



ENGLISH

Chapter 7
Week 7

5th
SECONDARY

Perfect



 **SACO OLIVEROS**

HELICOMOTIVATION



CBS
MORNINGS



Perfect

WDYT?
(What do you think?)

**What's your
perfect day?**



Social media



1 Match verbs 1–8 with nouns a–h to make phrases connected to social media.

1 change d

2 comment g

3 create b

4 follow e/b

5 (re)set h

6 send c/f

7 share f

8 tag a/b/e

a a friend

b an account

c a friend request

d your privacy settings

e a celebrity

f a link

g on a post

h your password

Influencers

3



Check the meaning of the words in bold in the to-do list. Which of the things in the list can you see in the photos?

Meet up with my fans

- **Attend** influencer **event** Tues. @7:00 pm, Park Hotel.
- **Promote** @Ollystime **brand**.

My to-dos to boost readership by 50%:

Run a more appealing blog

- **Engage more with my followers – respond to their comments, etc.**
- **Review shows, bands or perhaps even games.**
- **Launch at least two new products every month.**

Attract more YouTube subscribers

- **Identify another audience, create suitable content for them.**
- **Subscribe to a new channel and check out the content.**
- **Shoot a new video (get Jollie to edit it – she's amazing!).**

4 Complete the text with the correct form of the verbs from the to-do list.

1 Check out influencer Iris Apfel's cool looks on social media. She certainly knows how to
2 attract subscribers – she has almost 1.5 million followers on Instagram. She **3** engages with her followers and **4** responds to their comments. She has considerable experience in **5** launching new products, **6** promoting brands and **7** attending important events. As an interior designer, she decorated the White House for nine US presidents! Now as a fashion icon, she skillfully **8** creates suitable content for her audience.

5



Work in pairs. Complete the sentences with the words in the box. Discuss which ones you agree or disagree with.

boost readership create content
meet up with fans review more things
run a blog shoot a video
subscribe to their channel


- 1 It's easy to shoot a video with your phone if you have a good camera, but it's much harder to edit it well.
- 2 I'd rather run a blog with weekly posts than create content for a YouTube® channel.
- 3 If I were a celebrity, I would meet up with fans on a regular basis and allow them to take selfies with me.

- 4 Many online magazines try to boost readership by launching competitions. I think they should review more things so we know what's worth watching, playing or buying.
- 5 If I like a particular YouTuber, I always subscribe to their channel

7



Watch the video. What do Oliver's followers all have in common? They all love music.

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

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?

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

- 1 Because of the internet and social media sites, there are examples everywhere of common people that have become an overnight success.
- 2 Maitane's father cooked too much food at a barbecue. It all started when her father cooked too much food again (barbecues).
- 3 Because it's often easy to cook/produce too much, and there's no way of keeping it fresh.

4 He's multi-talented but in addition to that, he's collaborated with other established internet stars.

5 Her videos show her actually enjoying music. Her success is perhaps due to enjoying music

6 It's about bullying. Angela decided to use her Celebrity status to raise awareness and published her first book.

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

- 1 She became famous after receiving an award at the 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 He created his content when he started releasing singles. **F**
- 5 She is a musician and enjoys music in her videos **F**
- 6 The impact of Andy Warhol's work can be seen in the work of other creative people. **T**

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 Màrmol'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.

5

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 **became an overnight success**