

Viral video

1. Read the scripts and complete the phrases in bold with the words you hear (Speakers 1 and 3)

1

A viral video is a video that becomes popular very quickly through the Internet. People share the video through social media and email. There isn't a ⁰ _____ for a viral video hit. But the most popular ones **have three things in** ¹ _____. Firstly, they're really short. People **have short attention** ² _____, especially when they're looking at websites, so the most successful viral videos are around three minutes long. Secondly, they engage your emotions; they may be funny, sad, shocking, entertaining or even extremely annoying, but they **make viewers** ³ _____ **something**. The third ingredient is story. Many of the most popular viral videos tell a simple story and the ones with an inspirational ending are the most memorable.

3

My favourite videos are the ones that **make you** ⁴ _____. It's usually because somebody **does something** ⁵ _____. For instance, there's a video of a man who dives into a frozen swimming pool. Well, I say he dives, but of course, he hits the ice and slides across the swimming pool. How can you be so stupid? [...] I couldn't believe it! And I love the one where a baby bites his brother's finger. The little brother puts his finger in his baby brother's mouth and, **surprise, surprise**, the baby bites it. I love **the** ⁶ _____ **on the baby's face – he's very pleased with** ⁷ _____.

2. Complete the sentences with the words and phrases from ex 1

- 0 People ask me what the formula success is. I tell them it's hard work and good timing.
- 1 Viv loves spending time with Dave. He her feel happy and relaxed.
- 2 I love visual comedy. It me laugh more than any joke could.
- 3 Emma and Karen both got top marks in the test, so they were very with themselves.
- 4 When Kieran heard he had won, the expression his face was fantastic.
- 5 Danielle, I've something really stupid. I forgot to pay the deposit and we've lost the booking.
- 6 Lindsay and I split up. We just didn't have anything common.
- 7 This game is for children over six. Younger children's attention spans are too to enjoy it.

3. Match the underlined adjectives with their synonyms (ex 1)

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|--------------------|-----------------|--------------|-----------------|
| 0 happy | <u> </u> | 4 foolish | <u> </u> |
| 1 brief | <u> </u> | 5 irritating | <u> </u> |
| 2 amusing | <u> </u> | 6 disturbing | <u> </u> |
| 3 straight-forward | <u> </u> | | |