


# 7

## Turn on, tune in

### Reading

- 1  You are going to read an article about social networking sites. For questions 1–6, choose the best answer, A, B, C or D.



Social networking sites (SNSs) are not new. In fact, they were first introduced to the world in the late 90s, but then abandoned because they were thought to be too 'advanced'. However, since the beginning of the new millennium, social networking has become a steadily growing **phenomenon** with people of all ages worldwide creating their own pages on sites like Facebook, MySpace and Bebo. In this day and age, it is almost impossible to lose touch with what is going on – unless of course you want to!

The truth is that people who do not subscribe to SNSs are becoming a **minority**. Most SNSs allow users to create a personal **profile** detailing their age, social **status** and any other information they may like to add. These users can then **link up** with people who have similar profiles, if they want. New friends are not necessarily made through SNSs but they do present a different way of keeping up with developments in friends' lives. To some extent, since SNSs have become so widespread, communication with peers has taken on a new form. Rather than hearing a voice, or seeing a face, communication is concentrated around the computer or hand-held device.

Cyber communication is not really strange in this day and age, but there is something slightly **egocentric** about creating a personal web page. To do this, you must feel that your page will be visited by lots of people because they are interested in you, and also that people will be checking in regularly to see what is happening in your life. Somehow, through SNSs, each individual life can be turned into a kind of mini soap opera, which is **broadcast** for a select few.

Consequently, today's teenagers are pushed into an era where new experiences and 'achievements' are what it is all about. When you see that someone has **posted** a remark about a fantastic new experience you automatically feel that you have to make your page more interesting and, in fact, from a social point of view, social networking becomes a way of comparing people's successes and in a way, indirectly boasting about them; which inevitably pushes people to new extremes. Good or bad? Who can say? Surely any comparison is good for competition. But it can also work in a negative way.

Regardless of the implications of SNSs, the benefits of linking the world up like this are numerous. On a very superficial level, among friends, information about life can simply be posted on your web page and within minutes, everyone is **'in the loop'**. It just takes a few taps on a keyboard. Recently, a friend gave birth to a little girl. Rather than phoning around, which is time-consuming and costly, her husband posted up photos of the baby with a simple announcement. Precious time and energy was saved. On a more important level, think what can be done for medicine with this kind of networking. What better way to ensure that medical advances become worldwide knowledge than by having one networked site where doctors everywhere can **access** information.

- 1 When did social networking sites first start gaining popularity?
- A at the beginning of the new century  
B in the 90s  
C just before the new millennium  
D in the year 2000
- 2 What does the writer say about changes in communication?
- A People use the telephone less.  
B People tend to keep in touch electronically.  
C People who use SNSs are a minority.  
D People only communicate with those who have a similar profile.
- 3 In paragraph 3, what does the writer imply about people who use social networking sites?
- A They have more interesting lives.  
B They believe that people will want to read about them.  
C They enjoy soap operas.  
D They have a lot of friends.
- 4 Why does the author think this is an era of 'achievement'?
- A because social networking is all about showing what interesting things you have done  
B because life is very competitive  
C because people weren't as extreme in the past  
D because everyone wants to be successful
- 5 Why did the husband post a notice about the birth on a social networking site?
- A because it was easier than phoning  
B because phoning was too expensive  
C because he didn't have any time  
D because his wife wanted him to

- 6 How can networking sites help medicine?
- A People won't have to see doctors anymore.  
B Doctors can train online.  
C Medicine will become advanced faster.  
D Doctors will be able to share knowledge effectively.

 Reading Tasks 12–18 → Student's Book p196

## Vocabulary deduction

### 2 Match the words and phrases in bold in the text with their definitions.

- 1 connect .....
- 2 find or use .....
- 3 part of something .....
- 4 written in a comments box .....
- 5 shown on TV for an audience .....
- 6 interested in yourself .....
- 7 position in life .....
- 8 description .....
- 9 the smallest group .....
- 10 a special fashion .....

### 3 Complete the sentences with words or phrases from Exercise 2.

- 1 What is your marital ....., Sir. Are you married?
- 2 Tonight's contest is being ..... to audiences worldwide.
- 3 An old friend of mine from school has ..... a message on my web page!
- 4 It is possible to ..... articles from old newspapers at the library.
- 5 You Tube is not a new ..... It has been around since 2005.
- 6 Students without mobile phones are definitely in a(n) ..... at my school.