

Read the text at p.58

INSTAGRAM AND ITS POSTS

I. Tick the correct variant to complete the statements. 4 p.

1. Instagram's growth ...
a. is getting slower;
b. is increasing;
c. keeps the same level.

2. Instagram is used by ... every day.
a. 500 million people;
b. 1,1 billion people;
c. 300 million people.

3. A lot of companies use Instagram ...
a. for advertisements;
b. to keep in touch with the "influencers";
c. as a marketing tool.

4. The "pillars" of Instagram are ...
a. the effectual posts;
b. fashion, music, food, travel;
c. music, fashion, pets, travel, food.

II. In the text, identify the meaning of the words. Tick the correct variant. 2 p.

1. The word "rollout" is closest in meaning to:
a. implementation;
b. development;
c. use;
d. presentation.

2. The word "to flag" in the text means:
a. to identify;
b. to express;
c. to revive;
d. to search.

III. Answer the questions below, choosing words and/or numbers from the text. 4 p.

1. How often are photos and videos shared on the platform? _____

2. What are the topics flagged in different places of the world? _____

3. Who is the most-followed star on Instagram? _____

4. How many people have been influenced by Instagram to make a tattoo? _____

IV. Match the halves of the sentences. Write the answers in the table below. One is extra. 4 p.

1. Over 100mln photos and videos
2. 300mln people
3. 1,1bln people
4. 85,4mln people

a. were using daily Facebook in 2016.
b. are following the former Disney star.
c. use Instagram monthly.
d. are daily shared on Instagram.
e. use Instagram daily.

1	2	3	4

V. Identify if the statements are true or false. Tick the correct variant. Justify your choice citing from the text. 6 p.

1. Instagram's explosive growth is increasing. a. True b. False
because _____

2. Facebook was challenged to buy Instagram. a. True b. False
because _____

3. There are no particular topics on Instagram. a. True b. False
because _____

VI. Write the most important ideas in order they come in the text. Fill in the table with the correct letter (A, B, ...). 8 p.

A. Companies use Instagram as a marketing tool.
B. Instagram is the fastest-growing social network.
C. People "post" their life on Instagram.
D. Facebook has bought Instagram.

1	2	3	4
...

VII. What is the main idea of the text? Tick the correct variant. 2 p.

a. Modern life is largely influenced by Instagram.
b. Instagram has an explosive growth.
c. People use online platforms to promote their business.