

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 популярен 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**.