

Read the following text. Notice there are some missing words.

Complete the gaps by writing the correlative conjunctions.

Discuss the question with your partners.

HOW DID SOCIAL MEDIA CHANGE THE ENTERTAINMENT INDUSTRY?

Over the past decade, people have used 1 _____ Facebook or Twitter or Instagram, at least once in their lives. These social media platforms have had a profound influence on the entertainment industry. Here's a closer look at several ways social media has changed 2 _____ how we interact with top entertainers and how one becomes a celebrity in the first place.

Shortening access to celebrities

Fans around the world are not only able to communicate with their favorite celebrities in real-time 3 _____, post their personal stuff and have more followers. As soon as a celebrity posts a new photo on Instagram, for example, hordes of loyal fans can immediately comment and reply on that photo or even DM the celebrity.

At the very least, they can show their love and affection by openly responding to their stories which are 4 _____ interesting as they want, often with the expectation that someone will text back to them directly. In short, social media has shortened the access to celebrities.

“Being famous for being famous”

At the same time, social media has completely changed the dynamic of what it means to be *famous*. It's easy to point to a whole group of Internet influencers who are literally “famous for being famous”. Someone like a Kardashian is then able to use that influence and get brand partnerships or reality TV deals, to get paid thousands of dollars for simply talking about a new product or promoting a big event. If the Kardashians talk about a brand, 5 _____ they will earn a lot of money.

Final Thought

The social media era has made the “15 minutes of fame” a reality and transformed how we think about stars and entertainment in general. People don't go to cinemas; they watch YouTube or Netflix. They don't buy albums; they stream music for free. And they prefer to consume content in social media. A funny 2-minute video is better than a 2-hour film. And that has made all the difference in how we consume entertainment these days.

Using your own words explain:

HOW DID SOCIAL MEDIA CHANGE THE ENTERTAINMENT INDUSTRY?

