

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 _____ in front of a big TV screen.

2 Are you a _____ of any celebrities or sports teams?

3 Children's _____ often become very popular for a short time.

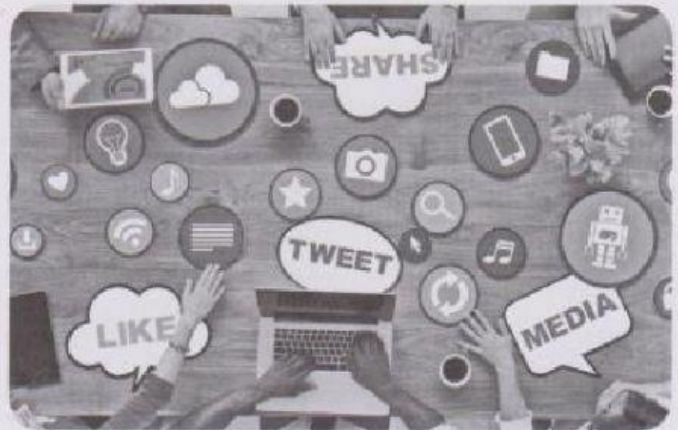
4 The website Myspace was a _____ because it was only popular for a few years.

5 People post comments on _____ sites like Twitter and Facebook.

6 A lot of smartphone _____ are free.

7 The video went viral and received over a million _____.

8 My friend wrote a great _____ about her trip to Canada.



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 f

2 websites for making friends and talking to other people s

3 the number of times people visit a web page or online video v

4 some writing or an image put on social media p

5 a magazine that tells stories in pictures c

6 comments on Twitter t

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.

8 Fads and fashions

