

UNIT 7

FAME AND THE MEDIA

A. VOCABULARY & GRAMMAR

Exercise 1. Complete the descriptions with the words and phrases in the box.

celebrity	fan	film star	lead singer	paparazzi	reporter
		role model	supporter		

1. A _____ is someone who is famous
2. A _____ is a famous movie actor
3. The _____ of a band is the main (and sometimes the only) singer.
4. A _____ is someone who really likes a particular person, group or team.
5. Your _____ is a person who you like and want to be like.
6. A _____ is someone who likes a particular sports team, person or group and wants them to do well.
7. A _____ is a person whose job is to find information about news events and describe them for newspapers, on TV, etc.
8. The _____ are photographers who follow famous people and try to take photos of them.

Exercise 2. Choose the best words to complete the sentences.

1. Everybody knows his name. He's really talented/ well-known/rich.
2. He's a really good-looking actor. He's so popular/ handsome/famous.
3. She's very attractive. She's such a beautiful/ talented/ well-known woman.
4. Everybody loves that band. They're really attractive/ pretty/popular at the moment.
5. She's got lots of money. She's extremely popular/ well-known/ wealthy.
6. He can do amazing things that other people find difficult. He's so talented/ stylish/ attractive.
7. Her clothes are always really cool. She's very fashionable/ handsome/famous.
8. They wear beautiful clothes. They look very rich/ stylish/ talented.

Exercise 3. Complete the text. Use the words in the box.

appear	attend	earn	own	passed on	present	recognise
		sign	star	take		

I'm going to be famous when I'm older. I'm going to _____ a TV programme about a film. Later, they'll ask me to _____ in films and I'll have my name in big letters on movie posters. I'll _____ a fortune for every film I make and I'll be incredibly rich. I'll also _____ a luxury yacht and perhaps I'll have my own private island. My photo will appear on the cover of lots of magazines. I'll _____ film premieres (and see movies before anyone else), where I'll wear

stylish clothes. Of course, it won't be so nice if thousands of people _____ me in the street. I don't really want to _____ hundreds of autographs every day. It'd be horrible if newspapers and magazines _____ rumours and gossip about my private life. I also don't think I'd like to _____ part in lots of boring interviews and press conferences. Maybe being famous wouldn't be so nice after all.

Exercise 4. Complete the sentences. Use the words in the box.

blogs	broadcasting	internet	magazines	media	movies
	newspapers	radio	social media	television	

- The _____ is the general name for the group which includes the Internet, newspapers, magazines, television, etc.
- One of the oldest branches of the media is _____. They are written by journalists and then printed on printing presses or can be read online.
- _____ are similar to newspapers, but they're generally more colorful and entertaining.
They are usually weekly or monthly.
- Films became popular around the beginning of the 20th century, when people visited cinemas to watch moving pictures (or _____) for the first time.
- The 20th century was the age of _____ - sending programs to lots of people at the same time, using, for example, television or radio.
- _____ was the first way of broadcasting spoken words and music, and it continues to be popular today.
- In the middle of the 20th century, as _____ sets became cheaper, TV took over from radio as the most popular form of broadcast media.
- At the end of the 20th century, the _____ added a new way of providing traditional media, such as news, music and films.
- However, in the early 21st century, millions of ordinary people started creating their own online 'newspaper', where they reported whatever they found interesting in their web logs (later shortened to '_____').
- Later, thanks to _____ sites like YouTube, Facebook and Twitter, everybody could broadcast everything to the world, instantly.

Exercise 5. Read the information. Then complete the sentences. Use the idioms in the box.

An idiom is a group of words in a fixed order which has its own meaning. Even when you know the meaning of each of the words in an idiom, you will need to learn the meaning of the whole idiom.

<i>Are in the public eye</i>	<i>claim to fame</i>	<i>make it big</i>	<i>paying the price</i>
	<i>rising star</i>	<i>victim of her own success</i>	

1. I don't know why she's famous. Her only _____ is that her dad was a famous singer.
2. I don't feel too sorry for celebrities who complain about the paparazzi. They're just _____ for being famous.
3. This singer isn't famous yet, but she's been on TV a few times, so she's definitely a _____ – I'm sure everyone will know her name this time next year.
4. I think all people who _____ should be very careful about what they say and do in public – many people look up to them and copy their actions.
5. She was a great songwriter before she was famous, when she was poor and angry. But now she's rich and happy, she's got nothing to write about! She's a _____.
6. It's very difficult to _____ in the music business. Many people try, but only a small number succeed.

Exercise 6. Match the sentence endings with the correct beginnings.

It'll be the best day of my life.	do you ask them for an autograph?
their fans won't be happy at all.	there aren't any tickets?
	they go on tour.
they keep printing private pictures of celebrities.	

1. I'll definitely go and see them in concert if, they go on tour.
2. If you see famous people, do you ask them for an autograph?
3. If the lead singer leaves the band, their fans won't be happy at all.
4. I'm going to see my idol next week! It'll be the best day of my life.
5. What will you do if there aren't any tickets?
6. I won't buy that magazine again if they keep printing private pictures of celebrities.

Exercise 7. Correct the first conditional sentences by changing the incorrect use of *will*. Use contractions where possible. The first one has been done for you.

1. I'm going to start writing about my life on social media. If ~~it'll be~~ interesting, I'm sure people will want to follow me. **it's**
2. If I'll get lots of followers, I'll start my own YouTube channel and make funny videos.
3. All my followers will watch my YouTube channel if I'll tell them about my funny videos.
4. If they'll like my videos, they'll keep coming back for more.
5. If enough people will watch my videos and share the links on social media, they'll go viral – thousands of people all over the world will watch them.
6. TV and newspaper reporters will notice if my videos will go viral, and they'll tell even more people about them.
7. If a TV or film producer will hear about my videos, he/she will pay me to make professional films or TV programs.
8. I'll make a fortune if that'll happen.
9. On the other hand, if nobody will follow me on social media, none of those things will happen.
10. But if I won't try, I'll never know.

Exercise 8. Read the information. Then match the situations with the examples.

Can, could, may and might

Talking about ability

- Present: *can / can't*
- Past: *could / couldn't*
- Future: *will be able to / won't be able to*

Asking for permission

- Formal: *May / Could I / we ... ?*
- Less formal: *Can I / we ... ?*

Giving permission (saying 'yes') and refusing permission (saying 'no')

- Very formal: *You may / may not ...*
- Less formal: *You can / can't ...*

Asking for help

- Formal: *Could you ... ?*
- Less formal: *Can you ... ?*

Offering help

- *I can ... / Can I (help) ... ?*

Talking about things that aren't certain in the future

- Positive: *It may / might / could happen.*
- Negative: *It may not happen / It might not happen.*

Asking for help	Asking for permission	Giving permission	Offering help
Refusing permission	Talking about future ability	Talking about past ability	
Talking about present ability	Talking about something that's not certain in the future		

1. May I leave early, please? _____
2. You can leave when you're ready. _____
3. I'm afraid you can't sit there. _____
4. I didn't enjoy the concert because I couldn't see the stage.

5. She isn't talented – she can't even sing! _____
6. Don't phone me when I'm at the concert later. I won't be able to talk to you.

7. I might go to the cinema tonight – I haven't decided yet.

8. Could you hold my camera for me? _____
9. Can I help you with your bags? _____

Exercise 9. Choose the correct modal verbs to complete the sentences.

1. Do you/May I /Will I be able to have your autograph, please?
2. I'm sure I may not/might/ won't be able to get into the concert tomorrow without a ticket.
3. Let's go to the party – it can/couldn't/might be quite good.
4. I'm afraid you can't/couldn't/might not take photos inside the cinema – it's against the rules.
5. When the film star said 'Hello', I couldn't/ might not/ won't be able to think of anything to say, so I just smiled.
6. I know lots of famous sports stars. I can / I'll be able to / I may not get you their autographs if you like.
7. Could/May/Might you be quiet, please? I'm trying to listen to the radio.
8. I'm not sure about my plans for next weekend. I couldn't/ might not/ won't be able do anything.
9. The TV program is on again tomorrow evening, so if you miss it tonight, you may/you could/ you'll be able to watch it tomorrow.

Exercise 10. Match the sentence endings with the correct beginnings.

I may ask?	they put the price up again.	you become famous?
	you can send me a text and I'll come and find you.	
you manage to get tickets for the concert?	you might be famous one day.	

1. I might stop buying that magazine if _____
2. If you can't find the concert hall, _____
3. If you work really hard and practice every day, _____
4. Will you still be able to have a normal life if _____
5. Could you send me a text if _____
6. Do you enjoy being famous, _____

B. READING

Exercise 1. In this unit, you will look at an IELTS Reading matching features task and read a text on the topic of work and jobs. What vocabulary from the topic of work and jobs do you already know? Match the words with the definitions.

automation	employee	employer	flexibility	manufacturing
opportunity	organization	profit	self-employed	workforce.

1. A person or company that employs people: _____
2. All the people who work in a company, industry, country, etc.: _____
3. Another name for a company (often one that is very big): _____
4. Money that a business earns after it has paid for everything it needs (e.g. offices, factories, workers, etc.): _____

5. Someone who is paid to work for someone else: _____
6. The ability to change or be changed easily according to the situation: _____
7. The business of producing things (e.g. cars) in large numbers: _____
8. The chance to get a job or do something that you want to do: _____
9. The use of machine or robots to do the work in a factory: _____
10. Working for yourself or having your own business: _____

Exercise 2. Read the information. Then skim read the title and the first paragraph of the text below. Choose three statements from the list which express the main ideas of the paragraph.

In the IELTS Reading matching feature task you read an article which contains the opinions of different people who have knowledge or experience of the topic of the text. For example, they may be academics or researchers.

The first paragraph of the article introduces the main ideas or topic that the people discuss.

Remember that you can predict the topic of the article from the **title** and that you can usually find the main ideas at the end of the instruction.

The Change Face of Work

Until the 19th century, there was a fairly good chance that a young man would follow in his father's footsteps and work in the same profession or trade. If the plan was to become a doctor, lawyer or engineer, he would simply take the necessary subject at university. If he was planning to do manual work, as a builder, miner or factory worker for example, he would learn through practical experience. As the 20th century progressed, both men and women moved to cities to find work, in industries such as advertising, banking and retail. They may have started at a company at age 17 and probably wouldn't have left until they retired at 60 or 65. Now, in the 21st century, new technology is being developed all the time, and it is having a dramatic effect on the kind of jobs people do and the ways in which they work. The speed of change is so great that it is almost impossible to predict how people's careers may develop 20 years from now.

- ☐ Women now work in all the same professions that men do.
- ☐ In the area of work, things change more quickly now than they used to.
- ☐ Technology has a big influence on how people do their jobs.
- ☐ People don't have enough free time because they work too much
- ☐ It's unclear what type of jobs people might do in the future.
- ☐ Some industries have not been affected by new technology.

Exercise 3. Read the second paragraph of the text and the four statements. Choose the two statements that best match the opinions of Patrick Carter and Adrian Gates.

For an IELTS Reading matching features task, you need to match a set of statements or pieces of information to list of options, so it is important to be able to locate specific information in the text.

Statements

1. An increasing number of employers will want employees to have the right personality.
2. It is normal for companies to reduce the number of employees so that they can increase their profits.
3. Some jobs that people did in the past were boring and led to health problems.
4. Companies will increasingly appreciate the abilities of young people.

Many people are optimistic about these changes. Patrick Carter, educational consultant at City University, looks forward to a world where the types of jobs people will be more rewarding than ever before: 'Think of the jobs many people have been forced to do throughout history that were poorly paid and caused illness or injury', he says. 'People look back and say "the old days" were great, but they forget how difficult life was for many employees in factories, who often had to do the same task again and again, for ten or more hours a day'. Carter feels that the use of robots to build and make products can only bring positive change. However, not everyone shares this kind of optimism. Adrian Gates, a human resources consultant at Pro-Corn Enterprises, points out that, as new technologies replace humans, there will be a huge decrease in the demand for employees: 'Jobs for accountants and retail workers, for example, will disappear. History proves that employees will find it very difficult to retrain for a completely different career.'

	1	2	3	4
Patrick Carter	☐	☐	☐	☐
Adrian Gates	☐	☐	☐	☐

Exercise 4. Read the information. Then complete the table with the words and phrases in the box. The words and phrases are all taken from the Reading text 'The Changing Face of Work'.

the better option	may not be very useful	to invest in further learning and training
be forced to do (something)	people can qualify for jobs they really want to do	
welcome and value (somebody)	cause (something to happen, e.g. illness)	
huge decrease in the demand for employees		

Positive meaning	Negative meaning

Exercise 5. Read the numbered quotes in bold (1–6) from the third paragraph of the article. Is each person expressing a positive view, a negative view or are they making a claim? Choose the correct answers.

Carter thinks differently: **(1) 'If we introduce more automation, we don't have to pay wages to so many employees'**, he explains, **(2) 'and then we will have more money to invest in further learning and training for more people, so that they can qualify for jobs they really want to do.'** So will there still be enough jobs for people if robots replace human workers? Joanna Hardinf, a lecturer in music technology at Mapplethorpe University, makes an interesting point about job creation and loss: **(3) 'Recent developments in technology mean we can all listen to music when and where we want. Certainly, these developments have created jobs for people in the digital music industry, especially in engineering and in factories,'** she says. **(4) 'However, those same developments have unfortunately caused huge job losses in the traditional music industry. It's this kind of dramatic change we often find hard to imagine'**. Harding explains that because of the digital music industry and the fact that millions of people download music illegally, many record companies can no longer afford to pay songwriters, producers, technicians and marketing teams. **(5) 'A large number of people download music illegally** just because everyone else seems to be doing it – but really, **(6) they ought to consider what consequences their selfish actions could have on other people, in this case, loss of employment.'**

	a positive view	a negative view	a claim
1			
2			
3			
4			
5			
6			

Exercise 6. Look at the statements and read the third paragraph of the text again. Who said what? Match the statements with the correct person.

Statements

1. If more robots do manufacturing jobs, it will create opportunities for people to get a better education.
2. People should think more carefully about how their behaviour might affect others.
3. Some traditional jobs will continue to exist but in a different location.
4. We cannot always predict how new technology will affect jobs in a particular industry.

Carter thinks differently: 'If we introduce more automation, we don't have to pay wages to so many employees', he explains, 'and then we will have more money to invest in further learning and training for more people, so that they can qualify for jobs they really want to do.' So will there still be enough jobs for people if robots replace human workers? Joanna Hardinf, a lecturer in music technology at Mapplethorpe University, makes an interesting point about job creation and loss: 'Recent developments in technology mean we can all listen to music when and where we want. Certainly, these developments have created jobs for people in the digital music industry, especially in engineering and in factories,' she says. 'However, those same developments have unfortunately caused huge job losses in the traditional music industry. It's this kind of dramatic change we often find hard to imagine'. Harding explains that because of the digital music industry and the fact that millions of people download music illegally, many record companies can no longer afford to pay songwriters, producers, technicians and marketing teams. 'A large number of people download music illegally just because everyone else seems to be doing it – but really, they ought to consider what consequences their selfish actions could have on other people, in this case, loss of employment.'

	Patrick Carter	Joanna Harding	Neither person
1. If more robots do manufacturing jobs, it will create opportunities for people to get a better education.	☐	☐	☐
2. people should think more carefully about how their behavior might affect others.	☐	☐	☐
3. Some traditional jobs will continue to exist but in a different location.	☐	☐	☐
4. We cannot always predict how new technology will affect jobs in a particular industry.	☐	☐	☐

Exercise 7. In an IELTS Reading matching features task, you will need to use your knowledge of synonyms and paraphrases. Match the words on the left with the synonyms and paraphrases on the right. The synonyms and paraphrases are all taken from the text 'The Changing Face of Work'.

Choose	●	●	the next few generations
Self- employed	●	●	new environments
Employers	●	●	companies
Traditional	●	●	knowledge and skills
Personality	●	●	welcome and value
Different location	●	●	decide
Young people	●	●	working for themselves
Abilities	●	●	the kind of character
Appreciate	●	●	older

Exercise 8. Read the final three paragraphs of the text. Look at the statements and the list of researchers. Match each statement with the correct researcher, A–D.

However, many large corporations have been created in the last 20 years because of the existence of the internet. It is the internet that allows them to sell their apps or online services as downloads. Professor of Sociology, Sara Milington, researches employment at these massive internet- based companies. ‘They make enormous profits but employ few people, and thousands of applicants hope to get the same few jobs,’ she says. ‘If you decide to apply, you need to have the right skills and qualifications, but you also need to have the exact qualities they are looking for,’ she says. ‘More and more companies are interviewing people to find out if they have the kind of character that fit in with their company culture – and this trend is going to continue.’

The way that people work is also likely to change. Nadia Campbell, who works for the Independent Professionals Group, can see this trend already developing. ‘Many people no longer want to do a nine – to – five job every day. And in this future they will want even more flexibility in regards to the hours they work, and with the place they choose to work from,’ she says. ‘The idea of working for one boss will become less of an option. ‘New technology might mean new types of jobs, but it is also likely that certain ‘older’ jobs will have to evolve to suit future needs. A recent study from researchers in Finland concluded that ‘many of these jobs won’t disappear completely... they will move into new environments, such as outer space – work.’ Although change in the types of work we will do is causing anxiety for many, it must be remembered that the generation that controls much of the workforce, people now in their fifties and sixties, may retire in the next ten to fifteen years.

Jack McCaw, a researcher for Career magazine suggests that the next few generations will have a completely different experience of work: ‘in the year 2020, 50 % of the US workforce will be people born after the year 2000. These people know how to connect to others, learn and work together in a digital way, organizations today will welcome and value them as they have the knowledge and skills they need. ‘These are exactly the kind of people now taking Joanna Harding’s music technology course. She knows that some of the things she is teaching them now may not be very useful in ten years’ time, as the technology will be completely different.

List of researchers

- A** Sara Millington
B Nadia Campbell
C Researchers in Finland
D Jack McCaw

	A	B	C	D
1. An increasing number of employers will want employees to have the right personality	☐	☐	☐	☐
2. Some traditional jobs will continue to exist but in a different location.	☐	☐	☐	☐
3. More and more people will choose to become self- employed.	☐	☐	☐	☐
4. companies will increasingly appreciate the abilities of young people.	☐	☐	☐	☐

Famous animals

- A** Like people, animals each have their own personality and talents. And like some people, some animals achieve fame. Some of them become famous through films, TV or advertisements, and others through their work, for example rescuing people or playing a role in a war. Still others have done something special or been the first to do something.
- B** There have been many famous dogs in history. One of them is Hachiko, a dog remembered for his loyalty to his owner. Hachiko was born in Japan in 1923 and was owned by Hidesaburō Ueno, a professor at Tokyo University. Every day, Hachiko waited for Ueno at Shibuya station and the pair walked home together. One day in May 1925, Ueno died suddenly while he was at work. For the next nine years, nine months and 15 days, his faithful dog continued to meet the train his owner used to take every day. At first the station staff did not welcome him, but gradually people understood his loyalty and began giving him food and treats. Hachiko did not stop waiting for Ueno until his own death in 1935. There have been films and books about Hachiko, and every year there is a ceremony to commemorate him at the railway station in Tokyo, where he waited so faithfully.

- C** One animal that achieved fame in the twenty-first century is Knut the polar bear. Knut was born in Berlin Zoo in December 2006. Sadly, Knut was rejected by his mother, Tosca, and was raised by zookeepers. Knut was extremely popular with the public, not only in Germany, but across the world. Knut's story increased attendance at the zoo by about 30% and increased the zoo's revenue by five million euros. The zoo made substantial amounts of money by selling Knut toys, candy and other products. There were even songs written about him. By the time he was a year old, Knut weighed almost 100 kg and it was too dangerous for him to be handled by humans. Poor Knut missed his favourite keeper. Knut suffered in his short life without his mother, and later without human contact. He died of a virus at the age of four.
- D** Even some wild animals have become famous. One of them is Elsa the lioness, born in 1956. Elsa's mother was killed by a game warden, a person whose job it was to protect wild animals. The warden, George Adamson, had killed the lioness to defend himself, but he felt guilty about the orphaned cubs. He and his wife, Joy, took them home and brought them up. They trained Elsa, one of the cubs, to live in the wild. During her adult life in the wild, she had three cubs and took them to visit her human foster parents. Joy Adamson told Elsa's story in a book called *Born Free*. *Born Free* was made into a film, which was popular with both adults and children. In 1984, the actors who had starred in the film started the Born Free Foundation, an organisation that protects wildlife in many ways. The Foundation's important work includes improving conditions in zoos and circuses, stopping hunting for 'sport' and working against the killing of elephants for ivory.
- E** Many of us enjoy learning about famous animals. They can inspire us with their characters and stories, just as human celebrities can. Some of them are remembered for years through books, films, toys and other items created in their memory. But in the end, it is humans and not the animals themselves who benefit from that fame.

Questions 1–7

Choose the correct animal (A–C) for each question. You may choose any animal more than once.

Which animal ...

- | | |
|---|-----------|
| 1 never forgot their human friend? | A Hachiko |
| 2 lived part of their life in the wild? | B Knut |
| 3 made large profits for the humans who cared for them? | C Elsa |
| 4 was not wanted by their parent? | |
| 5 has had valuable work done in their memory? | |
| 6 is formally remembered at regular times? | |
| 7 had souvenirs of them made? | |

Questions 8–16

Do the following statements agree with the claims of the writer in the reading passage?

Write

- YES** if the statement agrees with the claims of the writer
NO if the statement contradicts the claims of the writer
NOT GIVEN if it is impossible to say what the writer thinks about this

- 8 All animals are very much the same.
- 9 There are many different reasons why animals might be remembered.
- 10 Ueno died after a long illness.
- 11 After some time, the people who worked at the railway station were kind to Hachiko.
- 12 The songs written about Knut were very popular.
- 13 Knut had a happy life because of his fame.
- 14 The Adamsons made money from Elsa.
- 15 The Born Free Foundation does useful work.
- 16 Famous animals get many advantages from their fame.