

# 4

## Internet fame

Level:



### Let's think!

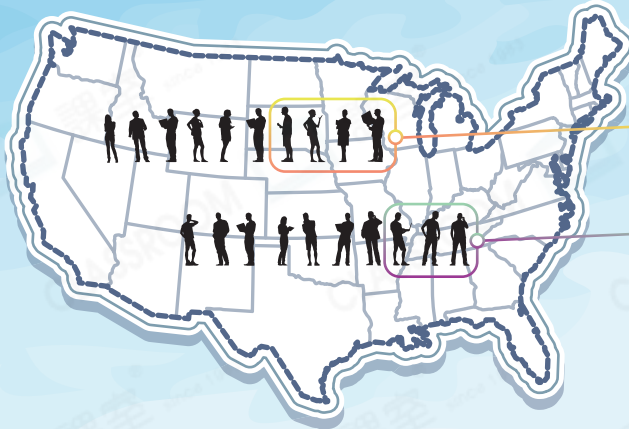
1. What do you think we can do with social media?
2. Do you think the information on social media is reliable?

PLAYLIST



### Text 1

Quite a few Americans believe that ...



I can be an internet sensation!

I have gone viral!

Why do people want to be an internet celebrity?

sharing their passion



25%

21%

fame

being their own boss



27%

27%

money

~30 words

### READ ALONG



### Text 2

#### Is being famous on social media a boon or a bane?

1 The American visual artist Andy Warhol is said to have opined<sup>1</sup> that 'In the future, everyone will be world-famous for 15 minutes.' What he probably meant was that, in the age of information explosion, people will be searching for new media content to consume constantly. At the same time, since their attention span will be decreasing, such fame would only last for a very short time.

2 The following three cases from around the world have reflected the profound influence of the phenomenon.

#### Viral Skateboarder

3 Who would have thought that a song that is over four decades old could re-enter the Billboard

Hot 100? All this happened when Nathan posted a 17-second clip of himself skateboarding to work while sipping cranberry juice and lip-syncing to the old song 'Dreams'. The video received tens of millions of views on social media within a few weeks. 10

4 Many credited the popularity of the video to its sense of freedom and playfulness, which contrasted with the sombre vibe during the pandemic lockdown. The content creator himself took advantage of his fame to launch a line of merchandise. His video also gave a great boost to the beverage company— an agricultural cooperative of around 700 small family farmers. 15

### Hong Kong Train Buff

5 At the opening of the MTR's new Tuen Ma Line, a bespectacled 16-year-old autistic boy, Jason Law, was interviewed on TV about his view on the new train line. Due to his difficulty in communicating with others, he replied by singing 'The Tuen Ma Line has opened, and I'm so excited!' to the tune of the classic folk song 'Greensleeves'. After the interview, his video quickly generated more than one million views on YouTube and he received widespread attention. 20

6 However, Jason also found out that internet fame came with some cost. Many people started leaving negative comments about his unique pastime on his Facebook page. Sadly, the online bullying mirrored some of the real-life bullying Jason received. 25

### Thailand Cave Rescue

7 As 12 members of a teen football team and their young assistant coach were trapped in a cave in Northern Thailand for days, the plight caught worldwide media attention. Hundreds of volunteers, experts and rescuers from around the world arrived to help. Under the attention of the international community, the Thai government coordinated with various parties to figure out the best solution to this crisis. Nevertheless, this has raised an interesting question—Why does this accident capture more attention than other long-standing issues? 30

8 One of the reasons is that sensational live images do speak louder than words. But we should not become apathetic to important problems simply because they are not visually exciting.

~450 words

## Looking into Grammar

The future continuous tense is used to talk about an ongoing action over a period of time in the future.

✓ People **will be searching** (✗ will have searched) for new media content to consume **constantly**.

? Circle the verb used in the future continuous tense in paragraph 1 of the feature article.

Read Text 1 and answer questions 1–2. For multiple-choice questions, choose the best answer and blacken ONE circle only. (2 marks)

1. Fill in the blank with ONE word based on the information in the infographics.  
 \_\_\_\_\_ out of ten Americans believe that they have what it takes to become an internet star.

2. Which of the following is NOT the reason why the respondents want to become internet celebrities?

- A. becoming well known
  - B. telling others about their interests
  - C. having full control of their career
  - D. raising money for good cause
- A      B      C      D

Read Text 2 and answer questions 3–14. For multiple-choice questions, choose the best answer and blacken ONE circle only. (24 marks)

3. Why did Andy Warhol say ‘In the future, everyone will be world-famous for 15 minutes’ (lines 2–3)?

- A. He thought that people would be hungry for fame.
  - B. There would be a rapid increase in media content.
  - C. He predicted the invention of the internet.
  - D. People would focus on many different media channels.
- A      B      C      D

4. Based on the information in paragraph 3, determine whether the following statements about Nathan are True (T), False (F) or Not Given (NG).

	T	F	NG
(i) He sold products online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(ii) He drank fruit juice in a video.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(iii) He sang a song in a video.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(iv) He made a popular video about professional skateboarding.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. According to paragraphs 3–4, why did Nathan’s video become viral?

- A. He was supported by a drink company.
- B. The background music was on the Billboard Hot 100.
- C. Nathan had great skateboarding skills.
- D. The mood of the video was different from that of people’s daily lives at that time.

5 Viral means ‘to become popular quickly’.

- A      B      C      D

6. Read paragraphs 5–6. Which of the following statements is NOT true about Jason Law?

- A. He wears glasses.
  - B. He is a railway fan.
  - C. He has a common hobby.
  - D. He struggles to socialise with people.
- A      B      C      D

7. Look for a word in paragraphs 5–6 which means ‘was very similar to’.

\_\_\_\_\_

8. Complete the table about the two internet celebrities. Fill in each blank with ONE word taken from paragraphs 3–6.

	Nathan	Jason Law
<b>Way to become famous online</b>	He made and (i) _____ a short video on a social media platform.	He expressed his (ii) _____ on a new train line by singing.
<b>Result of becoming famous online</b>	His fame brought money to (iii) _____ and the (iv) _____ working for a drink company.	He caught (v) _____, but he received many (vi) _____ comments and was bullied (vii) _____.

9. According to paragraph 7, how many people in total were trapped in the cave in Thailand?

\_\_\_\_\_



10. Who or what does the following words refer to?

(i) 'parties' (line 30): \_\_\_\_\_

(ii) 'this accident' (line 31): \_\_\_\_\_

11. Look for words in the feature article that mean the same as the following:

(i) \_\_\_\_\_ (para. 1) (v.) talked or expressed your opinion

(ii) \_\_\_\_\_ (para. 4) (*adj.*) being serious or sad

(iii) \_\_\_\_\_ (para. 7) (*n.*) a dangerous or difficult situation

12. Based on the information in paragraph 8, state ONE reason why people are more sympathetic about issues on social media.

\_\_\_\_\_

13. What does 'apathetic' (line 34) mean?

A. having no feelings

B. having strong feelings

C. having mixed feelings

D. having similar feelings

A      B      C      D  
        

14. What is the main idea of the feature article?

A. Internet fame brings great rewards to individuals and enhances personal status.

B. Internet fame enables individuals to access their own psychological and physical needs.

C. Internet fame can lead to cyberbullying and create a long-term moral hazard.

D. Internet fame brings opportunities, but it also causes problems for individuals and society.

A      B      C      D

# Vocabulary

GLOSSARY



A. Complete the article below with the given words. Make sure your answers are grammatically correct.

apathetic (*adj.*)

attention span (*n.*)

buff (*n.*)

long-standing (*adj.*)

merchandise (*n.*)

opine (*v.*)

plight (*n.*)

sensation (*n.*)

sombre (*adj.*)

viral (*adj.*)

## The impact of social media on society

With the increasing usage of social media, more internet content is going (1) \_\_\_\_\_ and creating a huge (2) \_\_\_\_\_ in a short period of time. Social media is an undeniable force in modern society.



Various internet and social media platforms allow us to obtain different kinds of information. We can see limited edition (3) \_\_\_\_\_ from around the world. We can also (4) \_\_\_\_\_ on particular issues anonymously. We can do a lot on the internet but all of these come with a price.



Due to the short (5) \_\_\_\_\_ of netizens, the public tend to be drawn to more exciting and eye-catching content. They often avoid topics that cast a / an (6) \_\_\_\_\_ mood. Sometimes, they are (7) \_\_\_\_\_ about more (8) \_\_\_\_\_ issues such as drought and famine. This leads to even lower social media coverage of these issues and less public attention towards the (9) \_\_\_\_\_ of the people affected.

Another concern is that anonymous netizens can leave hurtful comments to bully someone else. It is not surprising to see anime or bus (10) \_\_\_\_\_ being teased on the internet for their hobbies and passions.



- B. Complete the crossword puzzle below with the given words. Make sure your answers are grammatically correct.

### Words related to social media

browse

critic

hit

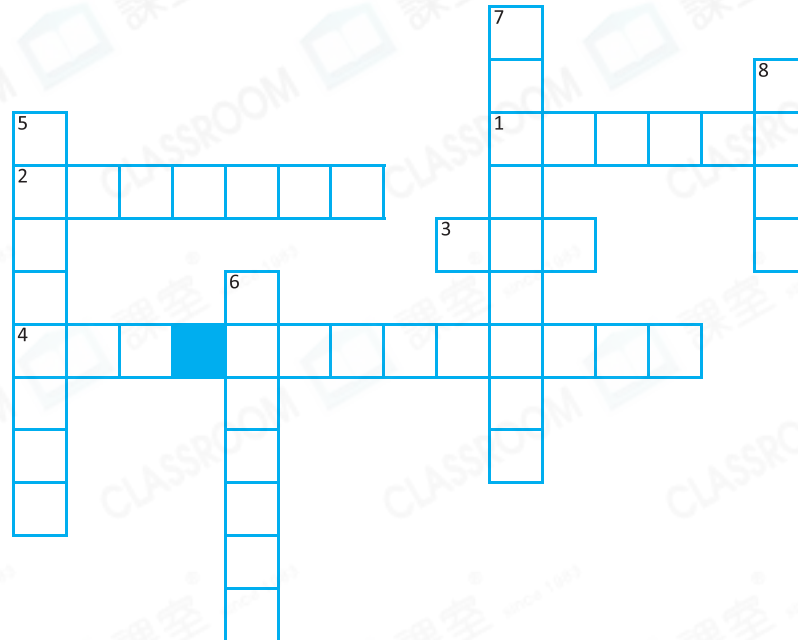
meme

publicity

scrutiny

the limelight

vlogger



#### Across:

1. Instead of reading the newspaper, most people nowadays only \_\_\_\_\_ through news headlines on social media.
2. The reputation of this restaurant has been damaged after some \_\_\_\_\_ posted negative comments on their social media page.
3. The video of a dancing grandpa became a \_\_\_\_\_ on the internet in just one day.
4. The singer has been in \_\_\_\_\_ due to her controversial documentary.

#### Down:

5. All videos should come under close \_\_\_\_\_ before they are posted publicly.
6. This beauty \_\_\_\_\_ films videos about the latest beauty trends every week.
7. The brand launched a \_\_\_\_\_ campaign on social media.
8. The picture of a crying cat has become the most famous \_\_\_\_\_ of this year.

## Writing

### My views on social media and internet fame

How has social media influenced us? What roles do internet celebrities play? Write an article to express your views in about 200 words.