

Vocabulary

Fame

1a Match the beginnings in A with the endings in B to make phrases related to fame.

A

- 1 be in the media d
- 2 draw huge g
- 3 have a reputation h
- 4 an overnight f
- 5 be ill-equipped to deal i
- 6 act like a c
- 7 make a b
- 8 a household e
- 9 be splashed across the a

B

- | | |
|-------------|-----------------------|
| a sensation | f for doing something |
| b crowds | g newspapers |
| c name | h diva |
| d spotlight | i with something |
| e comeback | |

b Complete the newspaper article below with phrases from exercise 1a in the correct form.

Soul legend found dead in LA hotel room

Victoria Gold, the multiple platinum-selling musician, was found dead this morning in her hotel suite in Los Angeles. Gold, a ¹*household name* in soul music, whose concerts continued to ²_____ well into the 2000s, had just started a world tour to coincide with the release of her new album, *Proud*. The cause of death is not known, but at the age of 70, it is believed she died of natural causes.

Gold became an ³_____ in 1976 when the release of her debut single *You've gotta love me* shot her to fame in the US. In the following years, she went through a very public divorce and often found herself ⁴_____ across the _____ with stories of bad behaviour, which made many people think

she was ⁵_____ to _____ the pressures of fame.


However, despite having a ⁶_____ for acting like a ⁷_____ she went on to prove her critics wrong, and her 1981 album *Gifted* is considered to be the seminal soul album of the era.

The end of the 1990s and the new millennium saw her ⁸_____ a _____ with the release of a new album and subsequent tour with the band *The Late Nights* attracting a new generation of fans. Victoria Gold was once again in the ⁹_____.

Victoria Gold is survived by her three daughters and seven grandchildren.

Listen and read

5 steps to making a viral video

2a  12.1 Listen to and/or read the web article. Put the five steps in the correct places 1–5 in the text.

- Emphasise the spark
- Know your audience
- Check for copycats
- Choose the right spark
- Create a meme

b Listen and/or read again. Are these statements true (T) or false (F), according to the article?

- 1 The writer doesn't think it's likely that you've ever created a popular video clip.
- 2 You only need to think about who will watch your video if you don't want it to be popular.
- 3 Everybody loves cute videos.
- 4 It's good if your video makes the viewer react physically.
- 5 The volume settings should be loud.
- 6 It's good if lots of people copy your idea.

c Match phrases 1–5 from the article in a with the definitions a–e.

- | | |
|---------------------------------|---|
| 1 chances are, ... | a liked by only a certain type of person/liked by everybody |
| 2 hit a nerve | b the music to accompany a video |
| 3 have limited/universal appeal | c It's likely |
| 4 create a buzz | d generate a lot of discussion about something |
| 5 soundtrack | e mention a subject which people feel strongly about |

5

STEPS TO MAKING A VIRAL VIDEO



Have you ever uploaded a funny or interesting video clip to a video sharing website? Chances are that if you did, it got viewed by some of your friends who you showed it to, but not many people picked up on it from outside your social circle. So what is it that makes some videos go viral? Why do some videos get viewed several million times, especially when they look like they've been put together by a bored teenager at home, with nothing better to do? I spoke to Danika Holmes, a social media analyst with a special interest in video, to ask her advice on what to do if I wanted to make a viral video. Here's what she said.

1 _____

Think about who will be watching your video so you know who to aim it at. Even if you're going for universal appeal, you need to start with a specific, targeted viewer base. Think about what makes these types of people tick and what they like to talk about with their friends.

2 _____

Once you've got to know your audience, you'll need to choose the right entertainment aspect to hit a nerve – the right spark. The four most common sparks are funny, sexy, surprising and random. Cute often makes an appearance as well, but this can have limited appeal to some audiences.

3 _____

Once you've chosen the spark, you need to focus on this aspect and emphasise it. There's no point in your video being 'quite' funny – it's all or nothing. As a general rule, your video should be able to cause a physical reaction such as laughter, crying, a shocked expression, etc.

4 _____

A meme is an iconic symbol of a culture at a specific time, which gets passed on from person to person. This is exactly what you want to happen to your video, so create a buzz, and turn up the volume. Share comments on it on microblogging and social networking websites and encourage other people to do the same.

5 _____

This is the true test of whether your video has gone viral. If people copy your video, wearing different clothes, or acting it out in different situations, or remix to a different soundtrack, then you know you've created a viral video. At the height of the Harlem Shake meme in early 2013, 4,000 copies were being uploaded a day around the world. This also ensures your viral video will be remembered in years to come. And in today's fast-paced, throw-away society, that's quite an achievement.

Language focus 1

Use of gerunds and infinitives

- 3 Complete the gaps with the verbs in the box, with or without to.

answer be believe borrow come
eat find go land offer read
see suggest tell thank think

- The President's plane is expected to land at 9:30 tonight.
- Thank you for the advice about Jess. Your comments really made me _____.
- I passed Maria in the street today, but she pretended _____ me.
- I thought it was a very difficult exam. How many questions did you manage _____?
- I think I'll buy Tessa some flowers _____ her for helping with Kim's party.
- I told Vikki what Kate said about the redundancies at work, but she refused _____ me.
- I'll let you _____ the car as long as you promise _____ careful with it.
- Is it really necessary _____ every page of the document? It'll take ages!
- Are you hungry? Can I get you something _____?
- I understand your problem, but I really don't know what _____.
- Roy's Café is fine, but wouldn't you rather _____ somewhere special for your birthday?
- I've had a row with Todd's brother and now he's threatening _____ to our wedding.
- Why don't you use the internet _____ the information you need for your project?
- It's not easy for me _____ you this, but we've decided _____ you the job.

- 4 Choose the correct alternative.

The Prime Minister was asked today how he plans ¹**deal with** / **(to deal with)** / **dealing with** growing crime amongst teenagers. He believes that it is important ²**create** / **to create** / **creating** more jobs and ³**provide** / **to provide** / **providing** more opportunities for them ⁴**get** / **to get** / **getting** work. At the same time he thinks that we should ⁵**be sent** / **to be sent** / **be sending** young criminals to prison for longer. 'This government is tough on crime', is his slogan. Parents must continue ⁶**play** / **to play** / **playing** a vital role in ⁷**help** / **to help** / **helping** the government ⁸**make** / **to make** / **making** our streets safer. The government is also considering ⁹**introduce** / **to introduce** / **introducing** a curfew in some city centres ¹⁰**stop** / **to stop** / **stopping** young people being out on the streets after 11 o'clock, when most serious crimes happen.

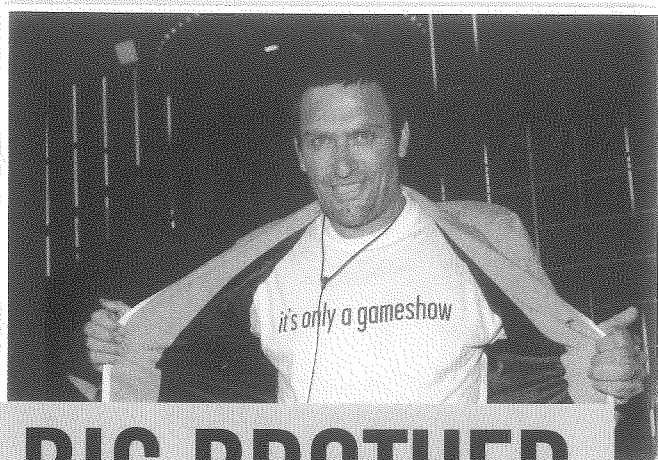
- 5 Rewrite the sentences so that the meaning stays the same, using the word in bold.

- I read this article and I didn't look up any words in my dictionary. **without**
I read this article without looking up any words in my dictionary.
- In the summer you shouldn't go out in the midday sun. **avoid**
In the _____
- Al said he didn't eat the rest of the chocolates. **deny**

- I'm finding it less strange to drive an automatic car. **getting used**
I'm _____
- I lost weight because I did lots of exercise and counted calories. **by**
I lost _____
- Tickets sell out quickly, so it's useful to phone the box office to check first. **worth**
Tickets sell out _____
- I'm sorry, madam, it's difficult for me to find your details on the computer. **trouble**
I'm sorry, madam, _____
- If it's not a problem for you to wait, I can get you a table next to the window. **don't mind**
If _____
- Do you think that you might apply for the job in Madrid? **considering**
Are _____?
- One of the best things about the summer is that you can eat outside. **able**
One of the best things _____
- You're going to see all your old school friends tomorrow. Are you excited? **looking forward**
Are you _____?
- I feel sad because I don't have the beach opposite my apartment any more. **miss**
I _____

- 6 Complete the gaps with the verbs in the box in the infinitive (with or without to) or gerund form.

find cheat find out get leave (x2)
meet (x2) play spend trust try



BIG BROTHER

ruined my love life, says Nasty Nick

Big Brother celebrity Nick Bateman says it's now impossible for him ¹to find a girlfriend because of his image. Bateman, a contestant on the reality show in which ten people agree ²_____ twelve weeks together in a house full of cameras, was dubbed 'Nasty Nick' after he was made ³_____ the house for ⁴_____ to influence the other contestants' eviction nominations. Since ⁵_____ the house, Bateman has earned good money by ⁶_____ on his evil image but his reputation has made it difficult for women ⁷_____ him. 'Before BB, I had no trouble ⁸_____ women, but now they can't ⁹_____ away fast enough,' he told *The People* magazine. 'It would be great ¹⁰_____ a woman who can see beyond what happened all those years ago and take time ¹¹_____ who I really am.' Bateman, who still receives hate mail, added, '¹²_____ is wrong and I'm sorry I did it, but I thought I was just playing the game.'

Language focus 2

Different infinitive and gerund forms

- 7a Find the mistakes in six of these sentences and correct them.

- 1 It's important not ^{to} focus too much on the negative aspects. Think about the positives, too.
- 2 I've often wondered what it would be like to lock up in a house for twelve weeks with nine strangers.
- 3 One thing I love about weekends is not waking up by an alarm clock.
- 4 Despite having done a lot of charity work in his life, he is best remembered for his music.
- 5 Marsha says she likes not to be responsible for other people in her new job, but I don't really believe her.
- 6 I expected you to have finished that hours ago: why is it taking so long?
- 7 I don't want to worry you, but there's a huge, black rain cloud over there and it seems to come towards us.
- 8 I'd like to learn more about ancient Greek philosophy when I was at university.

- b 12.2 Listen and check.



8a Complete the sentences with the correct form of the verb in brackets.

- 1 In France, it is always worth carrying (carry) a few euros for tips to taxi drivers, and it is customary _____ (give) a couple of euros to the cinema usher who shows you to your seat.
- 2 In the United States, it is not uncommon to see people _____ (chase) out of a restaurant by waiters for failing _____ (leave) a tip.
- 3 Life gets tricky in Japan, where people are expected _____ (show) gratitude, rather than actually hand over money.
- 4 How much _____ (tip) and when have always been tricky questions for the British.
- 5 Attitudes to tipping seem _____ (change) a lot in the UK over the last twenty years.
- 6 And finally, what are visitors to the UK advised _____ (do)?
- 7 Should tips _____ (include) in the minimum wage?
- 8 Holidays in the Middle East, where tipping is expected by nearly everyone, can _____ (get) very expensive.
- 9 Travellers to Scandinavia, where the cost of living is high, may _____ (be) relieved to find that tipping is not expected.
- 10 The report also angered waiters, waitresses and hairdressers by _____ (suggest) that tips should _____ (include) in the minimum hourly rate.

b The sentences in part a have been removed from the article on the right about tipping. Decide where the sentences go in the text. There is one sentence which you do not need to use.



Some handy tips about tipping

The low pay debate highlights the practice that varies widely

a Z

This was the question being fiercely debated when the Government and unions clashed over the Low Pay Commission's report this week. The report suggests a minimum wage of \$6.19 an hour, disappointing unions, which are campaigning for \$7.10.

b —

This will particularly affect those who work in restaurants where a service charge is included in the bill.

c —

These issues are all the more topical because millions of them will soon be setting off on summer holidays to countries where customs vary widely. Here are some general guidelines on what to do.

d —

The advice I was given by an American friend was: 'If in doubt, leave a tip.' This is a general rule of thumb. At a bar, for example, staff will expect you to leave them the change.

e —

However, French law requires that restaurants, cafés and hotel bills include the service charge, usually 10–15 percent, so a tip is not expected.

f —

For the more penny-pinching traveller, try Yemen, the only country in the region without a strong tipping culture.

g —

There can be a serious loss of face for the people involved, such as waiters, if you try to insist on giving them a tip.

h —

Hairdressers and people who work in restaurants will probably think you are mad if you try to leave a tip.

i —

The popular travel guide *The Lonely Planet* has these suggestions. You should tip 10–15 percent of the total bill in a restaurant and round up taxi fares to the nearest 50p.

Pronunciation

Sentence stress

9a Underline the stressed words in the sentences below.

- 1 She agreed to be interviewed.
- 2 You should focus on winning the race.
- 3 We'd like to have known about it sooner.
- 4 I hate being told what to do.
- 5 You promised not to be late.
- 6 I want to be lying on a beach right now.

b  12.3 Listen and check. Practise saying the sentences with the correct stress.

Writing

A forum post

10a Look at the list of discussion topics on the forum below. Which of the questions do the forum posts answer?

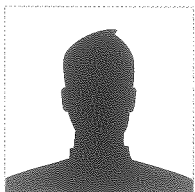
The People's Forum

Discussion topic: FAME

- Does becoming famous depend on luck or hard work?
- What would you like to be famous for?
- Why is being famous so important to some people?
- Will the internet ever be more important in creating celebrities than TV?
- Do celebrities have the right to a private life?

A

COMMENTS



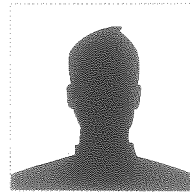
BOOTSJAM
17:45

I don't think I 'will / would enjoy being famous at all, I hate being the centre of attention so I would hate being in the media spotlight.

However, if I was going to be famous for something, then it would have to be for making a positive difference to the world around me. To my ²mind / brain it would be best to be remembered for changing people's lives for the better, whether it's raising money for charity, or changing the way people think about something. I'm not sure how. It just ³appears / seems wrong to me to be famous for doing something not very important, like being fashionable and singing a song.

B

COMMENTS



SHODFATHER
22:20

I don't like ⁴a / the way that some people say that if you're famous, you don't deserve to keep your privacy, and you shouldn't be surprised

when a photo of you going shopping is splashed across the newspapers. I imagine it's very ⁵stressed / stressful being a celebrity. OK, so they earn a lot of money, but it can't be very easy to be recognised wherever you go. Personally, I would find to ⁶be / being followed by photographers all the time very difficult.

I think we need to remember that celebrities are human beings too, and there are times in their lives when they also need privacy.

b Underline the correct alternatives to complete the forum posts.

c Choose two of the discussion questions in 10a and write a forum post in reply to each.

COMMENTS

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