

LISTENING COMPREHENSION ASSIGNMENT #7

- 1 Read **UK TODAY**. How similar or different do you think the situation is in your country?

UK TODAY

In the UK

- over sixty percent of the population shop online at least three times a month.
- men spend more money online than women.
- over thirty percent of all advertising is online.

Most UK homes have

- super-fast broadband connections.
- at least three different devices connected to the Internet (TV, laptop, tablet, smartphone, etc.).
- at least six different types of screen.

The average UK teenager

- admits he/she is 'addicted' to his/her smartphone.
- never switches his/her smartphone off.
- uses his/her smartphone everywhere (including the toilet!).



- 2 **CD3.23 MP3-112** What is a viral video? Then listen and check your ideas.

- 1 A viral video becomes popular very **slowly - quickly**
 2 It's shared **offline - online**
 3 It's **short - long**

EXAM FOCUS Multiple matching

- 3 **CD3.24 MP3-113** Listen to four people talking about online videos. Choose from the list (A-G) what is true about each speaker. Use the letters only once. There are three extra letters.

Speaker 1:

Speaker 3:

Speaker 2:

Speaker 4:

The speaker:

- A talks about a video he/she would like to make.
- B describes how an online video can help your career.
- C talks about his/her own experience of producing a viral video.
- D has become famous because of a video.
- E suggests a few reasons why some videos go viral.
- F has to watch online videos as part of his/her job.
- G enjoys watching videos of people doing silly things.

- 4 In pairs, answer the questions.

- How **many** / **much** things do popular videos have in common?
- How **long** / **often** is a typical viral video?
- How **many** / **old** is the boy who sings *Paparazzi* by Lady Gaga?
- How **happy** / **long** is the baby who bites his brother's finger?
- How **many** / **much** time does Nigel Brown spend watching videos?
- How **big** / **often** does a video get more than one million views?

- 5 **CD3.25 MP3-114** Complete the text with the words in the box. There are two extra words. Then listen and check.

engage	get	go	post	share
tell	text	upload	view	

Viral videos

Nobody knows exactly why online videos ¹ **go viral**. It's really easy to ² **upload** videos to the net. People ³ **share** videos on social networking sites all the time and then ⁴ **post** the links with their friends. Videos that ⁵ **get** over one million hits are quite rare. Usually, viral videos are short, they ⁶ **show** your emotions in some way and ⁷ **tell** a simple story.

- 6 Think about an online video you have viewed recently.

When, where and how did you see it?

What was it about? What happened?

How would you describe it? (funny? amazing? inspiring?)