

UNIT 6

Going Viral

WHAT DO YOU ALREADY KNOW?

- 1 Think of words about social media and the internet. Write the words or draw the icons of apps you use.
- 2 **IN PAIRS** Share and compare your information. Add more words to your lists.

Social media

Internet



DISCUSS & SHARE



- 3 **IN GROUPS** Watch the video and answer the question.

SYM How much time do you spend online?

In this unit, you will ...

- talk about media use, computer equipment, and online business.
- use thinking skills: analyze and evaluate.
- read about social media use and employment.
- use strategies to keep talking by showing interest and asking follow-up questions.
- use critical thinking skills to analyze the pros and cons of a digital detox.
- follow a social media marketing manager to learn about this job and the skills needed for this industry.

READING

A **IN PAIRS** Discuss the social media apps you use and how often you use them.


A: I use ... every day.

B: I never use ...

B **6.01 READING SKILL—Predict information** Read the article and guess the missing information. Then check your answers below.

← → ↻
☆ ☰

Social Media Use and Employment



Do some things about social media make you angry? If your answer is "yes," read on ...

Young adults are spending a lot of time on social media these days. According to Statista, about **1** _____ billion people use social media. Are you **surprised**? That's about one-third of the world's population! In the US, around **2** _____% of people aged 16 to 24 have social media accounts. On average, they spend **3** _____ minutes per day—almost two hours—on social media. **4** _____ has more social media users than any other country—596 million. That number is growing all the time.

Many people are **afraid** that employers are getting information about them from social media. This information can make them feel **embarrassed**.

A study by Statista from 2017 shows that **5** _____% of employers look at social media profiles before they hire someone. So, be very careful and check your settings. Keep your social media profiles for family and friends only.

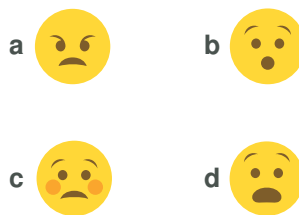
Read more
↶ ↷ ☆

Answer Key for Reading B:
 1 2.5; 2 98; 3 109; 4 China; 5 61

VOCABULARY

A **Read the sentences (1–4) and match the words in bold to the emojis (a–d). Write the letter.**

- 1 2.5 billion people use social media! Really! I'm **surprised**! _____
- 2 I'm **embarrassed** when I tell people I don't use social media. _____
- 3 I'm **mad** when there are ads on social media sites all the time. _____
- 4 Don't be **afraid** to take a break from social media. _____



B **THINKING SKILL—Analyze** Which of these opinions do you agree with? Why?

- 1 Social media friends are not real friends.
- 2 Social media is a great way to share information.

★ **MAKE IT YOURS**

Which emojis do you use most often? Send an emoji to a classmate to say how you are feeling. Ask that person to say in English how you are feeling.





A Read the examples. Then choose the correct option to complete the rules.

Young adults are spending a lot of time on social media these days.
Employers are now using social media sites.
They're getting information about future employees.

- 1 Use the present progressive for things that are happening **every day** / **now**.
- 2 Form the present progressive with the verb *be* + **-ing** / **infinitive**.
- 3 When a verb ends in **-e**, remove **-e** and add **-ing**: *use* becomes *using*, *take* becomes *takeing* / *taking*.
- 4 When a verb ends in a vowel + consonant, double the last consonant and add **-ing**: *get* becomes *getting*, *stop* becomes *stopping* / *stoping*.
- 5 When a verb ends in **-ie**, change the **-ie** to **-y** and add **-ing**: *lie* becomes *lying*, *tie* becomes *tying* / *tieing*.

For more practice, go to page 149.

B Complete the conversation with the present progressive.

Jenny: Hi, Gemma. 1 What _____ you _____ (do)?
Gemma: 2 Oh, I _____ (look) at things online.
Jenny: 3 Why _____ you _____? (not study)
Gemma: 4 I _____ (take) a break. So what's up?
Jenny: 5 I _____ (call) because I need help.
Gemma: Are you worried about the exam tomorrow?
Jenny: 6 No, I _____ (buy) some new shoes online. Can you look at them?
Gemma: Sure!

C IN PAIRS Role-play a phone conversation. Talk about what you are doing now and how you are feeling.

SPEAKING

A Complete the table with the things you are usually doing at these times and days.

	Tuesday	Friday	Saturday
7 a.m.			
12 p.m.			
6 p.m.			
11 p.m.			

B IN PAIRS Ask and answer questions about what you are doing at these times. Use the Confident Communicator box to help you.

A: *It's 7 a.m. on Sunday. What are you doing?*
A: *And how are you feeling?*

B: *I'm sleeping.*
B: *I'm relaxed!*



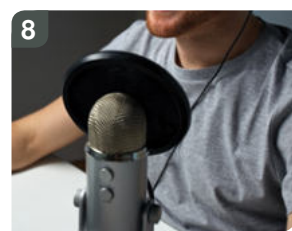
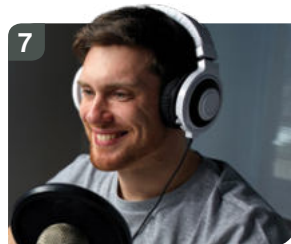
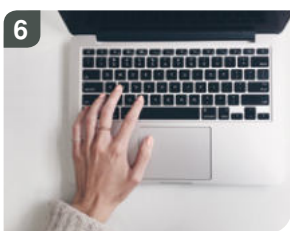
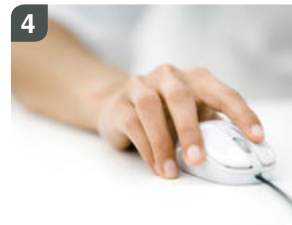
To ask about feelings, say: *Are you OK? Is everything all right? What's the matter?*
To describe how you are feeling, say: *I'm feeling ... today. / I'm sad about ... / I'm happy about ... / I'm tired / I'm sleepy / I'm hungry.*



VOCABULARY technology equipment

A Match the words from the box to the pictures.

microphone headphones keyboard screen
 smartphone mouse tablet webcam



B Complete the information about vlogging with the words in the box.

microphone smartphone tablets webcam

So, you want to be a vlogger?

Here are some of the things you need.

To film your vlog, you need a video camera. If you are sitting at home with your computer, you can use the 1 _____. Some vloggers use the camera on their 2 _____ to make videos. The screens are very small, but they work fine. 3 _____ are also OK to use, but a computer makes your vlog look more professional. When you speak, you use a 4 _____. People need to hear what you are saying, so get a good one.

Happy vlogging!

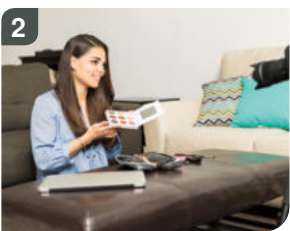
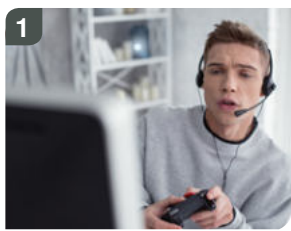
★ MAKE IT YOURS

Compound words are two different words put together.
 desk + top = **desktop**
 web + camera = **webcam**
 What other compound words do you know?

LISTENING

A IN PAIRS Match vlog types from the box to the pictures.

computer gaming food product reviews travel



B  **6.02 Listen to the vloggers and match them to the vlog types in A.**

- 1 Speaker 1: _____ 3 Speaker 3: _____
2 Speaker 2: _____ 4 Speaker 4: _____

C  **6.03 LISTENING SKILL—Listen for fact and opinion Listen and choose Fact or Opinion.**

- 1 Fact / Opinion 4 Fact / Opinion
2 Fact / Opinion 5 Fact / Opinion
3 Fact / Opinion

D THINKING SKILL—Evaluate Discuss the statement. Do you agree? What do you think makes a good vlogger?

A good vlogger is like the boy or girl next door—someone who feels like I do about things.

GRAMMAR present progressive vs. simple present 

A Read the sentences. Underline the present progressive verbs. Circle the simple present verbs.

- 1 Right now, I'm using my laptop to upload videos ...
2 I spend about six months of the year away from home ...
3 I'm studying to be a computer programmer.
4 People always ask me for advice ...

B Choose the correct option to complete the rules.

- 1 We use the simple present to talk about things that happen regularly / now or around now.
2 We use the present progressive to talk about things that are happening regularly / now or around now.

For more practice, go to page 150.

C Choose the correct option. Is the question in simple present or present progressive?

- 1 Where is your laptop?
a simple present b present progressive
2 What are you watching on your laptop?
a simple present b present progressive
3 What kind of camera do you use to make vlogs?
a simple present b present progressive
4 What famous vloggers are you following?
a simple present b present progressive

D IN PAIRS Ask and answer the questions from C.

SPEAKING

A Write complete questions in your notebook with the words given.

- 1 What / do / do? 3 How / usually / make / your vlog?
2 What / do / generally / vlog / about? 4 How / often / vlog?

B IN PAIRS Role-play. Use the Confident Communicator box to help you.

Student A: Imagine you are a well-known music vlogger.

Student B: Imagine you are a famous skateboarding vlogger. Ask and answer questions in A to find out more about your partner.

C IN GROUPS Discuss which vlogs you watch. Do you have your own vlog?

CONFIDENT COMMUNICATOR

KEEP TALKING

It's important to show interest when someone is talking to you:

Oh, right. I see. Uh-huh. Really?

When things are very interesting, your voice is usually higher and louder:

No way! Wow, that's amazing! You're kidding!



LISTENING

A Check (✓) the things you like to buy and sell in online stores.

- books
- clothes
- electronics (smartphones, headphones)
- music, movies, video games
- sports equipment (soccer balls, athletic shoes, baseball bats)
- other: _____

B **6.04 LISTENING SKILL—Listen for the main idea** Listen to an interview with an internet business owner. Then answer the question.

1 What does he buy and sell? _____

C **6.04 Listen again and answer the questions.**

- | | |
|---|--|
| 1 How old is Luca? | 4 How often does Luca add new pictures to his website? |
| 2 Where does he buy and sell things? | 5 What is his day job? |
| 3 How much money does he make per item? | |

D **THINKING SKILL—Evaluate** Consider some of the differences between shopping online and shopping in a store. What do you prefer? Why?

I like shopping in a store because I can see and touch what I'm buying.

VOCABULARY technology phrases



A **6.05 Listen and complete the phrases with words from the box.**

go post send take update upload

- | | |
|------------------------|--------------------|
| 1 _____ a text message | 4 _____ my profile |
| 2 _____ pictures | 5 _____ viral |
| 3 _____ comments | 6 _____ a selfie |

B Match the phrases from A (1–6) to the definitions (a–f). Write the number.

- a take a picture of yourself on a smartphone _____
- b write your opinion about something online _____
- c communicate by typing on your smartphone _____
- d become very popular on the internet _____
- e copy a picture to the internet _____
- f put new information about yourself on a social media site _____

PRONUNCIATION /ŋ/



A **6.06 Listen and notice the /ŋ/ sound for the letters -ng.**

- | | | |
|------------|------------|--------------|
| 1 kin king | 2 sin sing | 3 thin thing |
|------------|------------|--------------|

B **6.07 IN PAIRS Listen and practice saying the sentences. Is your partner using the /ŋ/ sound correctly?**

- | | | |
|-------------------|---------------------------|---------------------------|
| 1 Sing this song. | 2 The teacher is talking. | 3 I'm listening to music. |
|-------------------|---------------------------|---------------------------|

WRITING


A Check (✓) the details to include when you want to sell a product online.

- | | |
|--|--|
| <input type="checkbox"/> information about the product (name, type, color) | <input type="checkbox"/> condition (excellent, good, used, never used, etc.) |
| <input type="checkbox"/> what it does (takes pictures, plays music, etc.) | <input type="checkbox"/> why you're selling it |
| <input type="checkbox"/> where it is from | <input type="checkbox"/> the price |

B Read and compare the two social media ads. Then discuss the questions.

- 1 Which ad do you like more?
- 2 Which ad makes you want to buy the headphones?


A



A pair of headphones for sale. They are good for listening to music. They are white. They are in good condition. They come from China. They cost \$60. I am selling them for \$45 because I want the money to buy new headphones.

follow

B



Hi! I'm selling my BodeA345 headphones. White. They're amazing! Fantastic sound. Very comfortable. Excellent condition. \$40

follow

C Write A or B.

This ad ...

- 1 uses positive adjectives. _____
- 2 doesn't use complete sentences. _____
- 3 doesn't use the same phrases for every sentence. _____
- 4 gives information that isn't important. _____

D Write a social media ad for something you want to sell online in your notebook.

SPEAKING

A Write sentences in your notebook about how you use technology and how often you do it.

*I upload pictures to my social media profile about once a week.
I don't take selfies on my smartphone very often.*

B IN GROUPS Discuss your online activity and how you use technology. Use the Confident Communicator box to help you.

CONFIDENT COMMUNICATOR

KEEP TALKING

To keep a conversation going, it's a good idea to ask for more information. When someone gives you a yes/no answer, you can ask follow-up questions. They usually begin with *How, Where, When, What, and Who*.

Do you take selfies?
How often do you take them?
What social media sites do you use?

Language and Life

Critical Thinking – A Digital Detox

A  6.08 Read the article. Then answer the questions.

← → ↻ ☆ ☰

Digital Detox

How to Do a Digital Detox

June 21 12:10

Are you spending too much time using your phone? Check the things that are true for you to find out:

- I check social media before I get out of bed.
- I send messages while I have breakfast.
- I often take my phone to the bathroom.
- I never go out without my phone.

Did you check three or four? Then, it may be time for a digital detox. Mandy Morgan, a social media expert, gives us this advice ...

“This isn’t about tech devices,” she explains. “It’s about understanding what is healthy. People usually feel good when they don’t use their smartphones all the time.”

Morgan says that a seven-day detox helps with your sleep, your studies, and how you feel. She asks people to check their screen time and count how many times a day they pick up their phone.

When you do a digital detox, you don’t have your phone all the time. For seven days, you practice when and where you use your smartphone. You learn to leave your phone at home sometimes.

Marcia Estefan (DJ Blade), 23, is a club DJ from Brasilia. She is also studying to be a doctor. “I use my phone all the time,” she explains. “I never think about how often I look at my screen.” These days Marcia doesn’t use her phone often. She rarely takes it out with her in the evening. “It makes me think about how I use technology and that’s a good thing.”

Before the Digital Detox

Screen Time Per Day: 3 hours 20 minutes

Picks Up Her Phone: 56 times a day

After the Digital Detox

Screen Time Per Day: 1 hour 50 minutes

Picks Up Her Phone: 23 times a day

[Read more](#)   



- 1 Mandy Morgan says tech devices are bad for your health.
- 2 You do a digital detox for one month.
- 3 A digital detox can help you in different areas of your life.
- 4 Marcia thinks that doing a digital detox is a good idea.

- Yes / No
Yes / No
Yes / No
Yes / No

B IN PAIRS Discuss the questions.

- 1 How much screen time do you have every day?
- 2 Do you think you use your phone too much? Be honest!

C IN GROUPS Consider the pros (+) and cons (-) of doing a digital detox. Add other ideas of your own.

Pros (+)

have time to think in class

have real conversations

your ideas: _____

Cons (-)

the internet helps us study/learn

we know what our family/friends are doing

your ideas: _____

D Read the digital detox rules. As a class, decide if you want to have a digital detox for one class or one day.

Digital detox rules

- Make your classroom a phone-free zone. No phones allowed!
- Put your phone in your pocket when you are talking or eating.
- Put your phone away on your way to/from school.
- Keep your phone on airplane mode in class, or leave it at home for a day.

E Do the digital detox and make notes about how you feel.

MAKE IT DIGITAL

Record a video on your smartphone about how you feel after a digital detox. Share your videos as a class. What did your classmates think?



VOCABULARY review

SCORE: / 10



A Choose the correct option.

- 1 Do you want to play / go / take a selfie with me?
- 2 I'm very afraid / mad / embarrassed. My new printer doesn't work.
- 3 Please post / download / take a comment after you read my blog.
- 4 I always use my smartphone to play / send / do a text message.
- 5 Please use my laptop to create / play / go an online profile.
- 6 It's easy to download an app with this headphones / tablet / webcam.
- 7 I sometimes use my desktop to go / read / upload a picture.
- 8 I'm surprised / afraid / embarrassed. She is giving away her new song.
- 9 I be / use / update my profile online once or twice a month.
- 10 Look into your mouse / webcam / keyboard to make a video.

GRAMMAR review

SCORE: / 10



A Complete the conversation with the correct simple present or present progressive form of the verb in parentheses.

Clare: Hey! What 1 _____ you _____ (do)?

Matt: Not much. I 2 _____ (watch) a movie. You?

Clare: I 3 _____ (study) at the library.

Matt: Again?

Clare: You know I usually 4 _____ (come) here after class. Quick question: 5 _____ you _____ (use) headphones with your laptop?

Matt: Sure. I 6 _____ (use) them right now.

Clare: What kind?

Matt: They're called AudioPlus. Electronics World 7 _____ (sell) them.

Clare: Good to know. I need some. The people here are noisy! They 8 _____ (talk) a lot. They 9 _____ (not study)!

Matt: Well, get these. They always 10 _____ (work) great!

Clare: Thanks! Gotta go—see you tomorrow.

16–20 correct: You can talk about emotions and technology. You can use the present progressive and simple present.
0–15 correct: Look again at the Vocabulary and Grammar sections in the unit.

TOTAL SCORE: / 20

WHAT DO YOU KNOW NOW?

Look back at page 57 and add the words you know now to the box.

FOLLOW A PRO MARKETING

Take the quiz about marketing. Go to Follow A Pro on page 132 to find the answers. Then learn more about the marketing field.

- 1 In New York, around ... people work in marketing full-time.
a 17,000 b 31,000 c 52,000
- 2 More customers go to a website when the company has a regular blog.
a true b false
- 3 How do 90% of businesses respond when customers complain?
a by social media b by email c by phone
- 4 When customers have a bad experience with a company, about 4% complain. What do the other 96% do?
a They buy the product again. b They tell their friends. c They never buy from that company again.





A Read about a chief listening officer's job. Answer the questions below.

A CHIEF LISTENING OFFICER

What does a chief listening officer do? Dani Chavez, 29, the chief listening officer (CLO) for a soft drink company in the US, tells us about his job.

"I'm working on an idea for a new soft drink, and it's important that my company knows who buys our drinks—their age, nationality, hobbies, and so on. How do we do this? We "listen to" social media and find out what people are saying about our soft drinks. This helps us decide what products to make. Social media is very important in my job. When I see a negative comment about my company, I send that information to our Customer Service Center. They then try to understand why our customers are not happy.

Being a CLO is a new job, but there are already a lot of us. As for skills, it's very important that I have good listening skills."

- 1 Dani works for a ...
 - a social media company.
 - b soft drink company.
- 2 "Listen to" in the text means to ...
 - a read what people are saying online.
 - b hear what people are saying on the street.
- 3 What does Dani do when he sees a negative comment about his company?
 - a He contacts the person who wrote it.
 - b He sends the comment to the Customer Service Center.
- 4 A good CLO needs ...
 - a listening skills.
 - b creative skills.

B Discuss the questions as a class.

- 1 Do you think Dani's job is interesting? Why or why not?
- 2 What other skills (apart from listening skills) are important for this job?
- 3 How can Dani's work help his company to sell more soft drinks?

VIDEO



WATCH THE VIDEO AND FOLLOW A SOCIAL MEDIA MANAGER.

C IN GROUPS Answer the questions.

- 1 What job is the video about? _____
- 2 Does the person like the job? _____
- 3 Where does the person work? _____
- 4 What is the person's favorite part of the job? _____
- 5 What is difficult about the job? _____
- 6 What does this person do for the clients? _____

D IN GROUPS Check your answers to the quiz on page 66 and discuss the questions.

- 1 Do you know any people who work in marketing?
- 2 What other jobs in marketing do you know?
- 3 Do you need English for this job?
- 4 What skills do you need to work in marketing?
- 5 What personal qualities do you need to work in marketing?

Answers to the quiz on page 66

1 a 2 a 3 a 4 c