

Learning objectives for this lesson

Reading for key words and reading for detailed comprehension of the text. Guessing the definitions of words in the article. Further practice and extension of vocabulary in Unit 2 of the Student's Book. Further practice of the present simple tense. Giving opinions about the topic of the text and personalizing the content.

- 1 Ask students about the questions in 1. Make sure that everyone understands the meaning of 'rent' and how it is different from 'buying'. Talk briefly about each one so that everyone comments. Note that there will be more opportunity for further discussion of the topic at the end of the lesson.

Possible answers

Answers will vary from country to country but answers might include clothes, tools, venues for events, electrical equipment, bicycles, camping equipment, and hotel rooms.

- 2 This exercise checks students' basic understanding of the text and encourages them to scan for key words.

Answers

1 c, 2 a and d, 3 b

- 3 Students read again but this time they will need to read for more detail.

Answers

- 1 F (It's because they can't normally afford them.)
- 2 T
- 3 F (It rents DVDs and computer games online)
- 4 F (People rent the toys from Lori Pope)
- 5 T

- 4 After students have found the words, it could be useful to drill their pronunciation.

Answers

- | | |
|--------------------|---------------------|
| 1 subscription | 5 monthly |
| 2 special occasion | 6 expensive |
| 3 late fee | 7 regular customers |
| 4 solution | |

- 5 This exercise assumes that you have covered the present simple tense and the third person -s from Unit 2 in the Student's Book already and so students should find that this is fairly straightforward revision. All the verbs given also appear in the article so if there are any questions about the meaning of the verbs, then refer students to the article in order to see how they are used in context.

Answers

- | | |
|---------|-----------|
| 1 rents | 4 deliver |
| 2 's | 5 play |
| 3 order | 6 pay |

Extension

Ask students to underline all the verbs in the present simple (affirmative, negative and interrogative) in the article.

- 6 Depending on time, students can choose some or all of the verbs in exercise 5 to talk about. If a verb doesn't apply to their company then ask them to make sentences using the negative form. For example: My company doesn't rent products.
Afterwards, put the students in pairs and ask them to read their sentences aloud and compare how they have used them. Another alternative with stronger classes is to have them make questions with the verbs and then interview their partner.
- 7 Students find words they think might be helpful to them in their own work. If you have time afterwards, ask for a few students to tell the class which words they chose and explain why.
- 8 Ask students to discuss the questions in pairs and then feedback to the whole class.

Follow up

If your students have lots of ideas for possible new online businesses following the questions in exercise 8 then you could extend the task by putting them into small groups and asking them to prepare short presentations about their plans. Their presentations would need to answer:
– what is their idea for an online product or service?
– how is it different or new?
– what kind of customers will use their website?