

Name: _____ Class: _____ ()

Tuesday English News Report

The rush is on! Hong kongers queue up for new iPhone 7 line but traders show less enthusiasm

Broadcast Date: 27th September, 2016

Apple outlets across city open earlier than usual to large **throng**s, but **traders** say they will not offer much above sale price except for rare jet black model.

Thousands of consumers lined up at Apple stores on Friday **to snag** the latest iPhone 7 and 7 Plus as they went on sale. However, many local smartphone traders were far from impressed with the new releases except for the relatively rare jet black model.

Hong Kong, the mainland and Taiwan were among the first places to get their hands on the tech giant's new products. The city's five Apple outlets in Hong Kong were greeted by long lines that formed at **dawn**. The stores opened earlier than normal at 8am.

Buyers and traders **flooded** Hennessy Road where the Causeway Bay store is located. A 20-year-old student who declined to give his name arrived at 9am to pick up two reserved gold iPhone 7 Plus products, each with 256 gigabytes of storage.

After picking them up, he immediately sold them to a trader outside the store, earning HK\$712 for each phone.

"The phone costs HK\$7,388," he said. "The dealer only offered me HK\$7,600 at first, but I **balked**. Eventually he raised his offer to HK\$8,100 for each phone.

A trader told the *Post* that most would only pay HK\$300 extra for a phone due to the weak market, unless it was a jet black model.

"I am willing to pay double to get the new black model as it is rare.

They come in five case finishes: silver, gold, rose gold, matte black and jet black, the last of which only offers 128GB and 256GB storage options. However, not many of them have been made as the production process is complex.

Prices for the iPhone 7 start at HK\$5,588, while the 7 Plus sells for at least HK\$6,588.

All stock of the newest iPhone products sold out in Hong Kong in less than 10 minutes after Apple started taking online orders last Friday.

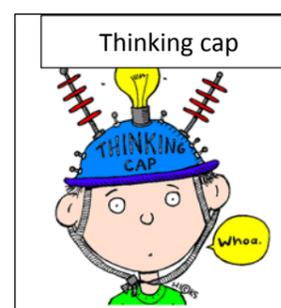
An Apple employee said customers who had placed reservations should come to the store according to their assigned time slot and that **walk-in purchases** were not yet available.

For the first time, the tech giant **banned** Hong Kong customers from seeking a refund or exchanging iPhones in the store after they bought one through a reservation, in a **bid** to discourage **scalping**.

Adapted from the article in the South China Morning Post which appeared on Friday, September 16th.

1. Questions to think about:

- Do you think it is important to keep up with the latest trends or fashions? Why or why not?
- What is one of the main issues or problems with people updating their electronic devices?
- What is the problem with traders and dealers selling on a product?



2. I: Vocabulary and understanding meaning

Match the meaning and/or synonym (words with a similar or the same meaning) to the words which have been highlighted in bold in the article.

Column A: Word from text	Letter	Column B: Meaning or synonym
1. throngs (para 1)	C	A: overwhelm with large quantities or amounts/to have a lot of people wanting something
2. traders (para 1)	J	B: get a hold of/get to hand
3. snag (para 2)	B	C: crowds of people/many people together
4. dawn (para 3)	H	D: an attempt or effort
5. flood(ed) (para 4)	A	E: to buy/shop without pre-ordering or reserving
6. balk(ed) (para 6)	I	F: to resell tickets at a large or quick profit
7. walk-in purchase(s) (para 11)	E	G: not allow
8. ban(ned) (para 12)	G	H: early morning
9. a bid (para 12)	D	I: hesitate (stop) or not want to accept
10. scalp(ing) (para 12)	F	J: people who buy and sell things

II: Usage of vocabulary

Fill in the missing words of the short paragraphs below using the vocabulary (2-10) from column A. Not all of the words will be needed.

When the pop star arrived at the airport, he was greeted by (a) **throngs** of his fans who had been waiting eagerly, even queuing up at (b) **dawn** as the sun was rising. When he saw the numbers of people, he almost (c) **balked**. Should he go out to meet them or not? As he walked out he was (d) **flooded** by requests for his autograph. His fans wanted him to sign on cards, pieces of paper, their favourite toys etc. He was overwhelmed by all the attention.

Before the pop star's arrival, tickets for his concert were selling like hot cakes. In order to (e) **snag** tickets, people had to queue up for hours, and many missed out. The tickets were sold out within an hour. The organisers think (f) **scalping** of tickets will be unavoidable, and that there will be people outside the concert hall selling tickets illegally as (g) **walk-in purchases**, in other words, buying tickets at the venue on the day will not be possible. In a (h) **bid** to stop such selling, there will be more police patrolling.

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