

## Language in Social Media / Viral Stories

**Activity I:** Complete the following sentences with the most suitable words in the correct form.

ជីវិត ភាគទី ៩១៩២០២

Mash-up

vlogging vloggers

Meme

To go viral

Troll

The blogosphere

AMA

Clickbait

Hater



1. When something is popular and spreads quickly, we can say it has 'gone viral'. When a real virus spreads through people or computers, it's a bad thing, however when a piece of social media content goes viral, it's usually positive.

2. You may be familiar with troll in kid's stories that live under bridges. In social media, a troll is a person who deliberately starts arguments in the comments sections of sites. Often they don't even believe in what they are arguing for, they just do it because they enjoy it.

3. Another negative personality in social media, a hater is someone who voices negative opinions about other people. It might be inspired by jealousy or boredom. The advice is usually to just ignore them.

4. Blogs have been around for a while (as readers of this one will know). Now that video equipment is cheaper than ever, lots of people have turned to blogging through video instead of writing, this is vlogging. Top vloggers often have millions of fans and get more views than many shows on regular TV.

5. You know those funny pictures with text on them? Those are memes. They are a fun way to make people laugh and often end up going viral. Why not try making your own about learning English.

*mash-up = មស់ខ្សោយរូបកុំពូល*

6. Take the best parts of one thing, combine them with another, and you have a mash-up. Whether it's comic characters from different comics or combining parts of two different music tracks, Mash-ups are an interesting way to create something new out of what is already there.

7. When the newspapers and TV are talking about an issue, people often say it's 'in the media'. When lots of bloggers are talking about it, it's 'in the blogosphere'.

ថ្លែងទេសចរណ៍នៅក្នុងប្រព័ន្ធដែលមានអ្នកចូលរួមចំនួន  
មាត្រាសម្រាប់ប្រព័ន្ធដែលមានអ្នកចូលរួមចំនួន



ពេលវេលាដែលមានអ្នកចូលរួមចំនួន

8. AMA, standing for 'ask me anything', these sessions started on Reddit but are now common elsewhere on social media. An 'ask me anything' session is when a person agrees to answer all questions that people ask them. It's a great way for people to share knowledge and connect with their fans.

9. Those articles that people sometimes share on social media with titles like 'I started writing an article about English, you won't believe what happened next...!' are called clickbait. They have headlines that make you want to click through and read. The articles themselves often don't live up to expectations, though.

-whats in the news / ข่าว



**Activity II:** Read the following article. Then complete the article with the words given.

## What Makes A Story Go Viral? Here's What A New Study Says

Picture this: You're scrolling through Facebook or Twitter. You 1 spot a news article. Maybe it has a 2 catchy headline or an interesting picture. Maybe it's about a topic you really care about or want to learn more about. Maybe you're simply killing time. So, you click on the link. You read the story. But, do you 3 share it? And if you do, what 4 compels you to share it? Why people choose to read and share certain news stories to such a degree that they go viral is being studied at the University of Pennsylvania (UPenn).



In one study, researchers measured the brain activity of people as they read headlines and summaries of health-related articles from the New York Times. Specific regions of the brain were 5 monitored to see what happened as participants rated how likely they were to read and share the articles.

Contrary to expectations that people would think of themselves while deciding what to read and think about others while deciding what to share, researchers 6 found people think of both themselves and others while choosing stories to read or share.

"People are interested in reading or sharing content that 7 connects to their own experiences, or to their sense of who they are or who they want to be," explains Dr Emily Falk, the director of UPenn's Communication Neuroscience Lab. "They share things that might 8 improve their relationships, 9 make them look smart or empathetic or cast them in a positive light."

A related study showed how the brain is capable of calculating the "value" of reading and sharing certain stories over others. Using this data, researchers claim a simple calculation could potentially be used to 10 predict the "virality" of news articles.

need make នឹងតាមទៅនឹង she make me clean the floor.

found	predict	compels
share	connects	make
catchy	monitored	
spot	improve	

**Activity III:** Study the following example of a viral story that have been all over the internet. They can be pictures, video clips, articles, or personal posts.

<https://thesmartlocal.com/thailand/thai-man-has-8-wives/>

### Thai Man Has 8 Wives, Spouses Confirm It's Not A Cult & Live Together Peacefully

When couples decide to get married, both agree that they will spend the rest of their lives together. This commitment shows that both parties are willing to be together through whatever life throws at them, and will work together to ensure that both of their needs are met.

Sometimes, this means being okay with the fact that your husband has multiple wives. Yes, it's a real-life scenario. Here's the story of a Thai man in Nakhon Pathom who has eight wives who all live together peacefully.



On 14th January 2022, the story of 33 year-old man, Nattapong Chieblaem, who has eight wives became talk of the town on social media his interview was posted on YouTube channel, JOKER FAMILY. According to the interview, his polyamorous relationships began after he had received approval from his first wife to go out on a date and even marry other women. Well known as a tattoo master, Nattapong revealed to the press that all of his wives live together peacefully in the same house, where he spends time with each of them equally.

Furthermore, he doesn't financially support his partners, but instead teaches them to earn their livelihood on their own, according to Kapook. He said that he and his wives are willing to be together and promised to be faithful and honest, as reported by Thairath.

He and his wives further confirmed that their romantic relationships have nothing to do with cults or sales of superstitious objects.

Natthapong also warned people who aren't ready against living his lifestyle, because having romantic relationships with more than one person requires a lot of time management and complete consent among partners. After the interview video went viral - with over three million views - many netizens made their comments praising the man's perspective on relationships.

From this story of a man who has eight wives, we've learnt that each person has a different perspective towards what an ideal romantic relationship is. It shows that couples don't need to be just two people for both of them to be happy. What's more important is that they create a healthy relationship, which requires good time management and the fact that all parties are comfortable with whatever decisions are made.



#### Activity IV: Find the words in the text in activity III that match the following definitions.

- many in number; involving many different people or things **multiple**
- small groups of people who have extreme religious beliefs and who are not part of any established religion **cults** (ສຸກ)
- to make something known to somebody **reveal** ສໍາເລັດ
- users of the internet **netizens**
- characterized by or involved in the practice of engaging in multiple romantic (and typically sexual) relationships, with the consent of all the people involved. **polyamorous** ນັກງາມຕະຫຼາດໃນເວລາອົບອົບ (ຖຸກ ດູກ້າພູມຮູນ)
- two people who are seen together, especially if they are married or in a romantic or sexual relationship **couple**
- a way of thinking about something **perspective** ຖັນຍາ
- to the same degree; in the same or in a similar way **equally**
- permission to do something, especially given by somebody in authority **consent** ອານຸຍິນດີ
- to need something; to depend on somebody/something **require**

netizens

require

couple

perspective

cults

multiple

reveal

polyamorous

consent

equally

ອອນໄລນ໌

## Activity V: Language Focus

### A

Some verbs are followed by **-ing** and some are followed by **to** . . . .

Verbs that you can use with **-ing** (*not to* . . .):

admit	fancy	postpone
avoid	finish	risk
consider	imagine	stop
deny	keep (on)	suggest
enjoy	mind	

For examples, see Unit 53.

Verbs that you can use with **to** . . . :

afford	fail	offer
agree	forget	plan
arrange	hope	promise
decide	learn	refuse
deserve	manage	tend

For examples, see Unit 54.

### B

Some verbs can be followed by **-ing** or **to** . . . with a difference of meaning:

**remember**

จำได้ชัดๆ

I **remember doing** something = I did it and now I remember this.

You **remember doing** something *after* you have done it.

- I know I locked the door. I clearly **remember locking** it.  
(= I locked it, and now I remember this)
- He could **remember driving** along the road just before the accident, but he couldn't remember the accident itself.

จำต้องทำ

I **remembered to do** something = I remembered that I had to do it, so I did it. You **remember to do** something *before* you do it.

- I **remembered to lock** the door, but I forgot to shut the windows.  
(= I remembered that I had to lock it, and so I locked it)
- Remember to buy** some bananas.  
(= Don't forget to buy them)

**regret**

I **regret doing** something = I did it and now I am sorry about it:

- I now **regret saying** what I said. I shouldn't have said it.
- Do you **regret not** going to college?

I **regret to say / to tell you / to inform you** = I am sorry that I have to say:

- (from a formal letter) I **regret to say** that we are unable to accept your offer.

**go on**

ดำเนินต่อไป

**go on doing** something = continue doing the same thing:

- The president paused for a moment and then **went on talking**.
- We need to change. We can't **go on living** like this.

พูดต่อไป

**go on to do** something = do or say something new:

- After discussing the economy, the president **went on to talk** about foreign policy.

### C

We use the following verbs with **-ing** or **to** . . . with no difference of meaning:

**begin**   **start**   **continue**   **intend**   **bother**

So you can say:

- It **started raining**. or It **started to rain**.
- Andy **intends buying** a house. or Andy **intends to buy** ...
- Don't **bother locking** the door. or Don't **bother to lock** ...

Normally we do not use **-ing** after **-ing**:

- It's **starting to rain**. (not usually It's starting raining)

## 1 Put the verb into the correct form, -ing or to ....

- 1 They denied stealing the money. (steal)
- 2 I don't enjoy driving very much. (drive)
- 3 I can't afford to go away. I don't have enough money. (go)
- 4 Have you ever considered going to live in another country? (go)
- 5 We were unlucky to lose the game. We played well and deserved to win. (win)
- 6 Why do you keep asking me questions? Leave me alone! (ask)
- 7 Please stop asking me questions! (ask)
- 8 I refuse to answer any more questions. (answer)
- 9 The driver of one of the cars admitted causing the accident. (cause)
- 10 Mark needed our help, and we promised to do what we could. (do)
- 11 I don't mind being alone, but I'd rather be with other people. (be)
- 12 The wall was quite high, but I managed to climb over it. (climb)
- 13 Sarah doesn't know about the meeting. I forgot to tell her. (tell)
- 14 I've enjoyed talking to you. I hope to see you again soon. (talk, see)

## 3 Complete the sentences with a suitable verb in the correct form, -ing or to ....

- 1 a Please remember to lock the door when you go out.  
b He says we've met before, but I don't remember ..... him.  
c Someone must have taken my bag. I clearly remember ..... it by the window and now it isn't there.  
d When you see Steve, remember ..... hello to him from me.  
e A: You lent me some money a few months ago.  
B: Did I? Are you sure? I don't remember ..... you any money.  
f A: Did you remember ..... your sister?  
B: No, I forgot. I'll phone her tomorrow.
- 2 a The course I did wasn't very good, but I don't regret ..... it.  
b I knew they were in trouble, but I regret ..... I did nothing to help them.  
c It started to get cold, and he regretted not ..... his coat.  
d I now regret ..... my job. It was a big mistake.
- 3 a Ben joined the company nine years ago. He became assistant manager after two years, and a few years later he went on ..... manager of the company.  
b I can't go on ..... here any more. I want a different job.  
c When I came into the room, Lisa was reading a book. She looked up and said hello, and then went on ..... her book.  
d Food prices have gone up again. How are we going to manage if prices go on ..... ?