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DOGTV channel launches in the US

MANY FLASH AND ONLINE ACTIVITIES FOR THIS LESSON, PLUS A LISTENING, AT:

http://www.NewsEnglishLessons.com/1204/120419-dog_tv.html

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ALL ANSWERS ARE IN THE TEXT ON PAGE 2.

19th April, 2012

THE READING / TAPESCRIPT

From: http://www.NewsEnglishLessons.com/1204/120419-dog_tv.html

A new television channel has started in the USA. It is a special network for dogs, called DOGTV. It made its premiere in February in San Diego, California. The shows are for lonely dogs to watch when their owners go to work. Many canine pets spend long hours alone at home and this makes them feel stressed. Owners of DOGTV say the channel will entertain and relax dogs and that it "offers a promise to our lovely best friends that they should never again feel alone".

The channel has been so successful that its bosses want to launch it across the USA. Dog owners who sign up for the channel will pay \$5 a month. The programmes are made especially for our four-legged friends. Film crews think about what images, sounds and colours dogs like best. A lot of research goes into finding the best pictures. The head of marketing for DOGTV said: "They love watching other dogs being active on the screen." A California dog shelter says the channel helps its dogs stay calm.

PHRASE MATCH

From: http://www.NewsEnglishLessons.com/1204/120419-dog_tv.html

Match the following phrases from the article.

Paragraph 1

- | | |
|---------------------------------|-----------------------|
| 1. A new television channel has | a. alone at home |
| 2. a special network for | b. in February |
| 3. It made its premiere | c. friends |
| 4. pets spend long hours | d. started in the USA |
| 5. makes them | e. dogs |
| 6. best | f. feel stressed |

Paragraph 2

- | | |
|--|----------------------|
| 1. so | a. across the USA |
| 2. bosses want to launch it | b. the best pictures |
| 3. our four- | c. successful |
| 4. A lot of research goes into finding | d. shelter |
| 5. head of | e. legged friends |
| 6. dog | f. marketing |

LISTENING GAP FILL

From: http://www.NewsEnglishLessons.com/1204/120419-dog_tv.html

A new _____ has started in the USA. It is a special network for dogs, called DOGTV. It _____ in February in San Diego, California. The shows are for lonely dogs to watch when their _____. Many canine pets spend long hours alone at home and this makes them _____. Owners of DOGTV say the channel will entertain and relax dogs and that it "_____ to our lovely best friends that they should never _____".

The channel has been so successful that its bosses _____ it across the USA. Dog owners who _____ channel will pay \$5 a month. The programmes are made especially for our _____. Film crews think _____, sounds and colours dogs like best. A lot of research goes into finding the best pictures. The _____ for DOGTV said: "They love watching other dogs being active on the screen." A California dog shelter says the channel helps _____.

MULTIPLE CHOICE

From: http://www.NewsEnglishLessons.com/1204/120419-dog_tv.html

A new television channel has started in the USA. It is a special (1) _____ for dogs, called DOGTV. It made (2) _____ premiere in February in San Diego, California. The shows are for lonely dogs to watch when their (3) _____ go to work. Many canine pets spend long hours alone at home and this makes them (4) _____ stressed. Owners of DOGTV say the channel will entertain and relax dogs and that it "(5) _____ a promise to our lovely best friends that they should never (6) _____ feel alone".

The channel has been (7) _____ successful that its bosses want to launch it across the USA. Dog owners who sign (8) _____ for the channel will pay \$5 a month. The programmes are made especially for our four-(9) _____ friends. Film crews think about what images, sounds and colours dogs like best. A lot of research (10) _____ into finding the best pictures. The head (11) _____ marketing for DOGTV said: "They love watching other dogs being active on the screen." A California dog shelter says the channel helps its dogs stay (12) _____.

Put the correct words from this table into the article.

- | | | | |
|-----|--------------|--------------|--------------|
| 1. | (a) worker | (b) netting | (c) network |
| 2. | (a) its | (b) their | (c) final |
| 3. | (a) owned | (b) owners | (c) owns |
| 4. | (a) feel | (b) do | (c) have |
| 5. | (a) requests | (b) offers | (c) suggests |
| 6. | (a) repeat | (b) twice | (c) again |
| 7. | (a) so | (b) such | (c) some |
| 8. | (a) down | (b) up | (c) along |
| 9. | (a) headed | (b) fingered | (c) legged |
| 10. | (a) goes | (b) does | (c) hoes |
| 11. | (a) by | (b) on | (c) of |
| 12. | (a) clam | (b) calm | (c) claim |

SPELLING

From: http://www.NewsEnglishLessons.com/1204/120419-dog_tv.html

Spell the jumbled words (from the text) correctly.

Paragraph 1

1. a special onetrkw for dogs
2. It made its iereprme
3. yollen dogs
4. their serwno go to work
5. the channel will ntnietrae and relax dogs
6. offers a sopmrie

Paragraph 2

7. ... has been so lcsessufuc
8. our four-geldge friends
9. Film rescw
10. A lot of saehrcre
11. being active on the nescer
12. A California dog esetrh

PUT THE TEXT BACK TOGETHER

From: http://www.NewsEnglishLessons.com/1204/120419-dog_tv.html

Number these lines in the correct order.

- () the USA. Dog owners who sign up for the channel will pay \$5 a month. The programmes are
- () made especially for our four-legged friends. Film crews think about what images, sounds and colours dogs
- () DOGTV. It made its premiere in February in San Diego, California. The shows are for lonely
- () dogs to watch when their owners go to work. Many canine pets spend long
- (**1**) A new television channel has started in the USA. It is a special network for dogs, called
- () The channel has been so successful that its bosses want to launch it across
- () like best. A lot of research goes into finding the best pictures. The head of
- () the screen." A California dog shelter says the channel helps its dogs stay calm.
- () best friends that they should never again feel alone".
- () marketing for DOGTV said: "They love watching other dogs being active on
- () hours alone at home and this makes them feel stressed. Owners of DOGTV say
- () the channel will entertain and relax dogs and that it "offers a promise to our lovely

THE READING / TAPESCRIPT

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With a partner, put the words back into the correct order.

1. in television started USA new has the A channel.

2. made premiere February It its in.

3. watch for lonely The dogs shows to are.

4. pets canine Many alone hours long spend.

5. should again alone They never feel.

6. channel been successful The has so.

7. four Made - especially legged for friends our.

8. goes Research pictures best the finding into.

9. on other the dogs screen being active Watching.

10. its helps channel The calm stay dogs.

DISCUSSION (Write your own questions)

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

WRITING

From: http://www.NewsEnglishLessons.com/1204/120419-dog_tv.html

Write about DOGTV for 10 minutes. Show your partner your paper. Correct each other’s work.

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. DOG TV: Search the Internet and find more information about DOG TV. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about DOG TV. Include an imaginary interview with a dog who likes it. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

5. LETTER: Write a letter to a dog expert. Ask him/her three questions about DOG TV. Give him/her three of your opinions on it. Read what you wrote to your classmates in the next lesson. Your partner will answer the questions you asked.