

THE ARTICLE

From <https://breakingnewsenglish.com/2102/210205-jeff-bezos.html>

The founder of Amazon.com, Jeff Bezos, will step down from his role as CEO (Chief Executive Officer). Mr Bezos, 57, announced he will finish as CEO later this year. Instead of being CEO, he will take on the new role of Amazon's executive chair. He will pass on the position of CEO to Andy Jassy. Mr Jassy is currently head of Amazon Web Services - a cloud computing business. Mr Bezos has been in charge of Amazon since founding the company in his garage in 1995. The company started as an online bookseller but turned into a global online marketplace. It branched out into streaming video, music, and audiobooks. It also produces consumer electronics, including Kindle e-readers, Fire tablets and Echo devices.

Amazon is one of the world's biggest Internet companies and one of the most valuable. It is worth around \$1.7 trillion. The company has made Mr Bezos one of the world's richest people. Bezos commented on his success. He said: "This journey began some 27 years ago. Amazon was only an idea, and it had no name. The question I was asked most frequently at that time was, 'What's the Internet?' Today, we employ 1.3 million talented, dedicated people, serve hundreds of millions of customers and businesses, and are widely recognized as one of the most successful companies in the world." Mr Bezos also owns the Washington Post newspaper and the space travel company Blue Origin, which aims to go to Mars.

Sources: <https://edition.cnn.com/2021/02/02/tech/amazon-earnings-bezos/index.html>
<https://www.nytimes.com/2021/02/02/technology/jeff-bezos-amazon.html>
<https://www.bbc.com/news/business-55912878>

WARM-UPS

1. AMAZON.COM: Students walk around the class and talk to other students about Amazon.com. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

founder / CEO / Amazon / executive / cloud / computing / business / garage / devices
Internet / trillion / success / journey / frequently / customers / talented / space travel

Have a chat about the topics you liked. Change topics and partners frequently.

3. INTERNET SHOPPING: Students A **strongly** believe Internet shopping is better than shopping in stores; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

4. AMAZON: What do you know about these Amazon products and services? How good are they? Complete this table with your partner(s). Change partners often and share what you wrote.

	What You Know	How Good They Are
Amazon shopping		
Kindle e-reader		
Fire Tablet		
Amazon Web Services		
Echo device		
Amazon Prime		

5. EXECUTIVE: Spend one minute writing down all of the different words you associate with the word "executive". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. WEBSITES: Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- Amazon
- Google
- Wikipedia
- eBay
- BreakingNewsEnglish
- Netflix
- YouTube
- Facebook

VOCABULARY MATCHING

Paragraph 1

- | | |
|--------------|--|
| 1. founder | a. A person who starts a business. |
| 2. step down | b. In control or with total responsibility. |
| 3. announced | c. Resign from or quit an important position or job. |
| 4. role | d. At the present time. |
| 5. currently | e. Made a fact known to the public. |
| 6. in charge | f. Job; the function or part played by a person or thing in a particular situation. |
| 7. device | g. A thing made or adapted for a particular purpose, especially a piece of mechanical or electronic equipment. |

Paragraph 2

- | | |
|----------------|---|
| 8. valuable | h. Giving all your effort to a task or purpose. |
| 9. success | i. Regularly or habitually; often. |
| 10. journey | j. Worth a lot of money. |
| 11. frequently | k. Perform duties or services for another person or an organization. |
| 12. dedicated | l. Finishing an aim or purpose as you planned or hoped. |
| 13. serve | m. Has the plan to get something done. |
| 14. aims | n. A long and often difficult process of personal change and development. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2102/210205-jeff-bezos.html>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- a. Jeff Bezos, the founder of Amazon, will quit as CEO later this month. **T / F**
- b. Jeff Bezos will become the company's executive chair. **T / F**
- c. The new CEO is head of Amazon Web Services at the moment. **T / F**
- d. Amazon branched out into consumer electronics. **T / F**
- e. The article says Amazon is the world's most valuable company. **T / F**
- f. Jeff Bezos started Amazon 37 years ago. **T / F**
- g. Jeff Bezos knew the name of his company when he started Amazon. **T / F**
- h. A Jeff Bezos company aims to travel to the planet Mars. **T / F**

2. SYNONYM MATCH: (The words in **bold** are from the news article.)

- | | |
|------------------------|-----------------|
| 1. founder | a. regularly |
| 2. announced | b. boss |
| 3. role | c. declared |
| 4. head | d. expanded |
| 5. branched out | e. accepted |
| 6. worth | f. enthusiastic |
| 7. frequently | g. creator |
| 8. dedicated | h. valued at |
| 9. recognised | i. aspires |
| 10. aims | j. position |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|---------------------------------------|-----------------------------|
| 1. Jeff Bezos will step down from his | a. charge of Amazon |
| 2. he will finish as CEO | b. electronics |
| 3. Mr Bezos has been in | c. go to Mars |
| 4. It branched | d. later this year |
| 5. It also produces consumer | e. frequently at that time |
| 6. one of the most | f. dedicated people |
| 7. This journey began | g. role as CEO |
| 8. The question I was asked most | h. valuable |
| 9. we employ 1.3 million talented, | i. out into streaming video |
| 10. aims to | j. some 27 years ago |

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2102/210205-jeff-bezos.html>

1. How old is the CEO of Amazon.com?
2. What will Jeff Bezos' new role be in the company?
3. What is Mr Andy Jassy currently head of?
4. Where did Jeff Bezos start Amazon.com?
5. What does the article say Amazon branched out into?
6. How much does the article say Amazon is worth?
7. What question was Jeff Bezos most frequently asked 27 years ago?
8. How many employees does Amazon have today?
9. What is the name of the newspaper Jeff Bezos owns?
10. Where does Mr Bezos' company Blue Origin hope to go?

AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2102/210205-jeff-bezos.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'step' and 'down'.

step	down

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• founder• chair• cloud• garage• turned• devices	<ul style="list-style-type: none">• valuable• success• idea• frequently• widely• space
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AMAZON.COM DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'Amazon'?
3. What do you know about Amazon.com?
4. How useful is Amazon.com?
5. What do you know about Jeff Bezos?
6. What does a CEO do?
7. What would you do if you were Amazon's CEO?
8. Have you ever used Amazon.com?
9. Do you prefer Internet shopping or going to shops and malls?
10. What advice do you have for Jeff Bezos?

Jeff Bezos stepping down as Amazon CEO – 5th February, 2021
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AMAZON.COM DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'CEO'?
13. What do you think about what you read?
14. What would you do if you were one of the world's richest people?
15. What does it take to make an Internet business successful?
16. What is the Internet?
17. What should Amazon do in the future?
18. What do you think of the name 'Amazon'?
19. How important is it for humans to go to Mars?
20. What questions would you like to ask Jeff Bezos?