

*Listening • Reading • Language Organiser • Writing***Assignment 36**5 *Pre-listening*

Before listening to the article, team up with one or two classmates and discuss the following questions.

- 1 What social media sites or apps do you use regularly? Which ones do you like best? Why?
- 2 Do you follow certain social media celebrities or 'influencers'? Which ones do you like best? Why?
- 3 Do you ever wonder if the content that you are watching is real or even close to the truth? Can you give any examples of things you thought might be fake or exaggerated?
- 4 Have you ever posted anything on social media that was not really true? Why?

Assignment 3720 *Listening • Reading***A**

Keep your magazine closed and listen to the article. Which words are missing? Choose the correct answers.

- | | | | |
|---|---------------------|---|--------------------------|
| 1 | A clearly annoyed | 5 | A being left out |
| | B mildly bemused | | B looking stupid |
| | C openly aggressive | | C working hard |
| 2 | A it up | 6 | A exactly what I do |
| | B money | | B how they succeed |
| | C progress | | C what I recommend |
| 3 | A inadequate | 7 | A high-flying women |
| | B lost | | B reckless Instagrammers |
| | C noteworthy | | C serious entrepreneurs |
| 4 | A offer | 8 | A designed |
| | B plunge | | B found |
| | C point | | C was gifted |

- 9 A impressed
- B resentful
- C surprised
- 10 A optimistic
- B sleazy
- C thrilled
- 11 A dangerous
- B naive
- C tempting
- 12 A feel hollow
- B haunt them
- C shine through

B
Now read the text and check the gaps. Change your answers if you think you chose the wrong option.

Assignment 38

Reading

15 ⌚

Read the article once more and decide whether the following statements are *true* or *false*. Correct the statements that are *false*.

- 1 Laura Hunter-Thomas had to change shoes because she couldn't drive a car in high heels.
- 2 Rugby is a town in the UK.
- 3 Laura apparently follows quite a lot of young women on social media who have impressive profiles and feeds.
- 4 Laura has come to believe that some women deliberately post misleading or false information on social media.
- 5 Laura decided to open a new social media account so she could boost the results of the company she had just started.
- 6 It's not difficult to see whether an Instagram account is fake: in a manner of speaking, even your cat can do it.
- 7 Laura would probably like to have business meetings at The Lanesborough hotel.
- 8 After taking the picture at The Lanesborough, Laura had sore feet.
- 9 Successful female Instagrammers tend to use a lot of emojis.
- 10 Laura got a pair of expensive shoes from a satisfied customer.
- 11 Laura posted about the Mental Health Foundation because she would like to become an ambassador for them.
- 12 Laura even pretended to be someone else on the phone to make herself seem more important than she really was.
- 13 Laura turned down the invitation to speak at a conference because she was afraid she would get caught.

Assignment 39

Reading

5 ⌚

Who or what do the words in *italics* refer to?

- 1 '*I'm not here*' (l. 27)
- 2 '*have invited her*' (l. 42)
- 3 '*their shimmering public profiles*' (ll. 44-45)
- 4 '*they claim*' (l. 52)
- 5 '*we also help*' (l. 73)
- 6 '*out of there*' (l. 104)
- 7 '*that person has*' (l. 118)
- 8 '*I post it*' (l. 145)
- 9 '*until it all*' (l. 178)
- 10 '*their "rewards"*' (ll. 187-188)

Assignment 40

Language Organiser

15 ⌚

A

Look at the adjectives (*bijvoeglijke naamwoorden*) in the word cloud, most of which are from the article in your Magazine, and decide which category they belong to: *positive* or *negative*. There are 28 words in total: 14 positive ones and 14 negative ones.



positive adjectives 😊	negative adjectives ☹️

B

Chances are you'll need more positive adjectives than negative ones when writing Instagram captions. Try to think of at least one adjective meaning the opposite for each word from the right column of exercise A.

C

Read the Instagram captions below and fill in the missing words. Choose words from A.

- 1 'If you think adventure is ..., try routine. It's lethal.' —Paulo Coelho
- 2 ... bun and having fun!
- 3 You never realise how ... your life is until someone asks you what you do for fun.
- 4 So ... for this moment.
- 5 A best friend is like your favourite bra: ..., comfortable, hard to find, and close to your heart.
- 6 To live doesn't mean you're ...
- 7 The ... moment when you're wearing a Nike shirt but you just can't do it.
- 8 It isn't always ... but it's worth it.

Assignment 41

Reading • Writing

35 



A

In Assignments B and C, you are going to do what Laura Hunter-Thomas did and boost your (imaginary) Instagram account by taking a couple of fake pictures and writing attractive captions for them. First read the following guide to writing effective captions. Answer the questions in correct Dutch, writing full sentences.

How to write an 'OMG-I-must-comment' Instagram caption #TruthBomb

If you want to grow your Instagram account with quality followers who turn into raving fans, captions cannot be an afterthought. Did you know that the level of engagement your post receives within a short timeframe determines if your followers will see it in their newsfeeds? A good caption will prompt your followers to like, comment, tag a friend, or even send a DM your way. And remember: the more engaged your following is, the better your posts will do and the more reach you'll have on the 'gram. So follow these steps to write the perfect Instagram caption.

Step 1: Rewrite until it's right

More often than not, our best ideas aren't the first ones that come to mind. It's usually by that second, third, or even fifth attempt that the creative juices start flowing because you've run out of typical ideas to share. Therefore it's crucial to re-write your caption until it truly conveys what you want to share.

Step 2: First impressions count

Instagram cuts off captions in the newsfeed after the first one to two lines of text. That doesn't mean you should keep your captions as short as possible. Instead, use the first few lines to lure readers into your narrative, incite them to click that 'more' button, and stay on your photo for longer. So start with something dramatic, intense, shocking, emotional, raw, or personal.

Skip the preamble and open with an element of tension or intrigue:

- 'The alarm went off and I knew it was going to be a bad day.'
- 'I opened up my credit card statement and almost fainted.'

Keep everything else like hashtags, mentions, and other non-essential information at the end.

Step 3: Write an inciting call-to-action

Once you have eyeballs on your post, don't let people scroll past without taking action. Use prompts to get users to further engage with your content or drive traffic to your website. Here are some call-to-actions you can use:

- ask a question;
- direct your followers to the URL in your bio;
- tell your followers to tag their friends.

Step 4: Use a consistent tone and voice

Finding the right voice for Instagram all depends on how you want to present your account to the world. Do you want to be a storyteller who writes in-depth posts about life experiences? Or are you a food blogger who wants to share recipes? If you're not sure, take a look at your favourite accounts on Instagram and identify what you love about their captions.

Step 5: Use hashtags

If you include the right hashtags on your posts, you will likely see higher engagement than you would if you didn't have any. Why? Because hashtags – a combination of letters, numbers, and emoji preceded by the # symbol – categorise content and make it more discoverable. Anyone who clicks on a hashtag or searches for it will see a page with all the posts tagged with it.

A few tips:

- Only use hashtags that make sense and be specific. If you tag a post with #wanderlust, for example, your content must be something globetrotters will want to comment on, like, and share.
- Don't use the same long list of hashtags on every post.
- Check out what hashtags other people are using, especially influential people or people who post the same kind of content as you do. Maybe you'll discover new hashtags to add to your repertoire.
- Use Instagram's search function: type a keyword that's relevant to your post into the search bar (a.k.a the Explore feature), then select the Tags tab. Instagram will give you a list of all the hashtags with that keyword, as well as a number of posts that are tagged with it.
- Let your words delight people and keep your hashtags at the end of your caption. It will make your posts more appealing and easier for people to read.

- 1 Waarom is het belangrijk om je volgers aan te zetten om een opmerking of 'like' achter te laten bij je foto's?
- 2 Waarom moet je niet meteen tevreden zijn als je een ondertekening bij een foto hebt bedacht?
- 3 Waarom is het belangrijk dat de eerste twee regels de lezer al nieuwsgierig maken? En hoe kun je dat bereiken?
- 4 Hoe wordt het genoemd als je een lezer vraagt om een opmerking achter te laten of een vriend te taggen?
- 5 Wat wordt er gezegd over de toon van je teksten?
- 6 Hoe kunnen hashtags de populariteit van je post vergroten?
- 7 Hoe kun je aan goede hashtags komen?
- 8 Welk advies wordt gegeven met betrekking tot de plaats van hashtags in je tekst?

B

Now think of six interesting, impressive, shocking, fun, beautiful, or surprising pictures you can take to up the popularity of your Instagram (or other social media) account. Go out and actually take them. Mind you: you cannot just take pictures of your daily life. The idea is that you are going to 'stage' pictures or put 'a spin' on things in order to trick your audience. You are going to pretend to be something you're not.

You can work together with a classmate if you want to. This will enable you to appear in the pictures without taking selfies all the time.

Do not post these pictures online, but save them in a PowerPoint presentation or a Word file.

C

Now write the accompanying captions for your pictures. Take into account what you read about captions and hashtags. Also try to use some of the adjectives from Assignment 40. Write at least 150 words in total.



Web task

Do you want to find out more about the topic of the article? Go to www.waspreporter.nl for a web task.