

## LISTENING COMPREHENSION ASSIGNMENT #7

1 Read UK TODAY. How similar or different do you think the situation is in your country?

## 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!).



2 **CD3.23 MP3-112** What is a viral video?

Then listen and check your ideas.

- 1 A viral video becomes popular very **slowly - quickly**
- 2 It's shared **offline - online**
- 3 It's **short - long**

## EXAM FOCUS Multiple matching

3 **CD3.24 MP3-113** Listen to four people talking about online videos. Choose from the list (A-G) what is true about each speaker. Use the letters only once. There are three extra letters.

Speaker 1: Speaker 3:  
Speaker 2: Speaker 4:

The speaker:

- A talks about a video he/she would like to make.
- B describes how an online video can help your career.
- C talks about his/her own experience of producing a viral video.
- D has become famous because of a video.
- E suggests a few reasons why some videos go viral.
- F has to watch online videos as part of his/her job.
- G enjoys watching videos of people doing silly things.

4 In pairs, answer the questions.

1 How **many / much** things do popular videos have in common?

2 How **long / often** is a typical viral video?

3 How many **old** is the boy who sings *Paparazzi* by Lady Gaga?

4 How **happy / long** is the baby who bites his brother's finger?

5 How many **much** time does Nigel Brown spend watching videos?

6 How **big / often** does a video get more than one million views?

5 **CD3.25 MP3-114** Complete the text with the words in the box. There are two extra words. Then listen and check.

[ engage get go post share  
tell text upload view ]

## Viral videos

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

6 Think about an online video you have viewed recently.

When, where and how did you see it?

What was it about? What happened?

Would you describe it? (funny? amazing? inspiring?)