

Reading Master



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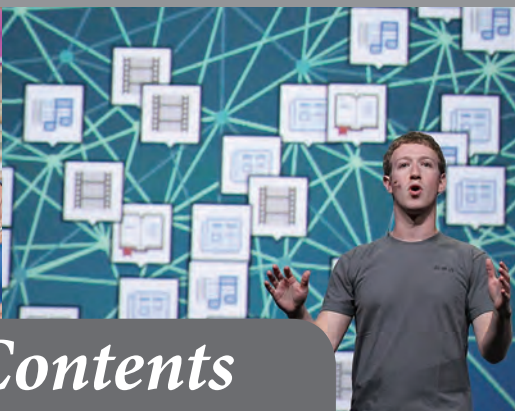
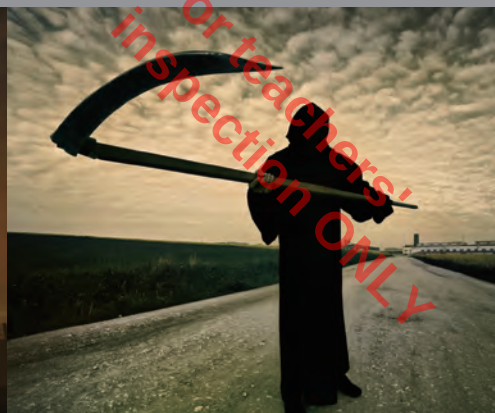


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Vocabulary	Grammar	Further Reading
- Education - Key Word: study	- Conjunctive Adverbs	Smarty Pants: The Stars with Big Brains
- Internet - Key Word: share	- Verb + to + Verb	Sino Weibo Struggles in Face of Competition and Censorship
- Human relationships - Key Word: assume	- Passive Modals and Infinitives	India's Caste System Continues to Affect Society
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Networking

Reading: Facebook Turns 10: Can Social Networking Site Woo Youth?

Words to Know: Internet; key word: share

Grammar: Verb + to + Verb

Further Reading: Sino Weibo Struggles in Face of Competition and Censorship

Before You Start

- Do you use online social networks? How often?
- Which social networking Web sites are most popular in your country?
- Are there any negative aspects of these kinds of Web sites?

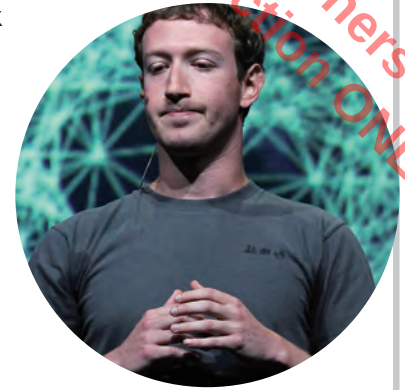
Track 18 Reading

Facebook Turns 10: Can Social Networking Site Woo Youth?

It's hard to believe that Facebook has been with us for a decade. What started off as a way of connecting students at Harvard University back in February 2004 has expanded beyond what anyone could have imagined. Facebook now has over 1.2 billion users around the world accessing the site on a monthly basis. It has made founder Mark Zuckerberg one of the world's wealthiest people with an estimated fortune of nearly US\$29 billion. Even Zuckerberg admits that he never foresaw the company growing



at such an incredible rate. To mark Facebook's 10th birthday, a "Look Back" video was launched, which comprises 15 or so of the most-liked photos of each Facebook user, allowing them to view a retrospective of their online presence. At least 200 million people are reported to have watched their minute-long videos, according to Facebook's chief operating officer Sheryl Sandberg, with half of those users going to share the video with friends on the network.



However, there are signs that things might be starting to slow down. The company was notoriously slow to react to the advent of mobile devices. While a recent report says that Facebook now earns almost half its advertising revenue from mobile sources, there is still concern within the company over a challenge from smartphone applications that enable images and text to be shared with increased rapidity. This prompted the US\$19 billion-dollar purchase of WhatsApp in February 2014. Further competition comes in the form of other social networking sites such as Twitter, Pinterest and Snapchat, and Zuckerberg and Facebook's executives are said to be worried that the company is losing its teen base. A recent study indicated that Facebook lost more than three million users in the age group of 13-17-year-olds between January 2011 and January 2014. The company is now trying desperately not to lose any more ground in this key demographic. In order to deal with the issue, Zuckerberg has made it clear that he envisages Facebook focusing on single-purpose apps as research suggests this is what the younger generation favors. The first sign of a major move in this direction was the acquisition of the photo and video sharing social Web site Instagram for a billion dollars in 2011, just before Facebook went public. Zuckerberg says the plan is to build a range of individual experiences that users won't immediately identify as Facebook services. To this end, the company also recently separated its Messenger app from its core mobile app.

Despite these moves, there remains genuine concern that the youth market is gradually slipping from Facebook's grasp. In fact, a recent survey by University College London showed that a majority of teens view the site as distinctly uncool. Many respondents said that the only reason they kept the Facebook profile live was to stay in contact with older friends and relatives who use the site. Some youngsters even expressed embarrassment at being associated with Facebook. For such users, Facebook is not only on the slide, it is "dead and buried." It is ironic that Facebook was initially viewed with fear by the older generation, but is now seen as the best way to stay in touch with young people. Although respondents to the survey admitted that Facebook was the best site in terms of its broad range of functions, a high percentage of youngsters said they preferred simpler single-purpose apps such as WhatsApp and Snapchat. This latter app is gaining popularity because of its auto-delete function, which allows users to set a time limit on how long the images they send will be available. Last year, Snapchat reportedly rejected a US\$3 billion takeover bid from Facebook. If Facebook is to compete with these new kids on the block, it will have to figure out how to win back the youth market on which its success was founded.

A Do You Get It?❖ *Multiple Matching*

There are three paragraphs in the text (a-c).

Which of them contains information about ...

- _____ 1. the purchase of another company?
- _____ 2. research by an academic institution?
- _____ 3. a feature launched to commemorate an occasion?
- _____ 4. a change in the kind of people who use a social network?
- _____ 5. a special function?
- _____ 6. a change of focus?

❖ *Reading Comprehension*

Based on the reading text, choose the most appropriate answer to the following questions.

1. What happened on Facebook's 10th birthday? **Detail**
 - a. Mark Zuckerberg got a bonus.
 - b. Users were sent a video.
 - c. The Web site lost millions of users.
 - d. Sheryl Sandberg joined Facebook.
2. What is true of mobile devices ? **Detail**
 - a. Facebook has always been quick to take advantage of them.
 - b. They account for nearly 50 percent of Facebook's advertising sales.
 - c. Many of them are not compatible with Facebook.
 - d. They have replaced Facebook.
3. Which of the following is NOT true? **Detail**
 - a. Facebook owns Instagram.
 - b. Instagram is a photo-sharing site.
 - c. Facebook made an offer for Snapchat.
 - d. WhatsApp merged with Snapchat.
4. What is true of the youth market, according to the article? **Detail**
 - a. It helped make Facebook successful.
 - b. It prefers Facebook to other services.
 - c. It sees Facebook as cool.
 - d. It has completely abandoned Facebook.
5. What might the advantage of Snapchat's auto-delete function be? **Inference**
 - a. quicker posting
 - b. clearer images
 - c. increased privacy
 - d. less space needed

B Master Your Vocabulary

❖ Find the Word

Complete the sentences using one of the words from the box and a correct tense or form.

<i>grasp</i>	<i>acquisition</i>	<i>retrospective</i>	<i>distinctly</i>
<i>rapidity</i>	<i>envisage</i>	<i>demographic</i>	

1. Rather than relying on innovation, many large companies make _____ of smaller start-ups.
2. The _____ at which files can be uploaded to the Web site has greatly increased.
3. Paul held the flowers tightly in his _____.
4. This bread has a _____ stale taste.
5. I _____ a time when everyone will be connected by social networks.
6. We need to focus on a range of _____ if we are to make this business successful.
7. The museum is showing a _____ of the artist's work.



❖ Key Word: share

Choose a verb from the box to replace the word *share* in the sentences below.

<i>a. divide</i>	<i>b. part</i>	<i>c. have in common</i>	<i>d. offered</i>	<i>e. investments</i>
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- _____ 1. When my grandfather passed away, all of his grandchildren got a *share* of the inheritance.
- _____ 2. We have *shares* in several companies.
- _____ 3. Please *share* the chocolate with your brother.
- _____ 4. Stan and Sylvia *share* an interest in art.
- _____ 5. At the press conference, Zuckerberg *shared* his thoughts on the future of social networking.

❖ **Phrasal Verbs**

The following verbs are related to computers and the Internet. Choose one to complete the sentences.

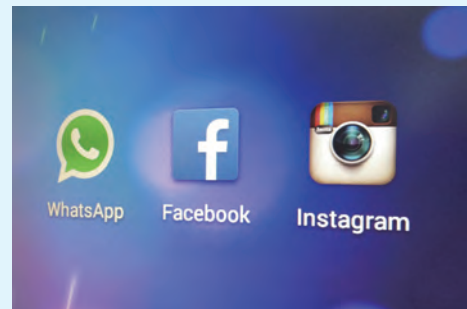
<i>log out</i>	<i>boot up</i>	<i>post up</i>	<i>sign up</i>	<i>take down</i>
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1. Make sure to _____ once you have finished using the Web site.
2. This computer is old and takes a while to _____.
3. John decided to _____ the photos from his Facebook account as he didn't want his mother to see them.
4. I'll _____ a link to the news story later.
5. If you don't have an account, it's really easy to _____ for one.

❖ **Vocabulary Helper**

Social networks have created their own language with new terms constantly emerging. Look at the following terms and choose the best definition for each one.

1. If a word or topic is *trending* it is:
 - a. currently popular on social networks.
 - b. going out of fashion.
 - c. causing problems for Internet users
2. If a Web site *gets a lot of traffic*:
 - a. it has a lot of functions.
 - b. it is easy to use.
 - c. many people visit it.
3. If a Web site *employs link bait*, it:
 - a. uses catchy words or images to attract people.
 - b. contains a lot of advertising.
 - c. relies on other Web sites to promote it.
4. If you *tag* a photo or image, you:
 - a. add information describing it.
 - b. alter its appearance.
 - c. share it with friends.
5. If you *engage* using social media, you:
 - a. establish new relationships.
 - b. communicate with others.
 - c. post up important information.



C Enhance Your Grammar

Verb + to + Verb

Many verbs in English can be used to connect to other by using the preposition to. Sometimes more than one verb can be used.

Examples:

- I want to try to continue to study over the weekend.

The table below shows some of the most common verbs that can be followed by to and another verb.

afford	begin	expect	manage	refuse	try
agree	care	fail	mean	regret	venture
appear	choose	forget	need	remember	volunteer
arrange	claim	get	offer	seem	wait
ask	consent	hate	opt	start	want
attempt	continue	hesitate	plan	stop	wish
be	decide	hope	prefer	strive	would like
beg	demand	intend	prepare	struggle	yearn
can't bear	deserve	learn	pretend	swear	
can't stand	desire	like	profess	tend	
beg		love	promise	threaten	

1. Gerunds

Some of these verbs can also be followed by gerunds without any change in meaning.

Examples:

- We started cooking the meal at around 3 p.m.
= We started to cook the meal at around 3 p.m.
- Jane couldn't bear to see her sister upset.
= Jane couldn't bear seeing her sister upset.

With some verbs, there is a change in meaning.

Example:

- Larry regretted making the remark. (= He wished he hadn't done it.)
- We regret to inform you that your application was unsuccessful. (= We are sorry to tell you.)

2. Negative forms

To make verbs that are connected by *to* negative, we use an auxiliary verb followed by *not* for the first verb. However, the connected verbs are made negative by using *not* on its own.

Examples:

- The students thought they *didn't* need to listen to the teacher.
- You need to try *not* to get so angry all the time.

3. Tenses

In sentences where verbs are connected by *to*, the first verb can be in any tense. However, the subsequent connected verbs that follow *to* are always in the simple present form.

Example:

- I planned *to* try to see my cousins while I was traveling in Australia.

4. Special cases

Some verbs that connect to others by using *to* have specific meanings that are different from the way the verb is usually used. These include *be to* and *get to*.

Examples:

- We're *to be* there by 7 p.m. (= We are expected to.)
- I didn't *get to* see Nick while I was in town. (= I didn't have the opportunity.)

❖ **Try It Out****Choose the right word to complete the sentences:**

1. Ricky (*intended / learned / threatened*) to take an online course when he had more time.
2. I (*managed / pretended / cared*) not to hear Julia's unkind remark.
3. Vanessa (*volunteered / afforded / claimed*) to help the teacher with the experiment.
4. I told you (*don't / not to*) agree to sign that contract.
5. If I had known that you would behave like this I never would have (*consented / hoped / preferred*) to accompany you to the party.
6. He (*hasn't / not to*) striven to do his best for the company.



D Reading Overview

Do you use Facebook? Will it continue to be popular? Why? Why not?

E Thinking Cap

A. Some verbs that connect to other verbs by the preposition *to* require an object.

Examples:

- My professor advised me *to* rewrite the introduction to my thesis.
- Saul didn't want *to* participate in the activity, but his friends convinced him to do so.

There are a relatively small number of such verbs in English, so it is useful to make a note of them.

B. Read each question carefully and answer with at least two sentences. Remember, there is no single right answer. Just give your point of view and try to explain it.

1. What other ways do people used to communicate in your country?
2. Are there any social networks or Web sites that are more popular in your country than in other countries? Are there any well-known networks that are not so popular?
3. Will social networks continue to be popular in the future? What developments might occur?

