

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.

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|----------------------------------|--|
| 1. Over 100mln photos and videos | a. were using daily Facebook in 2016. |
| 2. 300mln people | b. are following the former Disney star. |
| 3. 1,1bln people | c. use Instagram monthly. |
| 4. 85,4mln people | 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.

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