

Advanced (CAE) – Word formation with up-, down-, over-, and under-

A. Read the text quickly. What is it about? Do you agree with the writer?

The social issue

The underlying issue with social media is that at its root, it's a product, not a service. Although some websites existed beforehand, it wasn't until Facebook emerged in 2004, that social media traffic began to overtake every other type of website on the internet. For years, the concept felt like what had been missing from the modern global community, a way to maintain connections via uploading content and sharing it with friends no matter how far away they were.

However, eventually, the underdeveloped business model had to catch up with the consistent growth. The most overwhelmingly obvious way to earn money through social media was through advertising. Many were worried that advertisements would downgrade the online experience, but it was steadily implemented until every site was overrun by paid content. Now, you can only spend a few moments on social media before being bombarded by an overabundance of ads.

- B. Read the text again and underline any words that use the prefixes up-, down-, over- or under-. Using the context, discuss with a partner the meaning of the words.
- C. What other words do you know with the prefixes up-, down-, over- or under-? Make a table in your notebook and build a bank of words. Use the internet to help.
- D. For questions 1-8, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line. There is an example at the beginning (o).

Trending on social media

Social media has become an (o) incredibly popular way to pass time in this day and age. On a rainy day, during breakfast or after work are the peak times for posts on social media if you want your message to reach the widest audience. But be careful not to (1) _____ it or you could find your followers start to reject you.

When a post really takes off, it goes viral. A viral post is an (2) _____ popular post whose reach has (3) _____ to the point that anybody using social media has probably seen it. The goal of many influencers is for their posts to go viral. Achieving this can be a (4) _____ process because it requires a lot of attention to detail.

The timing of posts is often (5) _____. Many social media users post whenever they feel like it instead of using (6) _____ techniques. This is especially true of those who grew up before the internet age. One of the (7) _____ of modern social media is that there seems to be a natural ability to take advantage of social media by those whose (8) _____ took place during the era of online influence.

INCREDIBLE

DO

WHELM
BROAD

RIGOR

VALUE
PROOF

CURIOUS
BRING