

9

SOCIAL NETWORKING

PRE-READING 1

Complete the text with the words in the box.

content hashtags Internet messages social networking

In recent years, the use of social media in China has exploded. By the end of June 2015, there were a staggering 668 million people using the (1) _____ in the country – an increase of almost 19 million users within six months. One area of growth has been in the development of home-grown (2) _____ sites such as Weibo, WeChat, and QQ. Weibo is a microblogging site where users can post (3) _____ that are 140 characters in length. To help other people find messages with specific (4) _____, users can use (5) _____.

2 Name three popular social networking sites in your country.

- 1 _____
- 2 _____
- 3 _____



SOCIAL NETWORKING

LIMEI

I spend hours on Weibo every day and follow some of my favorite celebrities. I love chatting with my friends, so I use QQ quite a lot too. It's a great way to stay in touch and I've been able to talk with my old school friends even though we live in different cities. I also like putting up photos on QQ. Last month, I went on vacation and shared my snapshots with my best friends – I loved seeing the many “likes” and comments they'd left. Some people say I should try limiting the amount of time I spend on social networking sites, but I don't think it's a problem. However, my boyfriend often points out that I would find it impossible to part with my devices now. And I agree!

STEVE

Social networking sites are ruining our lives. I know that might sound drastic, but we seem to have lost the art of talking to each other. Last week, I was sitting in a café and was taken aback by how many people were using their cell phones rather than chatting to the people they were with. People seem to have stopped talking to each other – all they do is “chatting” on Facebook. I've even seen waiters stop to check their cell phones when taking orders! I find that unbelievable. Does that make me old-fashioned? I don't know, but I'd rather be labeled as boring and out of touch than spend my life hooked to a screen. When I tried explaining this to my girlfriend, she just laughed.

MOLLY

I live in Hong Kong and, for me, social networking sites are my lifeline to the outside world. Facebook allows me to stay in touch with all my friends and family back home. It really helped me settle into a new country where I didn't know anybody when I first arrived. I don't miss out on any news from my family as I always catch up on the news feed when I get up. I also feel happy when I see messages they left me on my Timeline. I'm certainly not addicted, but social networking sites have their place in the world today.

YUKI

It's addictive, that's for sure. Personally, I'd prefer to live without social networking sites, but in today's world, that's pretty tricky. Yes, I have a Facebook page, but I don't really use it very often and I certainly don't post every day. I've managed to avoid using Twitter. I don't see the point of reading the same posts by the same people on different sites, but most of my friends are active on various sites because they want to see all the updates from their favorite bands. I find that if I spend too long staring at a screen, I get a headache, so I try to keep the amount of time I'm online to a minimum. Yesterday, I was in a park enjoying some fine weather and reading a book, but it was really difficult to concentrate – there was a man next to me and his cell phone kept on pinging with new texts or notifications. I remember seeing more people holding a book than a phone a few years back. Smartphones have definitely changed the lifestyles of most people.

COMPREHENSION 1

Read the text and complete the sentences with *Limei, Steve, Molly, or Yuki*.

- 1 _____ uses social networking sites to stay in touch with his/her family.
- 2 _____ uses more than one social networking site.
- 3 _____ sometimes feels ill from using his/her devices.
- 4 _____ mentions a situation he/she saw which surprised him/her.
- 5 _____ doesn't want to use social networking sites but he/she does.
- 6 _____ thinks social networking sites are completely negative.

2 Read the text again and answer the questions.

- 1 In line 2, *stay in touch* means ...
 - a communicate with people you know.
 - b make new friends.
 - c meet new people.
- 2 In line 5, another way of saying *photos* is _____.
- 3 In line 6, *limiting* means ...
 - a noting down.
 - b increasing.
 - c reducing.
- 4 In line 15, *out of touch* means ...
 - a no longer talking to people.
 - b not aware of the latest trends and news.
 - c living far away from people you know.
- 5 In line 16, *hooked to* means ...
 - a being too close to.
 - b not knowing how to use.
 - c not able to stop using.
- 6 In line 24, *pretty tricky* means ...
 - a not difficult.
 - b not possible.
 - c not easy.

- 7 In line 31, *concentrate* can be replaced by ...
- read.
 - understand.
 - focus.

3 What do the phrasal verbs in bold mean?

- I also like **putting up** photos on QQ.
 - making something available to see
 - removing something
- My boyfriend often **points out** that I would find it impossible to part with my devices now.
 - tells something
 - disagrees with someone
- My boyfriend often points out that I would find it impossible to **part with** my devices now.
 - replace something with a newer version
 - be without something
- I don't **miss out** on any news from my family.
 - hear something by accident
 - not have the opportunity to do or have something
- I always **catch up** on the news feed when I get up.
 - post something immediately
 - do something that you haven't done earlier

Now complete the sentences with the correct forms of the phrasal verbs above.

- I once forgot to take my phone and I felt uncomfortable all day long. I guess I can never _____ it now!
- Try not to _____ on the concert next week – it could be ages before there's another one.
- There are too many updates on the sites every day and I just can't be bothered to _____ anymore.
- You don't need to _____ how addicted I am to Facebook – it's obvious to everyone.
- He kept _____ photos on his wall. I found it a bit annoying, so I unfollowed him.

LIFE SKILLS

SELF AND SOCIETY

Protecting your digital privacy

- Think about what information you give out on social networking sites.
- Think about possible consequences of people having access to your personal information.
- Decide if you should take down some of your information to protect yourself.

Evaluate your social networking pages and act accordingly.

Grammar

Infinitives and gerunds

Some verbs have different meanings when followed by infinitives or gerunds. Here are some examples:

stop doing something – no longer do something

*People seem to have **stopped talking** to each other ...*

stop to do something – stop so that something else can happen

*I've even seen waiters **stop to check** their cell phones when taking orders!*

try doing something – see if this will help (a suggestion)

*Some people say I should **try limiting** the amount of time I spend on social networking sites ...*

try to do something – make an effort to do something

*... I **try to keep** the amount of time I'm online to a minimum.*

GRAMMAR 1**Underline the best verbs to complete the sentences.**

- I've stopped to *play / playing* computer games as they can be so addictive.
- Recently, I've tried to *spend / spending* more time with my family whenever I can.
- She stopped to *speak / speaking* to an old friend she hadn't seen for ages.
- If you have a headache, try to *close / closing* your eyes for a few minutes.
- Can you stop to *listen / listening* to what he's saying? It might be important.
- Please try not to *tell / telling* everyone as it's supposed to be a secret.

2**Complete the sentences using infinitives or gerunds.**

- I stopped _____.
- I stopped to _____.
- I tried _____.
- I tried to _____.

SPEAKING**Do you agree or disagree with the sentences? Talk to a partner.**

- Social networking is a great way to stay in touch with people.
- Social networking sites are ruining our lives.
- It would be nice to be able to live without social networking sites.



ESSENTIAL SKILLS

ACTIVATING THE TOPIC

Read the paragraphs and underline the correct headings.

1 Photo sharing / Microblogging / Vlogging

Using one of the free social networking sites, people upload short messages which can be read by anyone “following” them. Some people have more than a million “followers” reading everything they post!

2 Photo sharing / Microblogging / Vlogging

Using one of the free online platforms, people upload short videos on various topics and share them with other users all around the world. Users can subscribe to certain channels and get notifications whenever new videos are uploaded.

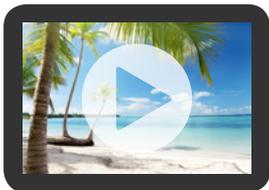
SKIMMING AND SCANNING

Read the text quickly and write the questions (A–E) in the spaces in the text.

- A Do you think it's okay for vloggers to promote products?
- B How did you get into vlogging?
- C Is it an easy job?
- D What advice would you give to those who want to be vloggers?
- E What are your vlogs about?

Vlogging: a new career?

Hannah Silver is one of the new breed of online entrepreneurs – she makes a career from vlogging. As she points out, all you really need is a computer with a camera and microphone, a bubbly personality, and something you want to share with other people. Here she answers some questions about being a vlogger.



32



0:56 / 6:23 HD



1 _____ *How did you get into vlogging?*

I started a few years ago while I was at university. I was in my final year and didn't know what job I was going to do afterwards. I was quite good with computers and spent a lot of time on sites like YouTube and other places like that, so I just thought I would give it a go. I never imagined I'd be making a living from it, but with over three million subscribers, I think I'm doing quite well.

2 _____

15 Unlike a lot of vloggers who focus on fashion or make-up, my vlogs are all about travel. I guess I'm lucky as I was brought up in Hong Kong and travelled a lot as a youngster. I then went to university in the US before moving to Canada. There is comparatively less competition in the area I specialize in.

20 3 _____

People are always asking me things like that, but in fact, it isn't. I probably travel for about two hundred and fifty days a year. I spend a lot of time in hotels and I basically live out of a suitcase. Don't get me wrong – I'm not complaining, but it's certainly not as relaxing as some people think.

25 4 _____

No, not really. I mean, I do get sponsorship from a range of places like hotels and travel companies, but I've never been paid directly to advertise a product or a particular resort. For me, the most important thing, though, is to make it clear at the start. I'd hate to watch a vlog only to find out someone was trying to sell me something.

5 _____

Like every other medium, vlogging is constantly changing. You need to bring something new and fresh to what you do and keep developing because if you don't you'll lose your audience.

READING FOR DETAIL 1

Read again more slowly and underline the correct phrases.

- 1 Hannah *planned / didn't plan* to turn vlogging into a career at the beginning.
- 2 She started travelling a lot *after / before* she began vlogging.
- 3 She went to university in *the US / Canada*.
- 4 Many people *think / don't think* Hannah's job is easy.
- 5 Hannah *never / sometimes* advertises products for travel companies.
- 6 She thinks it *is / isn't* important to change what you do as a vlogger.

2 Read the text again and check the sentences True (T), False (F), or the information is Not Given (NG).

- | | | | |
|---|----------------------------|----------------------------|-----------------------------|
| 1 Hannah studied computing at university. | T <input type="checkbox"/> | F <input type="checkbox"/> | NG <input type="checkbox"/> |
| 2 Hannah makes money from vlogging. | T <input type="checkbox"/> | F <input type="checkbox"/> | NG <input type="checkbox"/> |
| 3 Her blogs are about fashion and clothes. | T <input type="checkbox"/> | F <input type="checkbox"/> | NG <input type="checkbox"/> |
| 4 She has been to Japan. | T <input type="checkbox"/> | F <input type="checkbox"/> | NG <input type="checkbox"/> |
| 5 She spends more than half the year travelling. | T <input type="checkbox"/> | F <input type="checkbox"/> | NG <input type="checkbox"/> |
| 6 She gets a better rate or free accommodations at some hotels. | T <input type="checkbox"/> | F <input type="checkbox"/> | NG <input type="checkbox"/> |

RESPONDING TO THE TEXT

Talk to a partner and answer the questions.

- 1 What do you think of vlogging as a career?
- 2 Why do you think people like watching vlogs?
- 3 If you were to be a vlogger, what would your vlogs be about?



LISTENING

Listen to the words from the text. Decide in which words the underlined o has a different sound. Circle the words.

- 1 over focus from microphone
- 2 lot computer online product
- 3 one lose moving do
- 4 job sponsorship ot for

WRITING

You have just started vlogging. Write an email to a friend about it.

< ✉ 6
⌵ ⌶

Dear _____,

I've started vlogging! My vlogs are about _____.

I talk about _____.

_____.

I think vlogging is great because _____.

_____.

📄
📎
🗑️
>

The blogger

Graham answers questions about his blog: noodlepie.com

1

“I discovered FatMan Seoul, a blog about food in Seoul, and realized that was exactly what I wanted to do in Saigon.”

2

“That was easy as, living in Vietnam, especially Saigon, you’re surrounded by good food. I love food, so it was the most natural topic for me.”

3

“A lot of very different people, from other food bloggers to editors, famous food writers, chefs, and lots of Vietnamese living abroad who miss Vietnamese food.”

4

“Yes, a lot through advertising on the site. Also I get asked at least once a month to write an article in a magazine about food.”

5

“Blogging can get very addictive!”

EXERCISE 1

Read the text and write the questions in the spaces in the text. One question is not needed.

- A Who reads your blogs?
- B Do you make any money?
- C Why did you decide to have a blog?
- D Where do you live?
- E Is there anything else you’d like to add?
- F Why did you choose that subject?

EXERCISE 2

Complete the sentences with the correct forms of the words or phrases in the box.

blogging catch up Internet
point out subscriber vlogger

- 1 My favourite vlogger posts every day and I find it hard to _____!
- 2 My father always _____ that we were perfectly fine before the _____ was introduced. But I really can’t live without it now!
- 3 _____ is like having your own journal that everyone can read.
- 4 I watched a vlog which praised a face cream. I bought it the next day but was disappointed. The _____ may have been paid to advertise it after all.
- 5 She is now very popular on YouTube and has more than a million _____!