CAN YOU UNDERSTAND THIS TEXT?

a Read the article once. Do you wear a wristwatch? Would you like to have a watch like the ones described in the text?

b Read the article again. Then mark the sentences **T** (true) or **F** (false).

1 Wearing a wristwatch became less common when cell phones and smartphones started gaining popularity.
2 Older people wear wristwatches more than younger people.
3 Watches were first made in the 1880s.
4 The first watches were worn on the wrist.
5 Most people wore wristwatches for most of the 20th century.
6 Newer smart watches do much more than tell the time.
7 You can take a video with the new smart watches.
8 You still need a phone to talk; no wristwatch allows users to do that yet.
9 The writer thinks newer wristwatches have some advantages over smart phones.
10 The writer believes that smart wristwatches are too expensive for most people to afford.

c Choose five new words or phrases from the text. Check their meaning and pronunciation and try to learn them.

CAN YOU UNDERSTAND THIS INTERVIEW?

a Where do you see or hear advertisements to buy products? Which ones persuade you to buy something?

b 3 27 Listen to Sam Pocker, author of the book *Retail Anarchy*, talking about products that are sold to consumers. Then put a check (✓) next to the things he says.

- ☐ When the economy is bad, people go shopping less.
- ☐ Even when they have less money to spend, people want to buy things they don't need.
- ☐ Companies are not so interested in making quality products anymore.
- ☐ People are often unaware of marketing tactics that get them to spend their money.
- ☐ He admires successful ideas like Freeze-and-Eat Fruit Tubes and Lobster Fest.
- ☐ Some discount airlines offer a good value.
- ☐ Companies need to focus more on marketing their products effectively.

c Can you think of any silly or useless products that are marketed successfully? Why do people want to buy them?

The wristwatch will rise again



Conventional wisdom says people don't wear wristwatches anymore — especially young people. The story goes that because we now have cell phones, we no longer need to put anything on our wrists. But wristwatches have been coming in and out of fashion for centuries — a trend driven by technology. And now, technology is bringing the wristwatch back to an arm near you.

Why people think the wristwatch is dead

High school and college students don't wear wristwatches anymore, at least not the kind that merely tell the time. In fact, young people don't even recognize the pointing-to-the-wrist gesture as having anything to do with time, as sign language for "what time is it?" Because young people grew up with cell phones as timepieces rather than wristwatches, they don't associate the wrist with the time.
But all these naked wrists are part of a back-and-forth cycle rather than a one-way trend leading to the end of the wristwatch.

The watch wars

The watch was arguably the world's first mobile consumer gadget when it arrived in the 16th century. The first watches were worn around the neck or attached to clothing, because they were too large for pockets — or wrists. In the 1880s the first wristwatches were used by the German navy, and from then until the present day the use of wristwatches by sailors and soldiers has been constant.
The wristwatch formed a standard part of the wardrobes of both men and women from the 1930s until around 2000. But then, cell phones — and later smartphones — became universal, and wristwatches began losing ground.

Why the wristwatch will rise again

Using a cell phone to tell the time isn't ideal. For example, you can't check the time during a movie without annoying others. And although you can use a smart phone to measure your speed and distance while jogging, you have to leave it behind when swimming.
Now, just in time (pun intended!), here come smart wristwatches.
In the era of being connected, watches are no longer limited to just telling the time. All kinds of stuff is being crammed into new smart wristwatches. There are now cell phone wristwatches, HD video camera wristwatches, and watches with a constant Bluetooth® connection to your smartphone. In fact, some smart watches can sync with most of your electronic devices. And all of these wristwatches are becoming more and more mainstream as they get better and cheaper.
Wearing a big-brand device on your wrist is the Next Big Thing in consumer electronics. And why not? The wrist is a great place to put a gadget.

LIVEWORKSHEETS