

Variant 1

LISTENING

You are going to hear five short extracts in which people talk about shopping experiences and spending. For questions 1–5, choose from the list (A–H) what a good experience of buying products or services means to them. There are three extra letters.

Speaker 1 ___ **Speaker 2 ___** **Speaker 3 ___** **Speaker 4 ___** **Speaker 5 ___**	**A** the opportunity to talk about products **B** the opportunity to get unusual things **C** the opportunity to get new things **D** a high level of service **E** a wide range of products **F** the opportunity to pay in different ways **G** online support **H** value for money

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GRAMMAR

Rewrite the sentences in the passive.

0 Prince Harry will visit the new shopping centre.

The new shopping centre will be visited by Prince Harry.

1 They were updating the website last night.

_____

2 They can't close our local library!

_____

3 They had ended the offer after a few weeks.

_____

4 The Prime Minister has just announced the news.

_____

5 Several thousand people will visit the shop this month.

_____

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READING

Read the article. Match sentences A–G with gaps 1–5. There are two extra sentences.

The power of persuasion

I'm a social media influencer. I'm reasonably well-known as an actor and have appeared in a few different reality TV shows. Because of this, I have quite a large number of fans and online followers.

So, in return for a fee, I advertise different products in the content I post in the form of videos and blogs. Sometimes I tell people why I like the products, and sometimes just use or wear them. People read a lot about influencers in the media and often think we are just having fun while being paid to promote products we get for free. [1] ___ To win new contracts, I have to work extremely long hours and update my various accounts regularly.

There's a big-time commitment in making videos which look good and not feel like advertisements. [2] ___ Unless your audience are entertained, they aren't going to show a lot of interest. On top of the time spent filming and editing, there's a lot of work involved in managing your comments. People who follow you online need to know that you are interested in what they have to say. You also have to make sure that anything too critical gets removed, or at least hidden from general view. [3] ___ Without that help I couldn't keep working.

It's really important to keep posting new photos for Instagram feeds, or videos on YouTube channels. If we don't keep our presence strong, then we're not in the public eye, and that means you lose bigger clients.

That's tough. Sometimes you might make a poor decision, too – perhaps you say something on Twitter that people don't agree with. Again, that means you've worked hard but your number of likes goes down, and the designers and clothing companies lose interest in you. Simple mistakes can make your ratings fall so quickly. [4] ___ Things move so quickly with

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social media that if you get a trend wrong, or don't make an impression, then you've become yesterday's news.
The positives are great though. I get lots of fashion accessories for nothing, I get my hair and make-up done as often as I want, and I am invited to movie premieres, fashion shows and concerts nearly every week. The last big video I did was filmed in Paris, during fashion week. I met some incredible people there, who have really inspired me. And the video was a real success. [5] ___ I was short of money for a while, but I think it has paid off in the end as I got offered a job presenting a fashion show online.

A You want anyone who's watching to be interested in what you've made without feeling that they are being sold to all the time.
B Once they do that, it's hard to make a comeback.
C Being in the public eye can be a rewarding experience,
D It has been watched by thousands of people, so I've got lots of offers of work coming in
E For example, I've been asking a friend to read through my follower's comments and send quick replies and updates.
F But it's not always easy money, there's a lot of stress involved in keeping my profile interesting.
G Selling things online has become more common these days.

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