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Level 5

New printer with enough ink for two years

6th October, 2014

<http://www.breakingnewsenglish.com/1410/141006-printer-ink.html>

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Please try Level 4 (easier) and the 26-page Level 6 (harder).

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THE READING

From <http://www.breakingnewsenglish.com/1410/141006-printer-ink.html>

Are you fed up with paying lots of money for ink cartridges that finish soon after you buy them? Help may be here. The printer company Epson has just released some new printers with enough ink to last the average person two years. Its new EcoTank printers can print 6,500 pages in colour and 4,000 pages in black. Epson said a family usually prints 200 pages a month. The days of using cartridges with a short life span are over. With the new printer, users pour new ink into the tank. People will save around 65 per cent on printing costs with the new printers.

Profits from ink cartridges are falling. People are printing less and sharing more on social media. People have been unhappy with printer makers over the marketing of ink cartridges. The business model has relied on the idea of "planned obsolescence". Companies put as little ink as possible into the cartridge so it runs out quickly, making consumers buy more. Some cartridges have chips to prevent the user from printing more than a set number of pages, even though the cartridge may still be half full. A newspaper said printer ink costs the equivalent of over \$4,700 a litre.

Sources: <http://www.techtimes.com/articles/17075/20141003/epson-rolls-out-ecotank-printers-goodbye-ink-cartridges-hello-ink-tanks.htm>
<http://www.dailymail.co.uk/news/article-2288221/The-great-printer-rip-It-costs-vintage-champers--devious-new-tricks-mean-constantly-buy-refills.html>
http://en.wikipedia.org/wiki/Planned_obsolescence

MATCHING

From <http://www.breakingnewsenglish.com/1410/141006-printer-ink.html>

PARAGRAPH ONE:

- | | |
|--|------------------------------|
| 1. Are you fed up | a. a short life span |
| 2. cartridges that finish soon | b. some new printers |
| 3. Epson has just released | c. ink into the tank |
| 4. last the average | d. on printing costs |
| 5. a family usually prints | e. after you buy them |
| 6. using cartridges with | f. with paying lots of money |
| 7. users pour new | g. person two years |
| 8. People will save around 65 per cent | h. 200 pages a month |

PARAGRAPH TWO:

- | | |
|----------------------------------|----------------------------|
| 1. Profits from ink cartridges | a. still be half full |
| 2. business | b. into the cartridge |
| 3. the idea of "planned | c. of over \$4,700 a litre |
| 4. put as little ink as possible | d. model |
| 5. chips to prevent the user | e. obsolescence" |
| 6. a set | f. are falling |
| 7. the cartridge may | g. from printing more |
| 8. ink costs the equivalent | h. number of pages |

LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1410/141006-printer-ink.html>

Are you (1) _____ lots of money for ink cartridges that finish soon after you buy them? Help may be here. The printer company Epson (2) _____ some new printers with enough ink to (3) _____ two years. Its new EcoTank printers can print 6,500 pages in colour and 4,000 pages in black. Epson said a family usually prints 200 pages a month. (4) _____ cartridges with a short life span are over. With the new printer, (5) _____ into the tank. People will save around 65 per cent (6) _____ with the new printers.

Profits from ink (7) _____. People are printing less and sharing (8) _____. People have been unhappy with printer makers over the marketing of ink cartridges. The business model has relied on the idea of "(9) _____. Companies put as little ink as possible into the cartridge (10) _____ quickly, making consumers buy more. Some cartridges have chips to prevent the user from printing more than (11) _____, even though the cartridge may still be half full. A newspaper said printer (12) _____ of over \$4,700 a litre.

PRINTER INK SURVEY

From <http://www.breakingnewsenglish.com/1410/141006-printer-ink.html>

Write five GOOD questions about printer ink 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)

g)

h)

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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)

g)

h)

