areas.

**Talk about the connection between each pair of words in italics, and why the correct word is correct. Look up the definition of new words.**

# INSERT THE VOWELS (a, e, i, o, u)

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

Sm\_rtp\_h\_n\_s, c\_m\_p\_t\_r\_s, \_n\_d \_th\_r d\_v\_c\_s h\_v\_ b\_c\_m\_ \_n\_d\_s\_p\_n\_s\_b\_l\_ p\_r\_t\_s \_f \_r l\_v\_s. M\_ny p\_\_pl\_ s\_p\_n\_d \_ s\_m\_ll f\_r\_t\_n\_ \_n \_n\_s\_r\_n\_g th\_y h\_v\_ th\_ l\_t\_st t\_ch. H\_w\_v\_r, k\_\_p\_n\_g \_p t\_ d\_t\_ w\_th th\_ l\_t\_st g\_d\_g\_t\_s \_s s\_t t\_ b\_c\_m\_ m\_r\_ \_x\_p\_n\_s\_v\_. Th\_s \_s b\_c\_\_s\_ \_f th\_ \_x\_p\_l\_s\_v\_ r\_s\_ \_n d\_m\_n\_d f\_r s\_r\_v\_r\_s \_n \_\_ d\_t\_ c\_n\_tr\_s. \_\_ syst\_ms n\_\_d t\_ st\_r\_ h\_g\_ \_m\_\_nts \_f d\_t\_ \_n\_d m\_v\_ \_t m\_ch f\_st\_r th\_n tr\_d\_t\_\_n\_l c\_m\_p\_t\_n\_g r\_q\_\_r\_s. S\_ppl\_\_rs \_r\_ str\_ggl\_n\_g t\_ k\_\_p \_p w\_th d\_m\_n\_d. Y\_h\_\_c\_m wr\_t\_: "Th\_ \_n\_r\_m\_\_s s\_m\_s \_f m\_n\_y g\_\_ng \_nt\_ th\_ \_\_ r\_c\_ \_r\_ dr\_v\_n\_g \_p c\_sts f\_r r\_s\_\_rc\_s \_n\_d c\_m\_p\_n\_n\_ts thr\_\_gh\_\_t th\_ \_c\_n\_my."

T\_ch g\_\_nts \_ppl\_ \_n\_d M\_cr\_s\_ft h\_v\_ \_n\_n\_\_nc\_d pr\_c\_ r\_s\_s f\_r th\_\_r pr\_d\_cts. H\_w\_v\_r, \_ppl\_ s\_\_d \_ts \_Ph\_n\_ w\_\_ld b\_ \_n\_s\_l\_t\_d fr\_m th\_ pr\_c\_ h\_k\_s. \_ppl\_ s\_\_d: "W\_ h\_v\_ n\_v\_r s\_\_n \_ c\_m\_p\_n\_n\_t pr\_c\_ \_ncr\_\_s\_ th\_s m\_ch, th\_s q\_\_ckly." \_t \_dd\_d: "W\_ h\_v\_ sh\_\_ld\_d \_\_r c\_st\_m\_r\_s fr\_m th\_s \_ncr\_\_s\_s s\_ f\_r, b\_t w\_ h\_v\_ n\_w r\_\_ch\_d \_ p\_\_nt wh\_r\_ w\_ n\_\_d t\_ b\_g\_n r\_\_s\_n\_g pr\_c\_s \_n \_ n\_mb\_r \_f pr\_d\_cts." M\_cr\_s\_ft s\_\_d: "Th\_ \_nt\_r\_ c\_n\_s\_m\_r \_l\_ctr\_n\_cs \_n\_d\_stry \_s str\_ggl\_n\_g w\_th th\_ c\_rr\_nt c\_m\_p\_n\_n\_ts cr\_s\_s." P\_\_pl\_ \_r\_ n\_w w\_rry\_n\_g \_b\_\_t r\_s\_n\_g t\_ch pr\_c\_s \_ff\_ct\_n\_g th\_\_r p\_ck\_ts. \_n \_dd\_t\_\_n, th\_ gr\_wth \_f \_\_ d\_t\_ c\_n\_tr\_s h\_s \_ncr\_\_s\_d d\_m\_n\_d f\_r \_l\_ctr\_c\_ty, p\_sh\_n\_g \_p\_t\_l\_ty b\_lls \_n s\_m\_ \_r\_\_s.

# PUNCTUATE THE TEXT AND ADD CAPITALS

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

smartphones computers and other devices have become indispensable parts of our lives many people spend a small fortune on ensuring they have the latest tech however keeping up to date with the latest gadgets is set to become more expensive this is because of the explosive rise in demand for servers in ai data centres ai systems need to store huge amounts of data and move it much faster than traditional computing requires suppliers are struggling to keep up with demand yahoocom wrote the enormous sums of money going into the ai race are driving up costs for resources and components throughout the economy

tech giants apple and microsoft have announced price rises for their products however apple said its iphone would be insulated from the price hikes apple said we have never seen a component price increase this much this quickly it added we have shielded our customers from these increases so far but we have now reached a point where we need to begin raising prices on a number of products microsoft said the entire consumer electronics industry is struggling with the current components crisis people are now worrying about rising tech prices affecting their pockets in addition the growth of ai data centres has increased demand for electricity pushing up utility bills in some areas

# PUT A SLASH ( / ) WHERE THE SPACES ARE

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

Smartphones, computers, and other devices have become indispensable parts of our lives. Many people spend a small fortune on ensuring they have the latest tech. However, keeping up to date with the latest gadgets is set to become more expensive. This is because of the explosive rise in demand for servers in AI data centres. AI systems need to store huge amounts of data and move it much faster than traditional computing requires. Suppliers are struggling to keep up with demand. Yahoo.com wrote: "The enormous sum of money going into the AI race are driving up costs for resources and components throughout the economy." Tech giants Apple and Microsoft have announced price rises for their products. However, Apple said its iPhone would be insulated from the price hikes. Apple said: "We have never seen a component price increase this much, this quickly." It added: "We have shielded our customers from these increases so far, but we have now reached a point where we need to begin raising prices on a number of products." Microsoft said: "The entire consumer electronics industry is struggling with the current components crisis." People are now worrying about rising tech prices affecting their pockets. In addition, the growth of AI data centres has increased demand for electricity, pushing up utility bills in some areas.





# 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 this news story. Share what you discover with your partner(s) in the next lesson.

**3. MEMORY CHIPS:** Make a poster about memory chips. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. TECH:** Write a magazine article about governments keeping the prices of tech low. Include imaginary interviews with people who are for and against this.

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 an expert on memory chips. Ask him/her three questions about them. Give him/her three of your opinions on rising tech prices. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## VOCABULARY (p.4)

1. e    2. c    3. b    4. f    5. a    6. g    7. d  
8. n    9. h    10. k    11. m    12. i    13. l    14. j

## TRUE / FALSE (p.5)

- 1 F    2 F    3 F    4 T    5 T    6 T    7 F    8 T

## SYNONYM MATCH (p.5)

1. f	2. h	3. a	4. c	5. j
6. e	7. b	8. d	9. g	10. i

## COMPREHENSION QUESTIONS (p.9)

1. A small fortune
2. Servers in AI data centres
3. Enormous amounts of data
4. Keeping up with demand
5. The AI race
6. The iPhone
7. Shielding them
8. Struggling
9. Their pockets
10. Utility bills

## WORDS IN THE RIGHT ORDER (p.19)

1. Devices have become indispensable parts of our lives.
2. Many people spend a small fortune on tech.
3. Keeping up to date with the latest gadgets.
4. The explosive rise in demand for servers.
5. Suppliers are struggling to keep up with demand.
6. It would be insulated from the price hikes.
7. We have never seen a component price increase.
8. We have shielded our customers from these increases.
9. The entire consumer electronics industry is struggling.
10. People are now worrying about rising tech prices.

## MULTIPLE CHOICE - QUIZ (p.10)

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

## ALL OTHER EXERCISES

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