



FINAL EXAMINATION 2020

LEVEL 4

FULL NAME:

TIME ALLOWED: 1H 15 MIN

SECTION A: Reading Comprehension

Read the text and circle the correct option, true (T) or false (F).

Social Media Influencers

It is estimated that about 40 per cent of the world's population use social media, and many of these billions of social media users consult influencers to help them decide what to buy and what trends to follow. An influencer is a person who can influence the decisions of their followers because of their relationship with their audience and their knowledge in a particular area, e.g. fashion, travel or technology. Influencers often have a large following of people who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers' hearts. Brands are now asking powerful influencers to market their products. With some influencers charging up to \$25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too. If you are one of them, then here are five tips on how to do it. Firstly, choose your area of expertise. What do you feel most excited talking about? Find the specific area that you're most interested in and develop it.

Secondly, choose your medium and write an interesting bio. Most influencers these days are bloggers. Decide which medium – such as your own online blog, Instagram or a YouTube channel – is the best way to connect with your followers and chat about your attention-grabbing bio that describes you and your speciality area in an interesting and unique way. Make sure that people who read your bio will want to follow you.

Finally, post regularly and consistently. Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your posts are consistent and possibly follow a theme. Try not to bombard your audience with unnecessary information, find a balance.

And, most importantly, if you want to become a social media influencer, you need to have patience. Keep posting and your following will gradually increase. Good luck!

Adapted from learnenglish.britishcouncil.org

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|---|---|---|
| 1. A social media influencer is not someone who pays their followers to buy products. | T | F |
| 2. Companies want to use influencers to develop new products. | T | F |
| 3. If you want to be an influencer, your bio must be the same as other people's bio. | T | F |
| 4. Influencers should post about any topic all the time. | T | F |
| 5. Fame and popularity online take time. | T | F |

II. Read the passage below. Choose the correct option for each gap and write it in the box. Is it right to eat meat?

Some people think that in an ideal world we would all be vegetarians and animals would enjoy 1) _____ lives without suffering and death. 2) _____, other people just believe that some animals are destined to be eaten.

Those in favour of 3) _____ meat think that if we didn't eat meat, nobody would take care of sheep, cows or animals 4) _____ provide food. For them, it's unnatural not to eat meat and we should try to make sure that animals are treated well. Being vegetarian isn't necessary. It's a matter of treating animals with a bit 5) _____ respect.

Those against eating meat believe that we don't really need to eat meat. John, for example, is 82 years old and has been a vegetarian 6) _____ he was 25 and last year he ran the London Marathon.

Vegetarians do not deny that in the past we 7) _____ to eat meat, but that was before we knew how to grow fruit and vegetables and even 8) _____ big animals are vegetarians. 9) _____ you thought that elephants, for example, live on grass and are enormously strong? And, most importantly, they 10) _____ live to a great age!

Adapted from Instant Discussions.

1) ___	A. they	B. their	C. themselves
2) ___	A. However	B. And	C. So
3) ___	A. eat	B. to eat	C. eating
4) ___	A. that	B. what	C. who
5) ___	A. about	B. of	C. off
6) ___	A. from	B. for	C. since
7) ___	A. used	B. used	C. didn't use
8) ___	A. much	B. many	C. more
9) ___	A. Have	B. Were	C. Did
10) ___	A. so	B. also	C. too

