

ARTICLE

Samsung, the South Korean tech giant, has warned owners of the Galaxy Note 7 to turn off their phone after more reports of the device catching fire. The company will also stop shipping the flagship phone to stores. The device, launched in August, was set to rival Apple's iPhone. Samsung engineers must now conduct an investigation into what is causing so many phones to catch fire. Samsung had already been hit following a recall of 2.5 million phones in September after many burst into flames when their batteries exploded. This new episode further damages the company's credibility as many of the exploding phones are those that had batteries replaced in September and were deemed to be safe.

Industry analysts are now predicting how much the latest trouble will cost the company. South Korean media is reporting that the company could discontinue producing the phone. However, South Korea's finance minister Yoo Il-ho has warned that the country's exports would be damaged if it did this. He said: "Right now we can't tell what the impact will be in the long term. It's up to the company and the government cannot interfere, but if they do scrap the model, it will have a negative impact on exports." The Korea Times said: "It is urgent that the company recover its brand image and the only way to do this is to place quality and customer satisfaction above anything else."

WARM UP

1. DEVICES: Rank these with your partner. Put the best devices at the top. Change partners often and share your rankings.

wireless headphones

drone

hover board

printer

smartphone

games console

laptop computer

music player

GAP FILL

Put these words into the spaces in the paragraph below.

conduct, giant, credibility, launched, deemed, recall, catching, flames

Samsung, the South Korean tech (1) _____, has warned owners of the Galaxy Note 7 to turn off their phone after more reports of the device (2) _____ fire. The company will also stop shipping the flagship phone to stores. The device, (3) _____ in August, was set to rival Apple's iPhone. Samsung engineers must now (4) _____ an investigation into what is causing so many phones to catch fire. Samsung had already been hit following a (5) _____ of 2.5 million phones in September after many burst into (6) _____ when their batteries exploded. This new episode further damages the company's (7) _____ as many of the exploding phones are those that had batteries replaced in September and were (8) _____ to be safe.

discontinue, interfere, latest, scrap, else, impact, urgent, exports

Industry analysts are now predicting how much the (9) _____ trouble will cost the company. South Korean media is reporting that the company could (10) _____ producing the phone. However, South Korea's finance minister Yoo Il-ho has warned that the country's (11) _____ would be damaged if it did this. He said: "Right now we can't tell what the (12) _____ will be in the long term. It's up to the company and the government cannot (13) _____, but if they do (14) _____ the model, it will have a negative impact on exports." The Korea Times said: "It is (15) _____ that the company recover its brand image and the only way to do this is to place quality and customer satisfaction above anything (16) _____."

DISCUSSION

What springs to mind when you hear the word 'smartphone'?

What do you think of the company Samsung?

What do you think is the best smartphone and why?

What would life be like without a mobile phone?

How could a company like Samsung make such a big mistake?

What will Samsung's competitors think of this?

What would you think if your phone caught fire?

How damaging is this for Samsung?

How much do you think this will cost Samsung?

What will the company do if it no longer makes the Galaxy Note?

Should Korea's government step in and help Samsung?

What effect will scrapping the Galaxy Note have?

How dangerous is technology?

What three adjectives best describe this story?

How can Samsung recover its brand image?

What can Samsung do for its customers?

What questions would you like to ask Samsung's boss?