

7.3 UK TODAY

Smartphones, Social media and the Internet

UK TODAY

In the UK

- over sixty percent of the population shop online at least three times a month.
- men spend more money online than women.
- over thirty percent of all advertising is online.

Most UK homes have

- super-fast broadband connections.
- at least three different devices connected to the Internet (TV, laptop, tablet, smartphone, etc.).
- at least six different types of screen.

The average UK teenager

- admits he/she is 'addicted' to his/her smartphone.
- never switches his/her smartphone off.
- uses his/her smartphone everywhere (including the toilet!).



Shop online – пазурувам онлайн

Spend money online- харча пари онлайн

Advertise online – рекламирам онлайн

Broadband connection- широколентова връзка

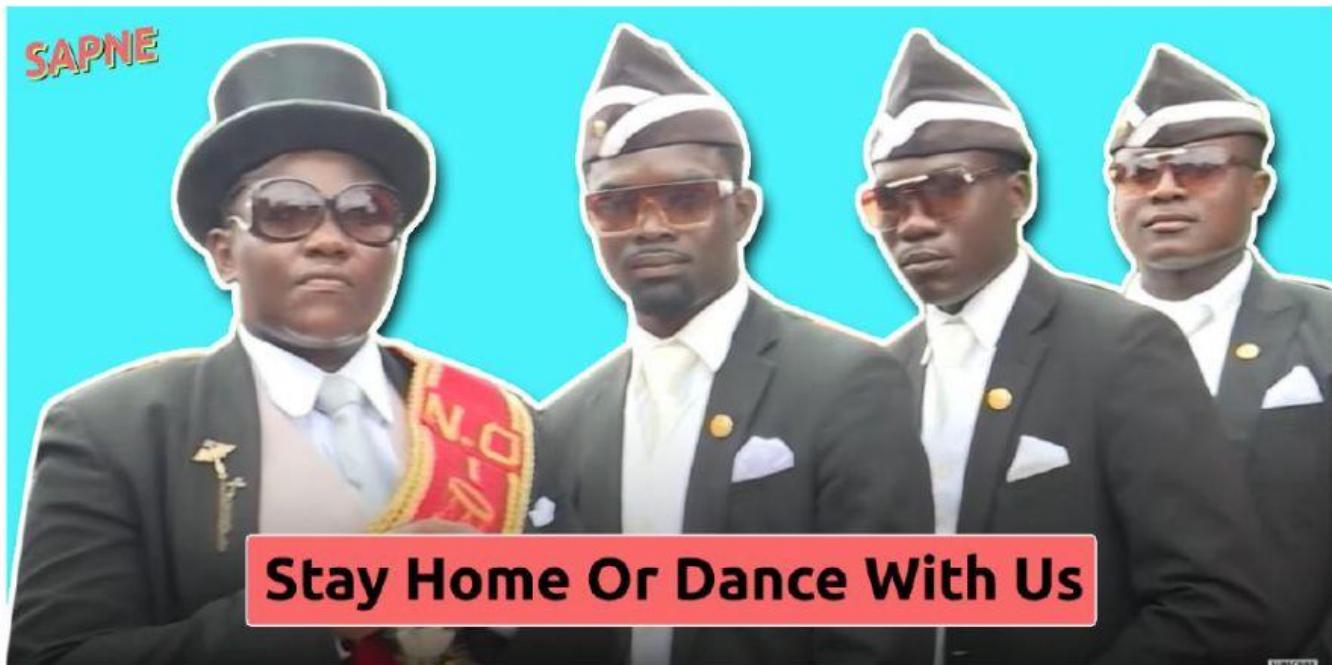
Device- устройство

Addicted to smartphones- пристрастен към телефоните

A viral video – много популяррен клип в мрежата

Post videos- публикувам клипове

The secret for a viral video



Ex. 1 Listen and decide True or False

1. Viral videos become popular very slowly in the Internet T F
2. There is a perfect formula for a successful video hit T F
3. It has to be short T F
4. It mustn't be longer than 3 minutes T F
5. Viral videos must make you feel emotions T F
6. Inspirational stories and endings aren't successful T F

Ex.2 Complete the text with the words from the box.
There are two extra ones . Then listen to check your answers

[engage get go post share
tell text upload view]

Viral videos

Nobody knows exactly why online videos ¹ go **viral**.
It's really easy to ² videos to the net. People
³ videos on social networking sites all the time and
then ⁴ the links with their friends. Videos that
⁵ over one million hits are quite rare. Usually, viral
videos are short, they ⁶ your emotions in some way
and ⁷ a simple story.