

QUIZ TIME

Variant 2

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 level of service is high
- B there is online support available
- C payments can be made in different ways
- D there are many products available choices
- E the products are good value
- F the people working there can tell you about products
- G there are unusual things on sale
- H there are new products available

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 had ended his contract after a few weeks.

- 2 They can't close our local swimming pool!

- 3 They were updating the report last night.

- 4 Several million people will visit the resort this summer.

- 5 The head teacher has just announced the news.

READING

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

The power of persuasion

People read a lot about influencers in the media and are quick to make judgements – they are paid to promote products, and often get access to brand name items for free. I'm a social media influencer. I'm reasonably well-known as an actor and have appeared in a few different reality TV shows. ¹ ____ 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 them, and sometimes just use or wear them. But it's not always easy money. Keeping your various accounts up to date and winning new contracts with different businesses means that you're likely to be working extremely long hours.

There's a big-time commitment in making videos which are more fun than typical advertisements. You want people to be interested in what you're showing without feeling that they are being sold to all the time. 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 them, and what they have to say.

² ____ For example, I've been asking a friend to read through my follower's comments and send quick replies and updates or respond to people who complain. Without that help I couldn't keep working. It's really important to keep producing new content for Instagram feeds, or YouTube channels. If we don't keep our presence strong, then we're not in the public eye, and that means you get dropped by bigger clients. That's tough. Sometimes you might make a poor decision, too. ³ ____ Once they do that, it's hard to make a comeback. Things move so quickly with social media that if you get a trend wrong, or don't make a good 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 video I did was filmed in Paris, during fashion week.

⁴ ____ Thousands of people have watched it, so now I've got lots of offers of work coming in.

I love most things about being an influencer, but I know it won't last long. One thing that I have noticed is that a lot of really young kids are encouraged by their parents to be influencers for children's fashion and toys ⁵ ____ Kids should be allowed to enjoy their childhood, not sell a version of it.

- A.** If your number of likes goes down, the designers and clothing companies lose interest in you.
- B.** Because of this, I have quite a large number of fans and online followers, which means my public profile helps businesses to sell.
- C.** You also have to make sure that anything too critical gets removed, or at least hidden from general view.
- D.** It cost a small fortune to make, so I was short of money for a while, but I think it has paid off in the end.
- E.** I've got a slight problem with that.
- F.** The cost of filming is something you've got to consider carefully.
- G.** It's the price you pay for being in the public eye.