

3

Influence

READING

- 1 Replace the words/phrases in bold in the text with these words/phrases. Note that the form of the highlighted verbs will need to change to plural.

accepting boundaries moral guidance public objections
the last week this generation of viewers

There **has** been a lot of **1**criticism of the media in **2**recent days. The public objections have come from a wide range of people. **3**Younger audiences **have** tended to be more **4**tolerant in the past. But even this generation of viewers has been quick to distance themselves from the events of the last week. It seems there are **5**limits to how accepting teenagers can be, and those boundaries have now been crossed. The need for some sense of **6**values is a strong one, and we expect our media to provide this.

- 2 Read the title and the first paragraph of the article and answer the questions.
- 1 What is the clash between media and culture in this article?
 - 2 What event caused the public objections?

- 3 e Read the article. Choose from the paragraphs (A–G) the one which best fits each gap (1–6). There is one extra paragraph which you do not need to use.

A It is for that reason that I could still sympathise a little with the hosts who would put on the stunt. They had crossed the line from fun-loving to unacceptable in one five-minute sketch. In today's society, it is less clear where that line is drawn.

B Of course, it would be a mistake to see this change as something completely new. It is unlikely that the media has ever really managed to get anything totally right. In the past, false statements were the common result of lazy journalism, or **partial** facts.

C While we are naturally curious of shocking events and we are **drawn to** the new, people are essentially nice. People are also slower to change their values than you might think.

D In a study at Harvard University, a key **variable** in successful societies was found to be public trust. Trust allows businesses to flourish and communities of people to feed themselves and develop.

E Although there were good reasons for this, many felt that the traditional media restricted what were able to access. In particular, it did not satisfy tastes that went beyond popular tastes.

F What does deserve our attention is the reaction it has received on this occasion. The criticism was pretty much **unanimous**. It begged the question, 'How had the TV show producers managed to get it so wrong in this particular case?'

G It is not just that who makes the decisions has changed though. We often talk in very binary ways about our values. In fact, our very language excludes the possibility of something that can have elements of true and false at the same time. Now that the delivery of the media has changed, this has become more problematic than ever.

Which comes first: media or culture?

In the last couple of weeks, it has been hard to miss the public objections to a TV stunt that went terribly wrong. This particular TV show regularly features stunts that are designed to shock and get people talking. After all, it is what attracts publicity for the show and gains them more viewers. The details of the stunt on this occasion do not really matter.

1

You could take the lazy response to that and argue that the event itself had been designed to challenge what was seen as acceptable, and to push the limits of what can be shown on television. But that does not explain why the hosts were so shocked when the criticism came, and in such large doses. Somehow, they had failed to realise two crucial things.

2

Both of these points were factors in the scandal that followed this event. The best of the media reflects how we like to imagine ourselves. That is why attractive people in expensive homes and loving relationships dominate our TV screens. When we look at the television and see the worst versions of ourselves, there is going to be a collective appeal to stop it all. The producers just did not realise how far ahead of the rest of the population they were in terms of what would be tolerable.

3

TV shows in particular tend to test that boundary one small inch at a time until something snaps. It was not always like this. When the media was under central control, there were fewer tests of where our boundaries lay. What we were exposed to was subject to judgements by professional, and often older, journalists. Back then, the media was perhaps more conservative and old-fashioned than the rest of society.

4

The rise of the internet is a **case in point**. We are facing unprecedented challenges distinguishing between what we should trust, and there is no one to guide us. We feel that something is wrong, that in recent years a line has been crossed, not just by the attempts to shock by TV presenters, but in terms of the many conflicting versions of the truth that are competing for attention at the moment.

5

Nonetheless, things are clearly different these days. New forms of ambiguous statements have appeared that are neither truth nor lies, but something confusingly in between. They are so new that we have had to invent names for them, such as 'faux-truth' or 'creative truth'. If these names sound particularly uncomfortable, there are good reasons to feel threatened. Manipulating the truth can be very damaging.

6

So, we are right to be worried. When the media starts to threaten truth and confidence, it threatens things that are absolutely fundamental to our well-being. Growth and culture are essential in society. However, it is clear that there is a limit to the powers the media hold over us. Values start with ordinary lives, and the relationships we build. At the end of the day, our relationship with an anonymous TV show or internet article will have less power over us than those we interact with every day.



Extend

4 Match the words in bold in the article with their definitions.

- | | |
|--|---|
| 1 a good example: | 5 attracted to: |
| 2 something almost everyone agrees on: | 6 something that can cause something to change: |
| 3 not complete: | 7 not liking changes or new ideas: |
| 4 extremely important: | 8 talk to and affect each other: |

GRAMMAR

the passive

1 3.1 Choose the correct words to complete the sentences. Listen and check your answers.

- 1 Chatbots **have existed** / **have been existed** on the internet for many years.
- 2 By 2017, over 30,000 chatbots **had used** / **had been used** by over 100 million people.
- 3 The earliest chatbots **developed** / **were developed** for fun by programmers with no commercial plans.
- 4 The responses of chatbots **base** / **are based** on the conversations of millions of other people.
- 5 Today thousands of companies **use** / **are used** them to give advice.

2 Complete the quiz with the correct passive form of the verbs in brackets. Then do the quiz.

Are you really human?

Take our quiz to find out!

- 1 You have a terrible headache.
 A Do you take headache tablets or
 B can ¹..... (your aching head/replace) with a spare?
- 2 ²..... (you/ask) about your childhood.
 A Is it all a bit of blur or
 B can ³..... (your full early database/access)?
- 3 It's winter, ⁴..... (the pipes/block up) with ice and the heating is broken.
 A Is your face turning blue or
 B are these perfect conditions to shut down your cooling system so ⁵..... (a general maintenance check/can/carry out)?
- 4 You're asked how many hours a day you spend online.
 A Is the amount of time set by your parents or
 B ⁶..... (your system/connect) twenty-four seven?
- 5 Somebody asks you about pathetic human emotions.
 A ⁷..... (you/shock) by their use of the word 'pathetic' or
 B can ⁸..... (human emotions/use) to help you in your quest for world domination?

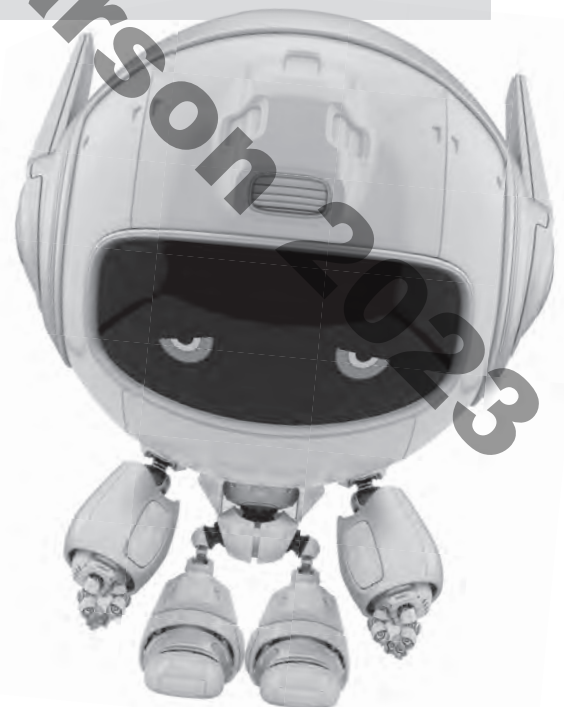
Results

Mostly As	You're the fleshy kind. 100% human!
Mostly Bs	You must be one of the one in six people who is really a robot in disguise!

3 Complete the text with the correct active or passive form of the verbs in brackets.

Would you lie to a robot to avoid hurting its feelings?

As robots become more a part of society, researchers want to understand how we interact with them. A recent study has suggested that if a robot has enough human characteristics, most people ¹..... (lie) to it to avoid hurting its feelings. In an experiment, one very efficient but unemotional robot ²..... (compare) against another that frequently made errors but ³..... (express) emotions. Of course, it was a robot, and the emotions ⁴..... (not feel) for real. In the same experiment, the human participants ⁵..... (ask) to cooperate with their robots to carry out a task. The error-prone robot ⁶..... (forgive) every time it made a mistake; some participants even ⁷..... (lie) to it in an attempt to turn its sad, anxious face to a happy one. However, they treated the unemotional robot more like a machine. The researchers concluded that humans ⁸..... (encourage) to see humanity in robots even when they know it is not possible.



VOCABULARY

the media

1 Match the first half of each sentence (1–6) with the second half (A–F).

- 1 Within just two days, the news story
- 2 I think people in the public eye
- 3 In the past, propaganda was easier
- 4 Journalists have a moral duty to report the news
- 5 The comments section of websites
- 6 Our website managed to get

- A deserve some privacy.
- B an exclusive interview with the prime minister.
- C had gone viral.
- D contain biased views.
- E to spot than it is today.
- F in an objective way.

2 Complete the text with these words.

balanced bias editorial expose high-profile revelations sources tricks

Gossip

the source of media


When we think of the traditional media, we think of reliable 1 content, with professional journalists reporting the news in a politically 2 way. But before the nineteenth century, there was no method of transmitting information to the wider public and the main 3 of information were casual conversations in the marketplace. Friends wrote letters to each other and the 4 they shared were always rich in personal opinion. Sometimes it was the 5 lives of the rich and well-known which caught their attention, but whoever their focus, they didn't shy away from offering their opinions.

We've always had 6 in the news, so it is a little ironic that the one-sided views on 'social media' have been branded as something new. There do seem to be a few more lies to 7 within posts, but it's how things have always been done. It's opinionated, judgmental and completely unfair when innocent people fall for 8 online. But let's face it: social media isn't going anywhere, and the historical appetite for gossip is never going to just disappear just because a handful of people disapprove.

3 Put the letters in the correct order to complete the collocations.

- 1 Crowdsourcing is when the public (ciortnbtues mnyoe) to help set up a new business or project.
- 2 Students are expected to learn to (lrciltiacy asnylae) what they read.
- 3 In most countries, the president is usually the most important (lpbicu ufegri).
- 4 A lot of companies often post images to (plubceiis) their (wbetsie) and increase their customer base.
- 5 Reading just opinions that are similar to your own is known as (crooimfniatn isba).
- 6 Journalists are required by law to c..... (ckehc) their s..... (scorsue) before quoting them.

Extend

4  3.2 Complete the news story with these phrases. Listen and check your answers.

controversial news expose the truth
freelance reporter go to the press in the spotlight
press conference

Farmer's video goes viral

A 1 in Ireland created one of the most popular stories this week about a farmer. Mikey Joe O'Shea decided to 2 when some of his sheep went missing. Although it was not a 3 story, the farmer found himself 4 when people struggled to understand his accent at the 5 he gave. Many felt sympathy for his situation, but couldn't make out what he was saying. Despite all the attention he received, the story failed to 6 about the missing sheep.

LISTENING

1 3.3 Match the phrases in bold in the sentences (1–6) with their definitions (A–F). Listen and check your answers.

- 1 I don't think **white lies** hurt anyone.
- 2 I think only very little children can get away with telling **a big fat fib**.
- 3 He said he was a rock star and I just thought he was **kidding**!
- 4 I **suspect** he's not being completely honest.
- 5 I can't believe I **fell for** such a terrible trick!
- 6 He doesn't know I broke his phone and I'll never **own up to it**.

- A a clear and obvious lie
- B saying something that is not true
- C think something is true, especially something bad
- D admit that you have done something wrong
- E believed something that is not true
- F lies you tell to avoid upsetting someone



2 3.4 You are going to listen to an interview with two psychologists about how lying affects relationships. For questions 1–6, choose the answer (A, B, C or D) which fits best according to what you hear.

- 1 Paul says that people felt better after telling fewer white lies because
 - A they no longer focused on pleasing others.
 - B they gave up trying to hide their problems.
 - C they discovered that behaving naturally was accepted.
 - D they found it easier to be honest about serious issues.
- 2 What led Andrea to study the psychology of dishonesty?
 - A She realised that telling the truth is a daily challenge.
 - B She understood that the truth can determine someone's future.
 - C She felt that the role of truth in life was unclear.
 - D She wanted to know why she herself had been lied to.

- 3 Why does Andrea think that lying might be beneficial?
 - A It helps spare others' embarrassment.
 - B It will conceal negative behaviour from others.
 - C It can let people hide socially unpopular behaviours.
 - D It may be in someone's interest to damage some relationships.
- 4 Paul and Andrea agree that being honest
 - A is extremely unlikely to be achieved by everyone.
 - B should be attempted at all times.
 - C can only be done with external pressure.
 - D will become easier with practice.
- 5 Paul thinks people can tell when they are not facing up to the truth by
 - A considering the consequences they are avoiding.
 - B contemplating their actions in the past.
 - C addressing their most basic fears.
 - D looking at the things they hide.
- 6 Andrea gives the example of a bad performance review in order to
 - A warn listeners of the risks of complete honesty at work.
 - B illustrate how lies that are not stopped can get out of control.
 - C advise people to avoid sharing information that could harm them.
 - D recommend using the truth to determine if a relationship is worth pursuing.

Extend

3 Complete the text with these words/phrases.

creep up dare to be ourselves dilemma
holding them in keep things private liberating

⋮
⏪ ⏩
🔍 🏠

The art of sharing

Sharing everything in your life is never a brilliant idea. We all like to ¹....., but there are some emotions that are so strong that ²..... would be a big mistake. When and how to open up is a real ³..... . You don't want to pour your heart out in the hope that it will be a ⁴..... experience, just to see it come back and bite you when the other person reacts badly. But at the same time, we all need to ⁵..... if we want others to really get to know us. The secret is to reveal information bit by bit. If you allow the number of confidences you share to slowly ⁶....., then you can keep control of the situation.

USE OF ENGLISH 1

1 Complete the sentences with the correct passive form of the verbs in brackets.

- 1 It (say) that detective stories are the most popular genre nowadays.
- 2 It (believe) at one time that Shakespeare spelt his name in three different ways.
- 3 It (report) in the last few days that a previously unknown painting by Frida Kahlo has been found.
- 4 It (argue) that the best detective stories these days come from Scandinavia.
- 5 It (think) that video games will soon feature more detective storylines.
- 6 It (claim) many years ago that the first detective novels originated in Greece.

2 Choose the correct words to complete the sentences.

- 1 Sherlock Holmes **is / was** once said to **be / have been** the greatest detective ever created in his time.
- 2 The film 'The Hobbit' **is / was** known to **take / have taken** three years to complete.
- 3 The actor Hugh Jackman **is / was** known to **play / have played** the role of Wolverine in eight different films.
- 4 Back in the 1930s, the radio-play of 'War of the Worlds' **is / was** claimed to **cause / have caused** thousands of people to leave their homes in fear.
- 5 How 'Spiderman' started **is / was** argued to **be / have been** the most overtold story in the history of film.
- 6 Time travel **is / was** now considered to **be / have been** impossible.
- 7 Even today, Daphne Du Maurier's 'Rebecca' **is / was** thought to **be / have been** one of the greatest crime novels of all time.
- 8 The artist Van Gogh **is / was** once said to **cut off / have cut off** his ear when he fell out of love.

3 Complete the article with passive structures using the verbs in brackets.

Truth of fiction



In 1950, a man ¹ (report/hit) by a car and killed. There was nothing particularly unusual about that in the new age of vehicle travel. But in the police statement written immediately after the incident, the man ² (say/dress) in a Victorian costume. A selection of notes and coins from the same era ³ (claim/find) in his pockets. These coins ⁴ (know/come) from the previous century. The police found a business card on the man, which gave the name 'Rudolf Fentz'. When they searched through the town's historical records, they found evidence of a Rudolf Fentz having lived there in the 1800s. The evidence itself came from a local journalist, who ⁵ (report/interview) Rudolf Fentz's wife. In the interview held in June 1876, Rudolf's wife said the twenty-nine-year-old man had left the house one day, under very mysterious circumstances, and was never seen again.

Despite the many stories circulating on the internet, sadly, the story of Rudolph Fentz was too good to be true. Today, this urban legend ⁶ (consider/be) nothing more than an actor who appeared in a short play called 'I'm Scared'.

4 e Complete the second sentence so that it has a similar meaning to the first sentence using the word given. Do not change the word given. Use between three and six words.

- 1 The newspapers claimed that the article was based on factual evidence.
REPORTED
It that the article was based on factual evidence.
- 2 People often say that reading without a strong light causes eye strain.
SAID
Reading without a strong light eye strain.
- 3 She became a politician after she had taught for ten years.
HAVING
She became a politician teacher for ten years.
- 4 People used to believe that eating sugar gave you energy.
ONCE
Sugar give you energy.
- 5 Some people still think that Batman is a real person.
THOUGHT
Batman is still a real person.
- 6 A lot of people said that there was a ghost haunting the old cinema, but it was false.
CLAIMED
The old cinema was by a ghost.

USE OF ENGLISH 2

1 Choose the correct words to complete the text.

Friendship is an especially important ¹aspect / form in many teens' lives. However, many people only realise the ²significance / meaning of their earliest friendships as they get older. Young people aspire to form strong bonds, and fictional friendships are something that they can also feel a strong ³attachment / affection to. It makes sense, then, that when it comes to vlogging, people who appear to be more sociable attract the largest ⁴audiences / crowds online. Vlogging friends support and help each other, and remaining loyal to others is something most people ⁵approve / allow of. This feeling of belonging to a wider, welcoming, social circle is one of the ⁶appeals / attractions of watching vloggers who appear to be just like ourselves.

2 Complete the blog comments with these words.

clients consequence customers elements features influence

Danny Add message | Report

I don't think vloggers have too much ¹..... over young people today. Loyalty and kindness are common ²..... of their videos, and that's a good thing.

Below Zero Add message | Report

I can't stand vloggers. All they do is treat their viewers like ³..... in a shop, using cheap methods to get them to buy stuff. They only care about keeping their business ⁴..... happy, like their big money sponsors.

Later Add message | Report

Friendship is just one of the many ⁵..... that make a vlogger successful. They have to have charisma and charm on some level. Their success is ultimately just a ⁶..... of their appealing personality.

3 e Read the article and decide which answer (A, B, C or D) best fits each gap.

When vloggers fall in and out of love



There is one truth that ¹..... very strongly in the world of vlogging. No vlogger is an island, but needs an online army of best friends. Popularity is widely ²..... as the sole goal of vlogging, and so friendships are essential. Vlogging sites based on love and friendship have always attracted a wide ³..... . They can provide the vlogger with opportunities to improve their public ⁴..... . So much so that vlogging power couples have now come to ⁵..... the vlogging scene. It may simply be that the only people they ever meet in real life are fellow vloggers, when they visit vlogging conventions. Such real-life friendship is enjoyable to witness. There is something universally ⁶..... to people about real-life ups and downs. All those friendships make business sense too. By promoting each other's sites, they attract new visitors. Any vlogger serious about increasing their popularity will take on ⁷..... the importance of reaching out to new viewers. Mix this up with images of an ideal lifestyle and vloggers can sit back and watch their ⁸..... rates grow as more people sign up to their sites.

- | | | | |
|---------------|----------------|---------------|------------|
| 1 A appears | B shows | C features | D reveals |
| 2 A approved | B thought | C named | D regarded |
| 3 A crowd | B reception | C gathering | D audience |
| 4 A profile | B figure | C personality | D form |
| 5 A direct | B dominate | C charge | D demand |
| 6 A appealing | B striking | C tempting | D drawing |
| 7 A record | B memory | C mind | D board |
| 8 A signing | B subscription | C association | D fan |

Extend

4 Choose the correct words to complete the sentences.

- Vlogs **have / enjoy** considerable appeal for younger audiences.
- One of the attractions of vlogging **has / is** the chance to put forward ideas.
- I really don't think a bunch of vain people **do / have** a lot of influence on me.
- There are serious consequences **on / for** sponsors when vloggers take things too far.
- The significance **to / of** vloggers can no longer be ignored by the mainstream media.
- Posts about overcoming hard times have a very special meaning **to / for** me.



SPEAKING

1 Put the conversation in the correct order (1-8).

- A:** Definitely the people in class. We see them every day.
- A:** Let's start by talking about film stars.
- A:** You know the people you sit next to, or maybe even teachers.
- A:** Absolutely. You might aspire to the characters, but not the actor. Shall we move onto the next topic? Because I think pop stars are in the same category.
- B:** Sure, well, I don't really think actors or characters in a movie have much influence on kids. Would you agree?
- B:** Sorry, what exactly did you mean by the people in class?
- B:** I know what you mean. People just don't see them or talk to them, so they don't really know what they're like. Who do you think does have influence, though?
- B:** Hmm, I think you're right. They do matter. So, getting back to the main point, we've decided that people we actually interact with influence young people more.

2 3.5 Highlight the stressed word(s) in the phrases. Listen and check your answers.

- 1 Let's start by talking about ...
- 2 I know what you mean.
- 3 What exactly did you mean?
- 4 Shall we move on to the next topic?
- 5 So, getting back to the main point ...

3 Practise saying the sentences in Ex 2. Record yourself and listen to your pronunciation.

4 Complete the sentences with these words/phrases.

admiration broaden influential inspire reassure role models

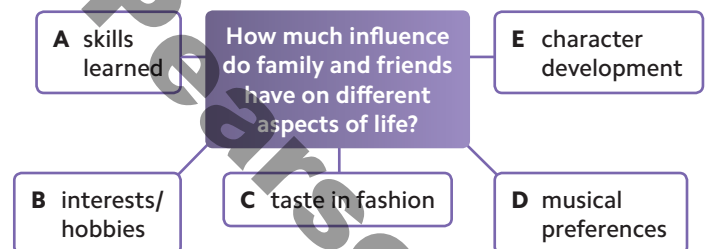
- 1 Sports stars can be good for young people, provided they behave well.
- 2 It's important to meet people who will challenge your views and your mind.
- 3 A really great political leader can an entire country to do better.
- 4 I have a lot of for people who give up their time to help others.
- 5 Nobody takes web content seriously. It's not as as it's made out to be.
- 6 Parents are central because they're always there to you when things go wrong.

5 Complete the conversation with phrases A-H.

- A:** ¹..... would change a person the most? I think maybe moving to a new town would have a big impact.
- B:** ²..... change towns, but stay in the same country?
- A:** Yes. I think I wouldn't have my existing friends, and they're so influential that I'd be a different person.
- B:** I have to ³..... . If it was another country, maybe, but I'd have the same interests and my personality wouldn't change.
- A:** ⁴..... . You'd be around a set of people with all sorts of other ideas to share. There'd be different facilities available, so it'd broaden your experience.
- B:** ⁵..... I'd still speak the same language. Watching the wrestling would still inspire me, I think.
- A:** That's true.
- B:** ⁶..... , my parents would be the same people, they'd still be there to reassure me and let's face it, I have more admiration for them than any so-called role model.
- A:** ⁷..... moving country would change you, ⁸..... the impact of moving town.

- A** And besides
- B** But that doesn't make any sense.
- C** but we disagree on
- D** disagree with you there
- E** Do you mean I'd have to
- F** So, we agree that
- G** Which do you think
- H** Yes, but

6 3.6 Listen and match the speakers (1-5) with the topics (A-E). What topic-specific words helped you decide?



7 3.7 Listen again. When you hear a beep, respond to the opinion you hear. Use phrases you have learnt so far and think about your intonation. Record your responses. Then listen to them and answer these questions.

- 1 Did you use a variety of phrases?
- 2 Were your reactions directly related to what the person just said?
- 3 Did you sound interested?

WRITING

1 Read the task and the first paragraph of an essay below. Which two points is the student going to cover in their essay?

In your English class, you watched a television debate on how to reduce the influence of advertising on children. You have made the notes below.

Ways to reduce the influence of advertising on children:

- banning direct advertising to children
- limiting the products advertised
- educating children on the issues

Many people feel concerned that advertising creates a materialistic society, threatening the values we hold dear. This essay will consider ways to limit that negative influence by restricting the advertising that targets children and introducing stricter controls on the kinds of products advertised.

2 Put the sentences in the correct order to form the second paragraph of the student's essay.

- A In fact, the principal purpose of advertising to children is to pressurise parents, and therefore we should prohibit advertising which targets the youngest members of society.
- B By doing this, parents will not have to compete with advertising executives who are trained to manipulate people psychologically.
- C This is because children generally have no income of their own and no means to acquire the products they see.
- D In short, limiting the amount of advertising targeting children will have a positive effect on growing minds.
- E Advertising to children is a particularly damaging practice.

3 Complete the third paragraph with these words/phrases. Then match the words/phrases (1–6) with their functions (A–F).

and so for instance one advantage of
the main drawback is still What is more

- A Evaluate the problems with that solution.
- B Evaluate the benefits of that solution.
- C Give an example.
- D Reach a conclusion.
- E Give additional reasons.
- F Summarise the situation.

Currently, advertising can have a negative influence on children. ¹....., young children can be exposed to as much as thirty minutes a day of adverts for fast food. ²..... introducing stricter regulations is that parents will have a stronger chance to encourage good values and habits. ³....., it will give parents more confidence allowing their children to use the media. ⁴..... that companies often find ways around the regulations ⁵..... it will be challenging to introduce these changes. ⁶....., it will undoubtedly be welcomed by parents.

4 Choose the correct words to complete the final paragraph of the student's essay.

In **1**brief / conclusion, unfortunately, advertising is a permanent feature of our society. **2**Besides / Despite the efforts of parents to teach values, many young people will be influenced by marketing campaigns. **3**However / Moreover, by introducing limits on adverts that target children, we can limit the harm done. In **4**addition / short, this will give parents the opportunity to educate their children with the values they wish them to learn, without the pressures of advertising.

5 e Complete the task.

In your English class, you discussed how to encourage children to spend more time with older members of society. You have made the notes below.

Ways to encourage children to spend more time with older members of society:

- after school clubs for both
- joint social events
- school visits from older people

Some opinions expressed in the discussion:

'After school clubs can help provide childcare for children and company for older people.'

'Joint social events are unlikely to work because children and older people have so few interests.'

'There are so many articles on how to be better and children cannot help but be influenced by them.'

Write an essay for your teacher discussing two of the points in your notes. You should **explain which idea will be the most effective, giving reasons** in support of your answer. Write your **essay** in **220–260** words.

UNIT CHECK

1 Rewrite the sentences in the passive.

- The internet has encouraged dishonesty to rise.
The rise in dishonesty by the internet.
- People see most of the posts as amusing, rather than annoying.
Most of the posts, rather than annoying.
- Some of the best jokes often manipulate the truth.
The truth in some of the best jokes.
- People can mix up creativity with dishonesty sometimes.
Creativity with dishonesty sometimes.
- Nobody wants friends to tell them lies.
Nobody wants lies by friends.
- We should relax the libel rules on newspapers.
The libel rules on newspapers

2 Make sentences from the prompts. Use passive structures.

- the physicist Isaac Newton / historically / report / hit / on the head by an apple when he discovered gravity
.....
- the cartoon character Mickey Mouse / generally / believe / create / Walt Disney
.....
- Emperor Nero / famously / report / play / the violin / while Rome burnt around him
.....
- Australia / once / believe / discover / by Captain Cook
.....
- George Washington / commonly / think / become / the first president of the USA
.....

3 Choose the correct words to complete the advert.

Do you want your social media site to ¹go / have viral?



Many of our high ²image / profile customers know they can trust us to deliver results. Learn the tricks of the trade and improve your public ³profile / background on social media sites. By creating a positive self-image, you can persuade thousands of advertisers to ⁴consider / contribute money to your site. Learn how to ⁵publicise / disclose your website and attract more visitors. We're confident you'll be ⁶critically / extremely happy with the results. So, don't ⁷stick / fall for the tricks of other sites. We're the only real deal!

4 Read the article and decide which answer (A, B, C or D) best fits each gap.

The truth of social media

Honesty is a valued trait, and I can see the ¹..... of trying to be honest to yourself and others around you all the time. What others don't mention is that it can also be a real challenge, particularly these days. Take, for instance, social media. In many ways, it's an honest form of communication. Profiles are ²..... to be the representation of who we would like to be, not who we actually are. We anticipate photos of people in a celebratory mood while attending major social ³..... . Nobody expects to see a social media stream which ⁴..... ugly photos, or confessions that you spent the evening in your pajamas watching box sets. That won't help to generate much ⁵..... for you among viewers. Many media commentators don't understand that overstated online profiles may well have less ⁶..... for many younger people than you might think. The ⁷..... , however, that your social media profile has on your life is huge. Your mother will be straight upstairs if she sees something she doesn't ⁸..... of, so nobody ever goes too far. The truth, but just a bit better – that's the way of the twenty-first century.

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|---------------|----------------|
| 1 A aim | B fascination |
| C appeal | D interest |
| 2 A regarded | B viewed |
| C reflected | D considered |
| 3 A incidents | B activities |
| C events | D affairs |
| 4 A features | B focuses |
| C stresses | D demonstrates |
| 5 A attention | B acceptance |
| C affection | D awareness |
| 6 A focus | B consequence |
| C sense | D meaning |
| 7 A response | B influence |
| C reaction | D outcome |
| 8 A respect | B appreciate |
| C value | D approve |