



# ENGLISH

## Chapter 7 Session B

**5th**  
SECONDARY

**Perfect**

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 **SACO OLIVEROS**

# HELICOMOTIVATION

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# An article

## 1 Read the title of the article. What do you think the article is about?



### FIFTEEN MINUTES OF FAME!

In the late 1960s, Andy Warhol, who was an American artist and movie producer, predicted that in the future, anyone would be able to rise to fame, even if this fame was short-lived. Fast forward to the future and, thanks to the internet and social media sites, there are examples everywhere of ordinary people that have become an overnight success.


Maitane Alonso comes from Bilbao, Spain, where she studies medicine at her local university. She rose to media fame after attending an international science and technology competition in Phoenix, USA, and receiving an award. It all started when her father, whose hobby is having barbecues, cooked too much food again. It bothered her that people throw away a third of the food we produce because there's no way of keeping it fresh. Maitane invented a new food preservation method that stops food from going rancid as quickly in a more sustainable way. It is also a more efficient, faster and cheaper method that aims to reduce the use of chemical substances in food preservation, as they may have harmful effects on our health. As part of her prize, the Massachusetts Institute of Technology will name an asteroid after her. She is now the founder of a company called Innovating Alimentary Machines.

Teenage influencer Jacob Sartorius is an international singer who engages with millions of followers on social media. His journey to success began when he was just eight years old. He turned his passion for making people laugh into online performances. He really made a name for himself after lip-syncing videos on Musical.ly, which is now called TikTok, a platform for sharing videos of up to 15 seconds. His next step was to create his own content for his videos and he began to release singles, which are videos or files with one song. Why has Sartorius shot to fame? Of course he's multi-talented, but in addition to that, he's collaborated with other established internet stars, which has boosted his popularity.



Àngela Màrmol, who is a musician and influencer from Barcelona, also has a huge following on TikTok. She runs a successful YouTube channel, too, where she has attracted around 300,000 subscribers. Her success is perhaps due to the fact that her videos show her actually enjoying music. After gaining popularity, Àngela decided to use her celebrity status to raise awareness of bullying and has published her first book about this issue.

As for the prediction we started with, Warhol is still considered to be one of the most influential artists of the 20th century. But did you know some of the other people from this article? Or is it game over for them as soon as another internet sensation appears?

**2**  **17** Read and listen to the article. Complete it with the subheadings.

- a** From telling jokes to becoming a superstar
- b** Using fame to help others
- c** Observation skills and hard work



## 1 Observation skills and hard work

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Maitane Alonso

## 2 From telling jokes to becoming a superstar

Teenage influencer Jacob Sartorius is an international singer who engages with millions of followers on social media. His journey to success began when he was just eight years old. He turned his passion for making people laugh into online performances. He really **made a name for himself** after lip-syncing videos on Musical.ly, which is now called TikTok, a platform for sharing videos of up to 15 seconds. His next step was to create his own content for his videos and he began to release singles, which are videos or files with one song. Why has Sartorius shot to fame? Of course he's multi-talented, but in addition to that, he's collaborated with other established internet stars, which has boosted his popularity.



### 3 Using fame to help others

Àngela Mármol, who is a musician and influencer from Barcelona, also has a huge following on TikTok. She runs a successful YouTube channel, too, where she has attracted around 300,000 subscribers. Her success is perhaps due to the fact that her videos show her actually enjoying music. After gaining popularity, Àngela decided to use her celebrity status to raise awareness of bullying and has published her first book about this issue.

As for the prediction we started with, Warhol is still considered to be one of the most influential artists of the 20th century. But did you know some of the other people from this article?

Or is it **game over** for them as soon as another internet sensation appears?

Jacob Sartorius

#### DID YOU KNOW?

Max the dog got his 15 minutes of fame when he managed to put a car into reverse. He did 'doughnuts', which means driving in circles, for about an hour before the police rescued him. Someone took a video of it and it went viral.

**3** Read the article again and answer the questions. Give evidence from the text to support your answers.

- 1 Why is it easier to be famous now than in the past?
- 2 What event led to Maitane's idea?
- 3 Why do we get rid of so much good food?
- 4 What are some of the reasons behind Sartorius' fame?
- 5 According to the text, what may have contributed to Àngela Mármol's rise to fame?
- 6 What is Àngela Mármol's book about?



#### 4 Are the sentences true or false? Correct the false sentences.

- 1 Maitane Alonso became famous for organizing an international science and technology competition. **F**
- 2 Maitane's food preservation idea aims to be safer than current methods. **T**
- 3 Sartorius made humorous videos before he turned to other types of performance **T**
- 4 Sartorius has always created his own content. **F**
- 5 Mármol isn't really into music. **F**
- 6 The impact of Andy Warhol's work can be seen in the work of other creative people. **T**

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**Word work**

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

- 1 became known by a lot of people
- 2 made someone feel worried or upset
- 3 when food is becoming old and decayed
- 4 lasting for a brief time
- 5 something which has come to an end
- 6 get famous quickly

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**HOMEWORK**  
**from 1 to 5**

**became an overnight success**



## Subskill: Understanding the writer's purpose

To understand a text fully, it's important to understand the writer's purpose. Is the aim to inform, explain, persuade, describe or entertain?

### 6 Circle the correct option to complete the sentences.

- 1 The writer describes people as 'ordinary' to make the point that ...
  - a most of us will never get famous.
  - b anyone can become famous.**
- 2 The writer talks about the Massachusetts Institute of Technology ...
  - a because they're responsible for naming asteroids.
  - b to highlight that Maitane has been noticed by a university.**

- 3 The writer says 'videos up to 15 seconds' and not 'short' to describe the videos on TikTok® to ...
- a give the readers more details about TikTok.
  - b emphasize the point about short-lived fame.
- 4 The writer writes that Àngela Mármol's videos 'show her actually enjoying music' to suggest that ...
- a other TikTok artists don't like music.
  - b the music is more important than the fame.
- 5 The writer uses 'game over' in the conclusion ...
- a because Andy Warhol designed video games.
  - b to compare being famous with playing a video game.



Work in pairs. Ask and answer the questions.

- 1 What social media sites do you use? What for?
- 2 Have you ever received a larger than normal reaction to one of your posts? What happened?
- 3 Do you think some people count the number of 'likes' on their posts? Should these 'likes' be hidden? Why/Why not?

### CRITICAL THINKING

### SUPER SKILLS



- 1 **Remember** Which of the people in the article have you heard of?
- 2 **Analyze** Do you think everyone in the article deserves to be famous? Why?/Why not?
- 3 **Create** If you were famous, what would you do with your 15 minutes of fame?