

Writing Task Sample

Unit 4 Internet fame (p.37)

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.

Social media has had a **profound impact** on society, changing the way we communicate and share information.

Social media has **transformed** how we communicate. We can now easily share our thoughts on social media platforms like Facebook. Also, some social media platforms have become a **real-time news feed**. However, this has sometimes led to the spread of **misinformation** and **fake news**. Lastly, social media has a **significant influence** on culture and trends. Internet celebrities, also known as influencers, play a significant role in **shaping** the way we dress, eat and **socialise**.

Influencers have a large **following**. For example, American **social media personality** Logan Paul has **amassed** over ten million followers for his **humorous** and **practical joke** content. As a result, they have become powerful marketing tools for brands trying to reach large audiences. Internet celebrities often **collaborate** with brands to promote products and services, earning **substantial** income in the process.

Internet celebrities also play a role in shaping public opinion on various issues. They can use their platforms to **raise awareness** and **advocate** for social causes, influencing their followers to act and **make a difference**. In Hong Kong, Peggy Chan, a pioneer in the local food industry, has recently become one of the advocates for the UN Global Goals **campaign** and proudly shares her opinions on **ethical consumption** on her Instagram account.

As time and culture evolve, the function of internet celebrities is continuously changing. Internet celebrities who bring a positive energy contribute significantly to society should be supported.

~250 words