

Step – Reading in a lesson or for homework

Reading lesson 6: Reading sub-skill focus: Recognise adverbs of attitude to understand a writer’s viewpoint.

A short text about the mobile phone industry:

Market awareness of the mobile telephone has exploded and the retailer who specialises in mobile phones is seeing growth like never before. Admittedly, some customers buy their first mobile phone in the supermarket, but for advice, add-ons and particular services they turn to the specialist. There are a large number of mobile phone retailers and I can't help but feel the market only has room for four players. Undoubtedly, customer service is the factor that differentiates operators and I think this year we will probably see rationalisation in the sector.