THINK AND DISCUSS

1. Do you take a lot of pictures? What do you take pictures of?
2. Do you share pictures online? Which ones?

A group of people take selfies at the Amman Citadel, Jordan.

ACADEMIC SKILLS

READING  Identifying examples
GRAMMAR / WRITING  Using infinitives of purpose
  Using and, but, and or
CRITICAL THINKING  Applying advice
TAKING PICTURES

The graph on this page shows moments in the history of photography. Between 2011 and 2017, more photos were taken than in all history before 2011: more than five trillion (5,000,000,000,000).

This huge increase is mainly because of the rise of smartphones and social media. Facebook users share over 300 million photos every day, and Instagram users post more than 80 million photos a day. It seems that today we really are living in a visual age.

EXPLORE THE THEME

A Look at the information on these pages and answer the questions.
1. What are some ways that photography has changed since it was invented?
2. Why has the number of photographs taken increased so much in recent years?

B Match the correct form of the words in blue to their definitions.
(n) a picture made with a camera
(v) to put on a website for other people to see
(n) people who use computers, software, or websites

1826 The first permanent photograph is taken by Nicéphore Niépce.
1861 The first color photograph is taken by physicist James Clerk Maxwell.
1888 The first mass-produced camera is invented by the Kodak Company.
1925 The first compact cameras, such as the Leica series, become widely available.
1994 Apple produces the first digital camera that costs less than $1,000.
2000 The first camera phones, such as the Sharp J-SH04, are launched.
2004 Facebook is launched.
2007 The first iPhone is launched. Other smartphones soon follow.
2010 Instagram is launched. It becomes popular, as do other photo-sharing apps.
2015 The number of photos taken in a year reaches 1 trillion (1,000,000,000,000).

Number of photos taken each year


Facebook
Instagram

Billions of photos
0 1 bn
200 400
800 1,000
2,000 4,000
6,000 8,000
10,000 12,000
PREPARING TO READ

**BUILDING VOCABULARY**

The words in blue below are used in the reading passage on pages 59–60. Complete the sentences with the correct form of the words.

When you **join** a group, you become a part of that group.

A **hobby** is an activity you do for fun.

When you **communicate** with someone, you share information.

Your **opinion** is what you think about something.

When you **click on** something, you point at it using your computer mouse and press a button.

When you **contact** someone, you call them or write to them.

When you **find out** something, you learn about it.

1. You can ________________ how to do many things on the website wikiHow.
2. Around two billion people have ________________ Facebook since it began.
3. Social media has changed the way we ________________ with friends and family.
4. I ________________ the wrong link and went to a strange website.
5. Many people use social media sites to ________________ old friends.
6. Photography is a very popular ________________, these days.
7. If you have a(n) ________________ about an online article, you can post a comment on it.

**USING VOCABULARY**

List three ideas for each category below. Then share your ideas with a partner.

1. three popular **hobbies**
   ________________  ________________  ________________
2. three websites you’ve **joined**
   ________________  ________________  ________________
3. three apps that let you **communicate** with your friends
   ________________  ________________  ________________

**PREVIEWING**

Look at the photos and read the captions on pages 59–60. Which of the following best describes Chris Burkard?

a. a photographer who became popular on social media
b. a famous surfer who has many followers on Facebook
c. a businessman who created the photo-sharing app Instagram

**SHARING SUCCESS**

From a young age, photography was more than just a **hobby** for Chris Burkard. His amazing **photos** of surfers in wild locations helped him start a successful career. In 2013, however, something happened that took his career to new heights.

While on a photography trip in Iceland, a surfer introduced Burkard to a **photo-sharing app** called Instagram. Burkard decided to **join**, and started **posting** images. Four years later, he had over 2 million Instagram followers.

Photo-sharing sites like Instagram, Imgur, and Flickr are getting more and more popular. In 2011, Instagram had 5 million **users**. By 2016, that number was 500 million. Sites like these are helping photographers like Burkard connect with a large number of people.
So how do you make a successful photo-sharing account? Here are some tips that might help you become the next Chris Burkard.

1. **Be yourself. Be different.** Don’t try to be like anyone else. Create your own unique style.
2. **Get connected.** Share posts from your photo-sharing account on other social media sites. When people see your posts, they might click on them and go to your photo-sharing account.
3. **Choose hashtags carefully.** Look at other accounts to find out which hashtags are popular, and use them. For example, many people use the hashtag #getoutside for photos of the outdoors. There are about 6 million Instagram photos with that hashtag. So if you use it, people who like these 6 million photos will be more likely to find you.
4. **Contact other people.** Follow and comment on other users’ posts. When you do this, they are more likely to post comments on yours.
5. **Communicate with your followers.** Make them feel like they are part of a community. For example, ask questions in your captions, and share your own ideas and opinions.

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1. A community is a group of people who live in the same area or who have similar interests.

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**UNDERSTANDING THE READING**

**A** Complete the summary with information from the reading passage.

In **1** Chris Burkard was introduced to the photo-sharing app Instagram. Burkard already had a successful career in **2**. He was well-known for his amazing photos of **3**. But the photo-sharing app helped take his career to a new level. By **4** Burkard had more than 2 million followers. Other photographers are also finding that image-sharing sites like Instagram, **5** and **6** are helping them connect with a huge audience.

**B** Check (✓) the advice that the author of the article would agree with.

- a. Use hashtags that nobody else is using.
- b. Share your opinions when you post a photo.
- c. It’s a good idea to comment on other people’s posts.
- d. Try to post photos that are different from other people’s.
- e. Use only one social media site to post your photos.

**C** Find and underline the following words in the reading on pages 59–60. Use the context to help you understand the meaning. Then write each word next to its definition.

<table>
<thead>
<tr>
<th>wild (paragraph A)</th>
<th>followers (paragraph B)</th>
<th>unique (paragraph D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>(adj) different from everything else</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>(adj) natural, not controlled by people</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>(n) people who receive news and updates about someone else on social media</td>
<td></td>
</tr>
</tbody>
</table>

**CRITICAL THINKING:** Applying means using an idea in a new way. For example, if you read an article that gives advice, try to apply that advice to your own situation. This can help you understand the advice better.

**D** Imagine you are setting up a new Instagram account and want to be successful. Use your own ideas and the advice given in the article to answer the questions.

1. What would you take photos of?
2. What website or app would you use to share your photos?
3. What would make your photos unique?
4. What hashtags would you use?
A MILLION “LIKES”

BEFORE VIEWING

A. Look at the photo and read the caption. Why do you think this image was so popular?

B. Read the information about Instagram. Then answer the questions.

Since its launch in 2010, Instagram has become one of the most widely used image-sharing apps in the world. Around 90 percent of Instagram users are under the age of 35. Many of the most popular accounts are held by famous people. Taylor Swift, for example, has over 100 million Instagram followers. Photos of the natural world are also popular. One of the most popular accounts belongs to National Geographic. The photos posted by the organization have been “liked” over a million times on Instagram.

1. What kinds of Instagram accounts have the most followers?

2. What kinds of photos do you think National Geographic posts on Instagram?
VOCABULARY IN CONTEXT

The words in **blue** below are used in the reading on pages 66–67. Complete the sentences with the correct form of the words.

**BUILDING VOCABULARY**

**USING VOCABULARY**

**PREVIEWING**

**Reading 2**

**PREPARING TO READ**

The words in **blue** below are used in the reading passage on pages 66–67. Complete the sentences with the correct form of the words.

**BUILDING VOCABULARY**

**USING VOCABULARY**

**PREVIEWING**
IS IT REAL?

1. If something is fake, it is not real.
2. If something is dramatic, it is exciting and amazing.
3. If something goes viral, it spreads around the Internet very quickly.
4. Several refers to a small number that is more than two.

Look at the two shark photos on this page. One is real, but the other is fake.1 Can you tell which is which?

In 2016, a dramatic2 photo of a great white shark jumping out of the water appeared on Twitter and went viral.3 The person who posted the photo called himself Bob Burton. He said he was National Geographic’s top photographer, and that the picture was National Geographic’s photo of the year.

But none of this was true. There is no one called Bob Burton at National Geographic. There isn’t even a National Geographic prize for photo of the year. And, most importantly, the photo itself wasn’t real—it was made on a computer by joining together several4 other photos.

With computer technology and social media, it is much easier now to make and share fake images. So how is it possible to tell if a photo is real? First, look for a source. Where does the photo come from? Is there a photographer’s name? Can you find any information about them on the Internet? Second, look for clues in the photo. Sometimes the direction of light and shadows is wrong. Is anything in the photo too big or too small, or is anything missing?

So did you guess correctly? The fake photo is the one at the top of the page. When you look closely, you can see that something is not quite right. The movement and shape of the water don’t look natural. The lighting also looks a little too bright. The one below it, however, is completely real. This amazing photo was taken by Chris Fallows. Fallows has spent much of his career photographing sharks. For this photo, he waited in his boat for a whole day to get the image he wanted.

New technology is changing how we create and share images. But don’t believe everything you see!

1If something is fake, it is not real.
2If something is dramatic, it is exciting and amazing.
3If something goes viral, it spreads around the Internet very quickly.
4Several refers to a small number that is more than two.
EXPLORING WRITTEN ENGLISH

A Read the sentences below and answer the question.
1. He waited in his boat for a whole day to get the image he wanted.
2. Someone put several photos together to create the picture.
3. In the past, people sent their camera film to a shop to get photos printed.
4. Look at other accounts to find out which hashtags are popular, and use them.

What do the underlined words describe?
a. places   b. reasons   c. times

LANGUAGE FOR WRITING

Infinitives of Purpose

An infinitive is the base form of a verb starting with to (e.g., to send, to share, to communicate, to find out). We can use an infinitive of purpose when we want to say why or for what reason someone does something.

Why do you spend time on social media?
I spend time on social media to see what my friends are doing and to find out what is happening in the world.

Why do you post photos of food?
I post photos of food to show people what I’m eating.

You can also start a sentence with an infinitive of purpose. A comma is needed to separate the clauses.

To chat with my friends, I use WhatsApp.
**D** Write answers to the questions using infinitives of purpose. Use your own ideas.

1. Why do most people use social media sites like Facebook?

2. What app do you use the most? Why do you use it?

3. Why do you think many people still use email?

**E** Read the sentences and answer the question below.

1. He never thought he would be successful, but he was wrong.
2. Photo-sharing sites like Instagram and Flickr are getting more popular.
3. Is anything in the photo too big or too small?

What is the purpose of the underlined words?
- a. to join ideas
- b. to show cause and effect
- c. to show the reason for something

**F** Circle the correct conjunction in each sentence.

1. My tablet is useful, but / or it’s quite heavy.
2. I log on to Facebook every day, and / but I don’t often use Twitter.
3. I post photographs on Pinterest or / but Imgur, and / but I don’t use Instagram.
4. When I wake up, I use my laptop and / or my tablet—whichever is closer to my bed.
5. I love my car’s GPS, but / and sometimes it gives me the wrong directions.
6. When I ride the bus, I look at Facebook, send emails, but / or read on my tablet.
7. It’s hard to park in the city, so I use an app to find a parking space but / or I take the subway.
8. I use my dictionary app but / or go to dictionary.com to look up new words.

**G** Write a conjunction to complete each sentence. Add commas where they are needed.

1. I post photos ________________ videos every day.
2. I bought a new activity tracker to help me get healthier ________________ I still don’t exercise.
3. In the morning, I always have a cup of tea ________________ coffee.
4. Send me an email ________________ a text when you get off work.
5. We can order pizza online ________________ we’ll have to wait a long time before it arrives.

**H** Combine the sentences using conjunctions. Add commas where they are needed.

1. I use my laptop for work. I use my phone for social media.
2. Do you prefer Gmail? Do you prefer Yahoo?
4. I use my phone to listen to podcasts. I use my phone to watch movies. I use my phone to send emails.
5. I can use my smartwatch to make phone calls. I prefer to call people on my smartphone.
6. I comment on people’s photos on Facebook. I don’t comment on news articles.

**LANGUAGE FOR WRITING** Using and, but, and or

You can connect ideas in a sentence using and, but, and or.

Use and to connect two or more items. You can also use and to connect two sentences.

Use commas to separate three or more items in a series.

Use or to connect two or more choices. Use or to connect two or more items in a series or to connect two sentences.

**Example sentences:**

- I use Facebook and Twitter to share information.
- I use Facebook, Twitter, Instagram, and Snapchat to share photos.
- I post on Instagram once a day, and I post on Imgur once a week.
- Do you prefer to post photos on Facebook or Instagram?
- Right after I wake up, I usually log on to Facebook, Twitter, or Instagram.
- I can email the photo to you, or I can post it on Instagram.
- I like Facebook, but I don’t like Twitter.
- I never post on Facebook, but I post a lot on Instagram.
WRITING TASK

GOAL You are going to write sentences on the following topic:
Which websites or apps do you use a lot? What do you use them for?

PLANNING A Follow the steps to plan your sentences.
• Brainstorm five apps or websites that you use or visit often. Write them in the chart.
• Make notes about why you use each app or website. Think of two reasons for each.

<table>
<thead>
<tr>
<th>Website / Name of App</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
</tr>
</tbody>
</table>

FIRST DRAFT B Use your notes to write five sentences about the apps and websites that you use. Use infinitives of purpose and and, but, and or.

Example: I use WhatsApp to talk to my hockey team and to share pictures of our games.

EDITING C Now edit your draft. Correct mistakes with infinitives of purpose and using and, but, and or. Use the checklist in the back of the book.

UNIT REVIEW

Answer the following questions.

1. What are two ways to tell if a photo is fake?

2. What are three words that can be used to join ideas in a sentence?

3. Do you remember the meanings of these words? Check (✓) the ones you know. Look back at the unit and review the ones you don’t know.

   Reading 1:
   - click on
   - find out
   - opinion
   - user
   - communicate
   - contact
   - hobby
   - join
   - photo
   - post

   Reading 2:
   - appear
   - guess
   - real
   - believe
   - missing
   - direction
   - prize
   - shadow