

Mobile phones

Class survey

- A** Why do you think these people might need a mobile phone?



- B** In small groups, find out:

- 1 how many students in the group, or members of their families, have a mobile phone.
- 2 why they bought it.
- 3 what they use it for.

- C** Compare your results with the other groups in the class. What does your research show?

Studying the sample

1 Understanding the task

Read the task and complete the missing information in the plan below.

You work for a mobile phone company and you have been asked to write a report for the marketing department on why young people buy phones like these and how many young people own one. The report should be between 200 and 250 words.

- 1 You are an employee of a _____
- 2 You are going to write a report for _____
- 3 The topics of the report are going to be:
 - a _____
 - b _____

2 Organising your report

Read the sample report and answer the following questions.

- 1 How has the writer presented the report?
- 2 Has the writer used a formal or informal style? Why? Why not?
- 3 What does the last paragraph tell the reader?
- 4 Find the passive forms in the report. Why are passives suitable?

Report on the importance of mobile phones to young people

Polly Wright

1 Reasons for buying phones

Nearly half of the people buying them say they have bought them for personal use only. They are bought by both boys and girls alike.

Many young people use the phones to contact their parents if they are going to be late back from school. Others use the phone to stay in touch with friends, or to discuss homework during the week.

The phones have become fashionable. Young people compare different types, ringing tones and programmes.

Many phones have often been bought as presents. Young people like the look of a phone.

Young people out alone feel safer if they can reach family and friends quickly.

2 Numbers of phones being bought

Almost three million mobile phones have been bought as Christmas presents this year. It has been predicted that over half the total number of young people in this country will possess a mobile phone in the next five years.

Almost all communications will be on the mobile phone in the next ten years.

3 Conclusions

This report suggests the following: Owing a mobile is not a sign of how much money you have but a means of keeping in touch.

Young people will continue to buy more and more mobile phones.

This is good news for the mobile phone companies. In future, the phones which will be the most popular will be those which look attractive and have a lot of extras. (249)



Steps to better writing

3 Formal and less formal vocabulary

Polly uses some formal vocabulary in the report. Find formal words in the report which mean:

- 1 get in touch with someone by phone.
- 2 talk about.
- 3 get hold of someone on the phone.
- 4 It is said something will happen in the future.
- 5 to own something.
- 6 a way of.
- 7 go on doing.

4 Writing about facts and figures

A Reports usually contain facts and figures. Find pairs of expressions in this list which have a similar meaning.

over half = more than 50%

- not many • nearly half • many • over half
- almost all • some • almost 50% • both
- very few • alike • a lot of • nearly 100%
- the total number • more than 50%
- all • others

B Rewrite these sentences using expressions from the list in A.

- 1 2 out of 10 teenagers say they don't want to have a mobile phone.
- 2 5 out of 10 people have not bought their mobile phones themselves.
- 3 9 out of 10 people say they would like a mobile phone.
- 4 10 out 10 students in my class have a mobile phone.



5 Using passives

Rewrite these sentences using the passive.

- 1 Teenagers buy most CDs.
Most CDs _____.
- 2 Many parents have bought mobile phones as Christmas presents.
Mobile phones _____.
- 3 People predict that everyone will have a mobile phone by 2030.
It _____.
- 4 People say that in the future attractive phones will be the most popular.
It _____.

Writing your report

6 Understanding the task

Read the task carefully and make a plan like the one on page 88.

You work for a telephone company and you have been asked to write a report on the amount of time a group of young people have spent on the phone over the last week, who their calls have been made to, and what kind of phones they have used. The report should be no more than 300 words.

7 Doing research

- 1 In groups find out approximately how long each member of the group has spent on the phone each day, for example, no time at all, 1–5 minutes, 5–10 minutes, etc. and work out the total time for the week. Express your conclusions in facts and figures.
- 2 Find out what kind of calls have been made, for example, calls to relatives, friends, to find out information etc. Work out how many group members make each different type of phone call.
- 3 Find out what kind of phones have been used.

8 Planning and writing

- 1 Decide what to write in your heading for the report.
- 2 Think about the layout and organisation of your report.
- 3 Decide how many parts your report should have.
- 4 Write each part of your report using the facts and figures you noted.
- 5 Decide what your survey shows and write your conclusions. If possible, include a prediction about what might happen in the future.

9 Checking

- Have you laid the report out clearly?
- Have you included all the points in the task?
- Have you used some passive forms?
- Have you used formal language?