

Reading Lesson

B1+ Services: New Success In the Indian Newspaper Industry?

Summary: The text is about the unusual success story of the Indian newspaper industry due to different socio-political factors.

Time: Approximately 40 minutes

Skills: Reading, Writing, Speaking

Language focus: Vocabulary

Materials needed: One worksheet per student

Reading

Have students read the text and answer the question.

Key:

Because newspaper sales worldwide have fallen dramatically since the birth of online news websites.

Vocabulary

Key:

1. publication 2. editions 3. income 4. subscription 5. investment

Comprehension

Key:

1. The Times of India 2. 450 million 3. More people are able to read and write. 4. 425 million 5. 82,000

Thinking

Have students think about their answers to the questions. Then have them respond to the questions in a small group discussion or in writing.