

EXERCISES

Read a blogpost about the impact of social media influencers in the business world to practise and improve your reading skills.

1. Match the definitions (a–h) with the vocabulary (1–8). Vocabulary

1. expertise	a. something that is popular right now
2. a trend	b. the people who watch or follow a public event, e.g. a film or concert
3. an audience	c. expert knowledge or skill in an area
4. consistent	d. to ask someone to pay
5. catchy	e. a specialised area
6. to charge	f. a short introduction of a person (short for 'biography')
7. a bio	g. doing something in the same way over time
8. a niche	h. attractive and easily remembered

2. Reading text: Social media influencers

It is estimated that about 40 per cent of the world's population use social media, and many of these billions of social media users look up to influencers to help them decide what to buy and what trends to follow.

So what is an influencer and how do we become one?

An influencer is a person who can influence the decisions of their followers because of their relationship with their audience and their knowledge and expertise in a particular area, e.g. fashion, travel or technology.

Influencers often have a large following of people who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers' hearts. Brands are now asking powerful influencers to market their products. With some influencers charging up to \$25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too. If you are one of them, then here are five tips on how to do it

1. Choose your niche

What is the area that you know most about? What do you feel most excited talking about? Find the specific area that you're most interested in and develop it.

2. Choose your medium and write an interesting bio

Most influencers these days are bloggers and micro-bloggers. Decide which medium – such as your own online blog, Instagram or Snapchat – is the best way to connect with your followers and chat about your niche area. When you have done that, write an attention grabbing bio that describes you and your speciality area in an interesting and unique way. Make sure that people who read your bio will want to follow you.

3. Post regularly and consistently

Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your posts are consistent and possibly follow a theme.

4. Tell an interesting story

Whether it is a photo or a comment that you are posting, use it to tell a story that will catch the attention of your followers and help them connect with you.

5. Make sure people can easily find your content

Publicise your posts on a variety of social media, use hashtags and catchy titles and make sure that they can be easily found. There is no point writing the most exciting blogposts or posting the most attractive photographs if no one is going to see them.

Most importantly, if you want to become a social media influencer, you need to have patience. Keep posting and your following will gradually increase. Good luck!

3. Choose the best answer.

1. A social media influencer is not someone who ...

- a. guides the decisions of their followers.
- b. is an expert in a particular area.
- c. pays their followers to buy products.
- d. has many followers who pay attention to their opinions.

2. Companies want to use influencers to help ...

- a. sell their products to their followers.
- b. develop new products.
- c. write their blogposts.
- d. design their websites.

3. If you want to be an influencer, your bio on your social media account shouldn't ...

- a. say who you are.
- b. talk about your niche area.
- c. be interesting.
- d. be the same as other people's bios.

4. You should make sure that you post ...

- a. once a month.
- b. every day for the first month and then once a month after that.
- c. about similar subjects.
- d. about all sorts of different things.

5. You can make sure that people find your post by ...

- a. using hashtags.
- b. using funny or memorable titles.
- c. using different social media to link to your post.
- d. doing all of the above.

6. What should the title of this blogpost be?

- a. Five ways to influence people
- b. Five ways to use influencers in marketing
- c. Five tips on becoming a social media influencer
- d. Five tips on making money as an influencer

4. Are the sentences true or false?

- _____1. An influencer needs to know about as many topics as possible, e.g. fashion, travel, technology, etc.
- _____2. Companies are paying some influencers up to \$25,000 to post about their products.
- _____3. Most influencers write regular posts on their blogs or micro-blogs.
- _____4. You can chat with your followers using your bio.
- _____5. Your posts should not only be attractive but should tell a story.

_____6. You can become a social media influencer in a short time.

3. Do this preparation exercise first then read the book review for The Hunger Games. Match the vocabulary with the correct definition and write a – h next to the number 1 – 8.

1	successful	a	to offer to do something
2	district	b	an adjective to describe something that makes people feel sad or angry .
3	to destroy	c	an adjective to describe something that does well, makes money or is very popular.
4	to rebel	d	to fight against oppressors.
5	to volunteer	e	when the army of one country enters another country.
6	invasion	f	to kill or ruin .
7	upsetting	g	part of a town or country
8	to complain	h	to say you are not happy with something

Taken from <http://learnenglishteens.britishcouncil.org/study-break/easy-reading/hunger-games-book-review-level-1>

The Hunger Games (level 1)

4. Read at your level - text A popular book and exciting new Film.

Introduction

The Hunger Games is a book by the American author Suzanne Collins. It was published in 2008 and has sold millions of copies. It is the first book for young readers to sell a million electronic books and you can buy it in 26 different languages. The Hunger Games is now a very successful film. It made 152.5 million dollars in its first weekend in North America!

A Fight to the Death

The story is set in the future, after the destruction of North America. The country is called Panem. There are twelve poor districts governed by the rich Capitol. There was a thirteenth district in the past but the Capitol destroyed them because they rebelled.

The Capitol organizes the Hunger Games every year to punish the districts. One boy and one girl aged 12 to 18 fights in a battle. Only one person will live. The chosen teenagers are called “tributes”. The whole country must watch the games on television.

The story is about Katniss Everdeen, a sixteen-year-old girl. Her father died and now she has to kill animals for her family to eat. Her younger sister, Prim, is chosen to be a “tribute”, but Katniss volunteers to go instead. The other “tribute” from District 12 is a boy named Peeta.

Where did the idea for The Hunger Games come from?

One night in 2003, Suzanne Collins was watching TV. It was at the time of the US invasion of Iraq. The only programmes she could find on TV were ‘reality’ programmes of young people competing to win a million dollars and news programmes about the war. Suzanne says that the two things started to mix together in her head and she had the idea for The Hunger Games.

She has always found news programmes of wars upsetting. When she was a child, her father was a pilot in the US air force and he fought in Vietnam. It was a very frightening experience for her.

Too much violence?

Some parents in the US have complained about the violence in the book. But Suzanne says she was very worried about how much violence we see on TV nowadays. Suzanne is also worried about the amount of reality TV we watch. "We put too much of our lives on TV," she says. "And we care less for people because of this." She said that writing about death and violence in the story was the hardest thing for her to do and she hopes it will make people think about what they watch in future.

By Brendan Dunne

Taken from <http://learnenglishteens.britishcouncil.org/study-break/easy-reading/hunger-games-book-review-level-1>

A. Circle the best answer for these questions.

- You can buy The Hunger Games in _____ different languages.
20 _____ 26
- In the story, The Hunger Games are organized by _____.
The people _____ the Capitol
- Katniss has a younger sister named _____.
Suzanne _____ Prim
- The other "tribute" from District 12 is called _____.
Colin _____ Peeta
- The idea for The Hunger Games came when Suzanne was _____.
Watching TV _____ Reading
- Suzanne's father was a _____.
Author _____ pilot

B. Circle *True* or *False* for these sentences.

		true	false
1	There are 10 districts in Panem.		
2	The "tributes" must be over 18 years old		
3	The author's father was in the Iraq war.		
4	Some parents complained about the violence in the book.		
5	The Hunger Games was the first story for young readers to sell a million electronic books		

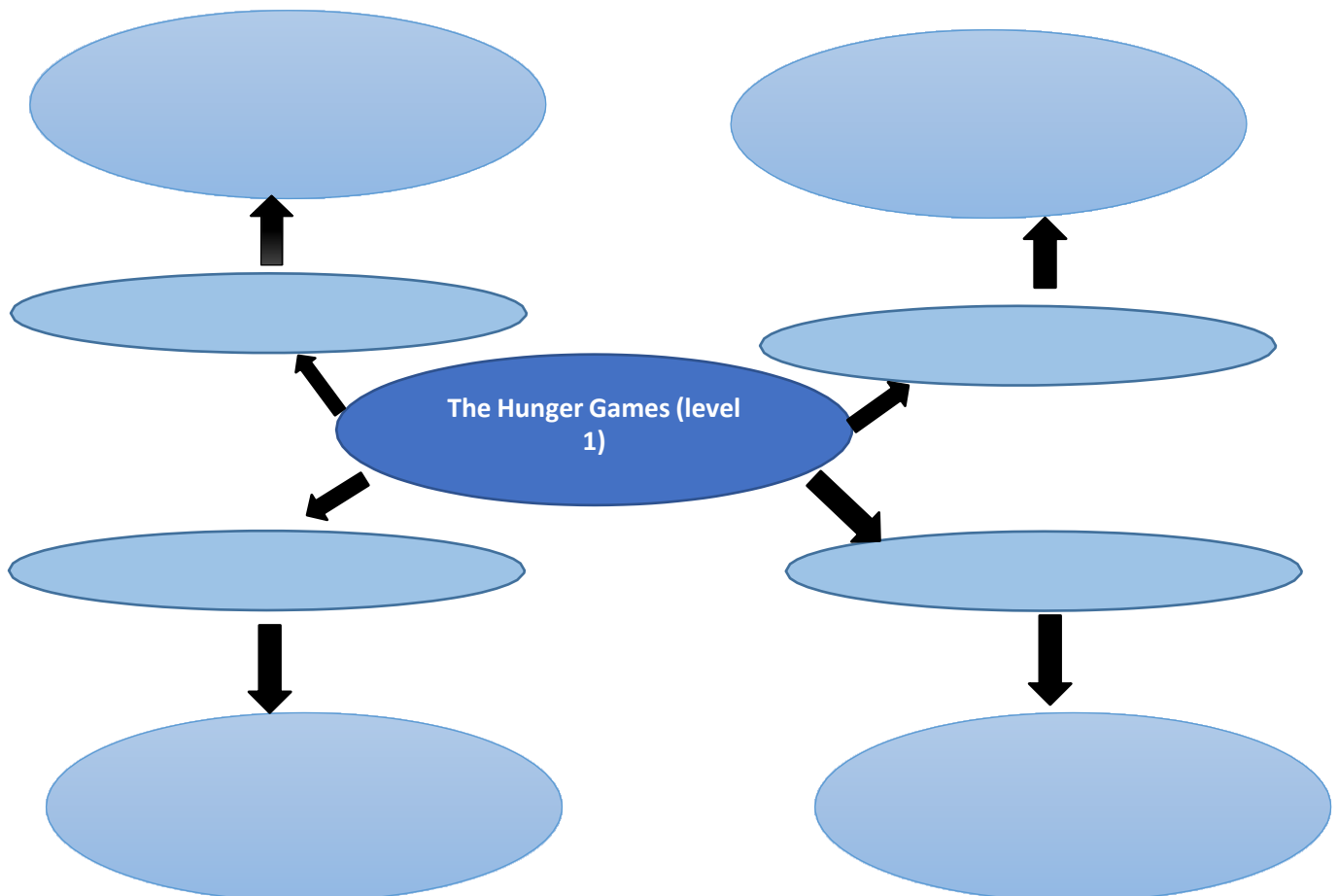
C. According to the reading answer this question

a. Have you read this book or seen the film?

b. Is this the type of book or film you are interested in?

c. Why do you think this story became so popular?

D. Once you have read the text, and answer the questions above, now is time to summarize the text keeping in mind the information about mind map



5. Read the text carefully and choose the best answer for each space

Romany is an international star. She works around the world on cruise ships, performing a funny, entertaining magic show. She is very successful. **1** _____

Although Romany has an extraordinary life, her early life was very ordinary. As a child, she loved ballet. **2** _____ She was very good at it, and at the age of fifteen, she was given a role in a show. **3** _____ She managed to stay very slim, but she developed a serious eating problem.

After that, she decided to give up ballet. She got a degree and had a successful career in sales. However, she never stopped wanting to be a performer. So she joined a circus club, and before long, she started doing jobs occasionally. **4** _____ She was working all day and spending all her free time doing circus work. **5** _____

She knew that she couldn't continue living this way. So she took time out to decide what she really wanted. She realized she wanted to work on stage. However, she wasn't sure what to do. **6** _____ But then she had an idea. She would become a magician! She quit her job and applied to the National Centre of Circus Arts to study magic. She has never looked back!

Recently, Romany wrote a book about how she became a star. **7** _____ Romany hopes that the people who read it will feel able to live their dreams, too, just like she did. Like her, we all have complicated lives, but we can overcome our problems and live the life we've always wanted.

GAP ONE

- a. She writes honestly about her worries and problems, and how she never gave up on her dreams.
- b. But to take part, she had to stay on a very strict diet.
- c. She even performed at Queen Elizabeth's II's birthday party!
- d. She hoped that one day she would work as a dancer.
- e. She became very stressed and tired, and her eating problems returned.
- f. She enjoyed this time, but it was hard for her.
- g. She was too old to dance and could not act or play a musical instrument.

