

1

Fads and fashions

VOCABULARY • Popular interests

1 ★ Cross out the incorrect word.

Actions: tweet / post / app

1 People: toy / fan / follower

2 Electronics: gadget / games console / tweet

3 Very popular things: fan / craze / fad

4 Things you can buy: app / view / comic

2 ★★ Complete the sentences with the words.

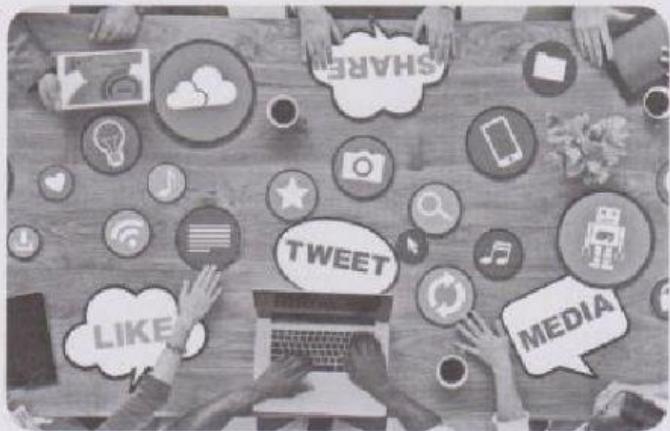
apps comics fad fan
gadgets games console post social media
toys views

My brother buys comics to read about his favourite superheroes.

- 1 My friends are playing on a gadget in front of a big TV screen.
- 2 Are you a fan of any celebrities or sports teams?
- 3 Children's toys often become very popular for a short time.
- 4 The website Myspace was a fad because it was only popular for a few years.
- 5 People post comments on social media sites like Twitter and Facebook.
- 6 A lot of smartphone apps are free.
- 7 The video went viral and received over a million views.
- 8 My friend wrote a great comic about her trip to Canada.



8 Fads and fashions



3 ★★ Complete the words for the definitions.

something that many people are into for a short time **craze**

- 1 a person who reads another person's posts online **follower**
- 2 websites for making friends and talking to other people **social media**
- 3 the number of times people visit a web page or online video **views**
- 4 some writing or an image put on social media **posts**
- 5 a magazine that tells stories in pictures **comics**
- 6 comments on Twitter **tweets**

4 ★★★ Complete the post with words on this page. There may be more than one answer.

Social media



Today, many of us are mad about social media and are looking for an audience. So, how can you make sure your blog has got more ¹ and your YouTube videos get more ² and likes? One way is to ³ something online every week. People like to see something new, or they get bored quickly! Try to use all the social media you can. Download popular free ⁴ such as Instagram and Snapchat for a bigger audience. Another way is to watch the media, so that you know about the next ⁵ before it happens. Go on Twitter and read the ⁶ of the biggest celebrities, so you can find out what people are going to be into next.