

Learning objectives in this lesson

Skimming for the general point, scanning for specific information, reading for detailed comprehension and giving opinions about information in a text.

- 1 Get students to work in pairs to discuss the questions then take whole-class feedback.

Suggested answers

Students might mention the following: in-flight service, checking-in system (e.g. speedy / online check-in), safety, security procedures, booking system (e.g. website), seat reservations (most low-cost airlines have a free seating policy – no seat reservations); comfort (e.g. beds); prices, choice of destinations, etc.

- 2 Give students the text face-down (to stop them reading it too soon). Tell them they are to read the text quickly and to choose the best title for the article.

Answer

d Airline alliances: The pros and cons

- 3 Ask students to discuss their ideas in pairs before taking whole-class feedback.

Answer

An airline alliance is when different airlines agree to work together supposedly to be able to provide their customers with a greater choice of flights and cheaper fares.

- 4 Get students to read the first paragraph and find the relevant place names.

Answers

- 1 The place visited by the writer: Mexico
- 2 One place on the writer's journey: Amsterdam
- 3 Possibly the writer's home town: Prague

- 5 Get students to read the second paragraph and find the relevant numbers.

Answers

- 1 The number of alliances mentioned in the text: 3
- 2 When the alliances first started: 1997
- 3 The number of airlines in the largest alliance: 23
- 4 The number of airlines in the smallest alliance: 11

- 6 Ask students to read the text again noting the advantages and disadvantages of airline alliances in the table.

Answers

Advantages:

- reliability, high-quality service and extensive network (SkyTeam)
- all of the alliances allow the business traveller to move through the world more easily and more efficiently
- thanks to better connections and shared services the airlines are able to offer more departure times and cheaper fares
- more staff, greater rewards, easier check-in, and smoother transfers
- reduced costs by sharing operational costs, staff, sales offices and maintenance facilities
- US firms can gain access to the European markets

Disadvantages:

- When two competing airlines are in the same alliance they share the routes meaning a reduction in services and numbers of seats available and thus an increase in price.

- 7 Get students to work in pairs and match the two parts of the collocation. Then get them to check their answers in the text before checking answers as a class.

Answers

- | | |
|------------------------|-------------------------|
| 1 a high-quality | 6 d cheaper fares |
| 2 i extensive network | 7 g driving force |
| 3 e business traveller | 8 f local carrier |
| 4 h departure times | 9 c focus group |
| 5 j operational costs | 10 b foreseeable future |

- 8 Get students to work in pairs to use the text to help them work out the meaning from the context. Guide them as necessary.

- 9 Ask students to look at the text again and find three words that would be useful in their line of work. Get them to discuss their answers with their partner giving reasons why.

- 10 Get students discuss the question in pairs or in small groups and then take whole-class feedback.