

HONG KONG **SECOND EDITION**

# Read to Achieve 3

READING  
SUCCESS WITH **100** ARTICLES

Rich Issak



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# The Power of the YouTuber

When the online video sharing website YouTube first debuted, it was **touted** as a way for anyone with an internet connection and a video camera to publish videos that the world could see. It became incredibly popular within a very short time, and today YouTube boasts two billion active users *each month*. That's a lot of videos being published and watched!

- 5 Since YouTube has enjoyed such great popularity, it has also become a platform where people can make money off of it. Companies know that certain YouTubers attract tens of thousands, and even millions, of followers. Unlike television commercials, where the total viewers for any given show are estimated by a survey company, YouTube views are more precise. When someone clicks on a video, the advertiser knows the end user has purposely
- 10 gone to the website to see that video.

Companies take this information and create advertisements that run before or during many YouTube videos. In addition, some of the more popular YouTubers are enlisted to **endorse** products in different ways. For example, a woman who has a popular YouTube channel that shows her applying makeup in special ways could easily attract any number of companies

15 that sell cosmetics. For YouTubers who run videos of their travels, many hotels, resorts, and other venues would likely encourage these YouTubers to highlight their venue by **enticing** the YouTuber with free accommodations.

- One very successful YouTube campaign was run by Turkish Airlines. In the campaign, the company sent 10 different YouTubers to different locations throughout the world. The goal
- 20 of the campaign was to get video footage of travelers in exotic locations that helped promote adventure and exploration. These travel videos were interspersed with videos showing the experience of flying with Turkish Airlines and also had the YouTubers stop in Istanbul to give a glimpse of Turkish culture.

- Some of the most popular YouTubers include video game commentators, makeup artists, and
- 25 vloggers. By collaborating with YouTube stars to recommend a service or enthusiastically showcase a company's product, brands can leverage the attention of a YouTuber's large, highly-engaged audience. The companies benefit from the trust that a digital influencer has developed with their followers.

- As the second most visited website in the world only after Google, YouTube is a worldwide
- 30 phenomenon that has the ability to reach a lot people. The website has produced a new generation of celebrities and influencers that have turned posting videos online into lucrative full-time careers. As marketing continues to develop in the Information Age, these YouTube influencers are helping to write a new rulebook for it.



## Reading Comprehension

Choose the correct answer for each question.

- \_\_\_\_\_ 1. What is one way to estimate the number of viewers of a television commercial?
- (A) Through a mathematical formula
  - (B) From surveys by a company
  - (C) By clicks on a video
  - (D) Through resulting sales figures
- \_\_\_\_\_ 2. Which industry is mentioned in the examples of YouTube videos?
- (A) The food industry
  - (B) The legal industry
  - (C) The computer industry
  - (D) The cosmetics industry
- \_\_\_\_\_ 3. What is suggested as a way for YouTubers to benefit from their videos?
- (A) They might get deals to act in movies.
  - (B) They might be hired to work at companies.
  - (C) They might sell their videos for money.
  - (D) They might get free things from companies.
- \_\_\_\_\_ 4. What is meant by “exotic locations” in the third sentence of the fourth paragraph?
- (A) Spots that are familiar and traditional
  - (B) Places that are distant and foreign
  - (C) Areas that are quite close to home
  - (D) Sites that are seen by lots of tourists
- \_\_\_\_\_ 5. How might companies benefit from YouTube stars?
- (A) The stars become clients of the companies.
  - (B) The companies can get the attention of the stars’ audiences.
  - (C) The stars will give commentary on companies for free.
  - (D) The companies use the stars in television advertisements.
- \_\_\_\_\_ 6. What can be inferred from this article?
- (A) Very few people actually earn money from their YouTube videos.
  - (B) Most companies use YouTube to sell their products nowadays.
  - (C) There are many ways YouTube can benefit advertisers and people making videos.
  - (D) People who endorse products on YouTube are always paid to do it.



# Some Amazing Apps for Your Smartphone

It's hard to imagine life in modern society without smartphones. These handy little devices keep us entertained and enable us to manage important tasks on the go. Although smartphones feature powerful hardware, they wouldn't be so useful without thousands of handy applications. Here are a few free and helpful apps that you can download to help you throughout the day.

If you have a habit of forgetting things and want to organize your life, give Evernote a try. It promises to help users remember everything. With a few clicks, you can send all of your photos, documents, and audio notes to Evernote. Then, your digital information can be stored in folders or tagged with useful keywords. When you need to access this data, you can perform a simple search and it will appear in seconds. Evernote is available on smartphones, tablets, and computers, so you can access your data from everywhere.

Imagine this scenario. You're watching a TV show and you hear a cool song in the background. You want to buy it but there's one problem: You don't know the name of the song. SoundHound is an app that will make this problem a thing of the past. It enables users to quickly identify songs by launching the app and holding their phone in the air. The app takes the song playing and compares it to thousands of other songs until it finds a match. Within seconds, it can tell you the name, artist, and album of the song you just heard.

Another spectacular app is Lookout. Hopefully you won't have to use it often, but when you do need it, Lookout can be a lifesaver. Its main function is to help you find your phone if it goes missing. Lookout does this by using your smartphone's data connection to locate your lost device. To see where your phone is on a map, simply log into Lookout from any Web browser. In the worst-case situation, if someone steals your phone and you fear it's gone for good, you can wipe out all of its data with a few clicks. This will ensure no one will see any private information on your phone.

We've covered a few helpful apps but this is just the tip of the iceberg. If you do some searching online, you're certain to find lots of other apps that will make your life more convenient.

## Reading Comprehension

Choose the correct answer for each question.

- \_\_\_\_\_ 1. Who would most enjoy using SoundHound?
- (A) A person who always misplaces things
  - (B) Someone who knows the name to every song
  - (C) Someone who is learning to play an instrument
  - (D) A person who enjoys discovering new music
- \_\_\_\_\_ 2. Which of the following sentences is NOT true?
- (A) Smartphones only need hardware to work well.
  - (B) Evernote helps people get more organized.
  - (C) Smartphone users have lots of apps to choose from.
  - (D) People today are very attached to their smartphones.
- \_\_\_\_\_ 3. What could best replace “appear” in line 5 of the second paragraph?
- (A) upgrade
  - (B) hide
  - (C) show up
  - (D) erase
- \_\_\_\_\_ 4. What is Lookout most useful for?
- (A) Cleaning your phone when it has too much data.
  - (B) Helping users change the appearance of their phone.
  - (C) Improving the speed of data connections.
  - (D) Locating phones when users can’t find them.
- \_\_\_\_\_ 5. In the fourth paragraph, the underlined word “it” refers to \_\_\_\_\_.
- (A) your smartphone
  - (B) the app Lookout
  - (C) a Web browser
  - (D) your life
- \_\_\_\_\_ 6. What does the author imply in the last paragraph?
- (A) These are the most useful apps on the market.
  - (B) People should try to find more apps on their own.
  - (C) Users should read the author’s Web site for more tips.
  - (D) Users only need to use the apps included on their phone.



## Dealing with an Aging Population

It's a fact of life: people in a country's population grow old. Under normal circumstances, as people grow old and stop working, they are replaced by a younger generation. These younger people take over the jobs in the workforce and also take on the task of caring for the elderly generation. This system has been part of human society ever since people were living

5 in caves. However, in recent years this natural balance has instead given way to a significant problem. Today, nearly every country in the world is experiencing growth in the proportion of its population aged over 65. Currently, there are 15 "Super Aged" countries where more than 20% of the population is over 65, including Germany, Italy, France, and Japan. By 2050, it is forecast that 61 nations will fall into this category.

- 10 Normally, a country's population will increase over time. It is usually a slow process, as the birth rate and the death rate are often quite close. However, when the birth rate drops while life expectancy increases, it is setting up a situation that is badly out of balance. This is precisely what is happening in Japan and Hong Kong, and finding a solution to this problem is not going to be easy.
- 15 There are different reasons why this population change is taking place. To begin with, advances in medicine have extended the average life expectancy. Thus, large portions of the populations are living much longer than they did 50 years ago. However, this is coupled with a decrease in economic security in the younger generations. Because these younger people don't feel they have the financial means to start a family, they are waiting longer to get married or not getting married
- 20 at all. If they do marry and choose to have children, they are having fewer children. These two things (along with other factors as well) have brought about the situation we find today.

The main danger an aging population presents is the negative economic impact it can have on the country. As fewer young people enter the labor force, there is less productivity and fewer taxes are paid. This slows economic growth, and it is estimated that the Gross Domestic

25 Product (GDP) of Japan could shrink by one percent annually over the next decade. Hong Kong may be facing a similar fate as well. Within the next 20 years, nearly one third of the population of Hong Kong is expected to be over the age of 65. Since this issue of aging focuses on the final stages of life and include such things as retirement, pensions, and greater probability for ill-health, it is largely viewed in terms of its economic burden on society. While

- 30 immigration of younger workers from outside the country can help offset the age imbalance, it is not a miracle cure at all. How Japan and Hong Kong will deal with this growing problem remains a puzzle to be solved.



## Reading Comprehension

Choose the correct answer for each question.

\_\_\_ 1. What is the main idea of this article?

- (A) Many world countries are facing a shrinking GDP.
- (B) Hong Kong and Japan have a decreasing population.
- (C) The different ways of increasing the birth rate.
- (D) The problems in Japan and Hong Kong that come with late marriage.

\_\_\_ 2. What have medical advances resulted in?

- (A) A decrease in the birth rate
- (B) Economic insecurity for young people
- (C) An extended life expectancy
- (D) A marriage boom

\_\_\_ 3. How does financial insecurity affect young people according to the article?

- (A) They may end up marrying later and having fewer children.
- (B) They spend all of their time worrying about their elders.
- (C) They move away from where they grow up for better prospects.
- (D) They change jobs frequently searching for higher pay.

\_\_\_ 4. Which of the following is NOT true?

- (A) Populations are living longer than they did 50 years ago.
- (B) Aging populations do not have a negative impact on the economy.
- (C) Japan's and Hong Kong's birth rates and death rates are out of balance.
- (D) Economic insecurity is a reason for declining birth rates.


\_\_\_ 5. What is the result of fewer young people entering the labor force?

- (A) It causes a strain on the health care system.
- (B) There aren't many jobs available.
- (C) Fewer taxes are paid.
- (D) GDP keeps increasing.

\_\_\_ 6. What is given as a possible solution to the problem presented?

- (A) Give bonuses to couples having children.
- (B) Bring in young workers from outside the country.
- (C) Ban immigration to increase job availability.
- (D) Force couples to get married earlier.



NETFLIXprime videoHBO NOWSociety: MediaTrack 026Disney+apple tv+

# Will Streaming Videos Doom the Movie Theaters?

In the past, movies would make their first run by showing in movie theaters throughout the world. People would flock to the theaters to see the latest blockbuster films, and the production companies would reap their first wave of profits from sales at the ticket box offices. Later, after the popularity of the films in theaters began to wane, the movies would be released on VHS tapes, then later on DVDs and Blu-ray discs. Today, many of these hardcopy devices are no longer required at all, as streaming services such as Netflix, Amazon Prime Video, and HBO allow people to watch movies without going to a movie rental store. However, people still had to wait until the theater run was complete before the movies were released on these movie-streaming websites.

- 10 While this has been the case for many decades now, a major change took place in December 2020. It was at this time that Warner Brothers and HBO, two major film production companies, both announced that their entire 2021 lineup of films would not go to movie theaters first. Instead, they could be streamed from home while they were also still being shown in theaters. This was a major change, and it sent shockwaves through theater owners everywhere.
- 15 There are serious questions that could be asked about this change, particularly because it came about during a global pandemic. Due to Covid-19, businesses throughout the world were closed, and this included the majority of movie theaters. While these business closures were taking place, people were also sheltering at home to avoid catching the deadly virus. If there were ever a time when streaming video entertainment was in demand, it was during the pandemic.
- 20 The question is what will happen over the next few years after the pandemic subsides. As it once again becomes safe to congregate in large groups, will people once again venture out to movie theaters in order to get the collective experience of watching a film with a large group of people? Or will they opt for the cheaper, more convenient choice of staying home and watching a film on their own televisions? The changes in behavior that were caused by
- 25 the pandemic could prove to be a trend that is hard to reverse.

Although it is too soon to definitively say what will happen, there is no doubt at all that streaming services like Netflix have seriously disrupted the film industry. Whether theaters will be able to coexist with on-demand services that release the same films simultaneously is definitely a cause for concern.



## Reading Comprehension

Choose the correct answer for each question.

\_\_\_\_ 1. What was typical behavior in the past for people who wanted to watch movies?

- (A) People would buy the latest DVDs as soon as they came out.
- (B) Rental companies would get flocks of people in their stores.
- (C) Large groups of people would go to theaters to see the films.
- (D) People would sign in to Netflix or Amazon Prime Video.

\_\_\_\_ 2. What word or phrase would best replace the word “wane” in the third sentence of the first paragraph?

- (A) Pick up
- (B) Die down
- (C) Turn out
- (D) Flip over

\_\_\_\_ 3. What can be inferred from this article?

- (A) Movie theaters cost too much money to run.
- (B) Most people find traveling to theaters to be a major inconvenience.
- (C) The pandemic helped increase demand for in-home entertainment.
- (D) Most people still use DVD and Blu-ray players.

\_\_\_\_ 4. What is predicted in this article?

- (A) DVD players will make a comeback.
- (B) The pandemic will slowly go away.
- (C) The video streaming companies will have more competition.
- (D) The movie industry will go out of business.

\_\_\_\_ 5. What do movie theaters provide that in-home movie viewing does not?

- (A) The ability to see old films that are re-released.
- (B) The ability to shelter from a deadly virus.
- (C) The ability to have a collective experience when viewing a film.
- (D) The ability to send shockwaves through theater owners.

\_\_\_\_ 6. Which of the following statements is NOT true?

- (A) The Covid-19 pandemic changed peoples’ behavior.
- (B) Warner Brothers is a film production company.
- (C) The first wave of profits traditionally came from DVD sales.
- (D) Streaming a video does not require going to a movie rental store.

