

THE VISUAL AGE

4



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

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?

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

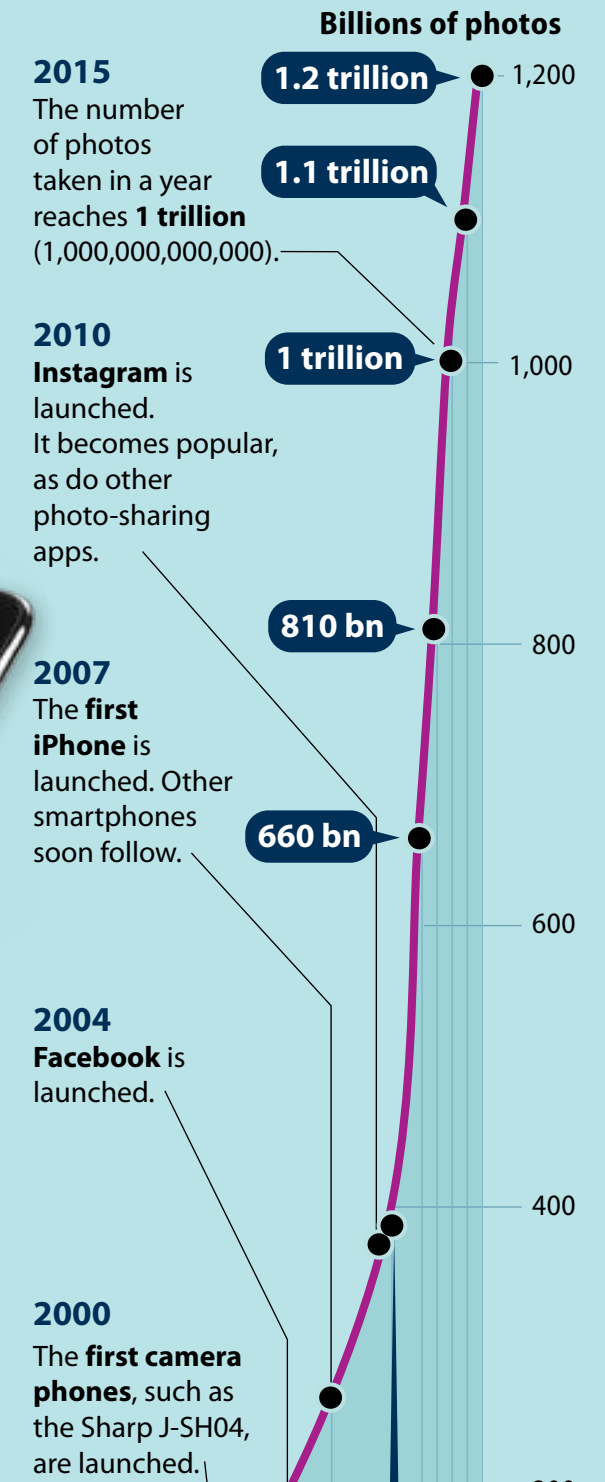
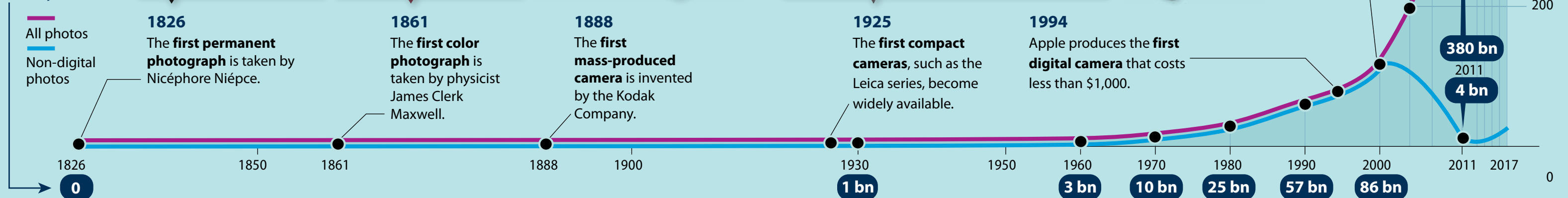
TAKING PICTURES

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.



Number of photos taken each year



2015
The number of photos taken in a year reaches **1 trillion** (1,000,000,000,000).

2010
Instagram is launched. It becomes popular, as do other photo-sharing apps.

2007
The **first iPhone** is launched. Other smartphones soon follow.

2004
Facebook is launched.

2000
The **first camera phones**, such as the Sharp J-SH04, are launched.

Reading 1

PREPARING TO READ

BUILDING
VOCABULARY

A 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

B 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

C 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



Photos like this, of a surfer in California, have helped Chris Burkard gain a huge following on Instagram.

SHARING SUCCESS

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A 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.

B 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.

C 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.¹ For example, ask questions in your captions, and share your own ideas and **opinions**.

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

Burkard took this photo in the Aleutian Islands, Alaska.

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.

wild (paragraph A) **followers** (paragraph B) **unique** (paragraph D)

1. _____ (adj) different from everything else
2. _____ (adj) natural, not controlled by people
3. _____ (n) people who receive news and updates about someone else on social media

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?

UNDERSTANDING
MAIN IDEAS

UNDERSTANDING
DETAILS

CRITICAL THINKING:
GUESSING MEANING
FROM CONTEXT

CRITICAL THINKING:
APPLYING

DEVELOPING READING SKILLS

READING SKILL Identifying Examples

Writers use certain words and phrases to introduce examples.

*Social media sites **like** Facebook and Twitter have become popular in many countries.*

*There are several things you can do to take better selfies. **For example**, make sure you are facing the light.*

Remember to use a comma after *For example*.

IDENTIFYING EXAMPLES

A These sentences are from the reading passage on pages 59–60. Underline the examples.

1. Photo-sharing sites like Instagram, Imgur, and Flickr are getting more and more popular.
2. 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.
3. 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.

IDENTIFYING EXAMPLES

B Match the examples (a–e) to the sentences or sentence parts (1–5).

1. There are many search engines you can use. ____
 2. You can share many different types of things on social media sites. ____
 3. Some of the most popular images on Instagram are of cute animals ____
 4. Edit your photos before you post them. ____
 5. Hashtags ____
- a. For example, you can post photos, videos, text, and links to other websites.
 - b. like #love, #cute, and #selfie are very popular.
 - c. like Google and Bing.
 - d. For example, use photo editing apps that make your pictures look clearer or brighter.
 - e. like cats or dogs.

IDENTIFYING EXAMPLES

C Go back to Reading 2 in Unit 3 on page 48. Look at the paragraphs listed below and find:

1. an example of a play written by William Shakespeare (paragraph E)

2. two examples of artists whose work is in the National Gallery, London (paragraph F)

3. two examples of movies in which Buckingham Palace appears (paragraph G)

Video

Franz Lanting's photo of African elephants in Botswana has been "liked" over a million times on Instagram.

A MILLION "LIKES"

BEFORE VIEWING

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

DISCUSSION

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

LEARNING ABOUT THE TOPIC

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" more than 3 billion times.

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

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

C The words in **bold** below are used in the video. Match the correct form of each word with its definition.

The Asian elephant is an **endangered species**. Not many remain in the wild.
It's possible to take some great photos at **dawn**.
A female tiger usually gives birth to three or four **cubs**.

1. _____ (n) the time of day when the sun is coming up
2. _____ (n) a young wild animal, such as a bear or lion
3. _____ (n) a group of animals that could disappear

WHILE VIEWING

UNDERSTANDING
MAIN IDEAS

A Watch the video. Check (✓) the three things that are true about all the photos in the video.

- They are all photos of animals.
- They all received over a million "likes" on Instagram.
- They were all taken by the same photographer.
- They were all posted on National Geographic's Instagram account.

UNDERSTANDING
DETAILS

B Watch the video again. Match the sentence parts to describe the photos.

- | | |
|------------------------------------|---|
| 1. The photo of the elephants ____ | a. was taken in the evening. |
| 2. The photo of the birds ____ | b. made the photographer cry. |
| 3. The photo of the leopard ____ | c. was taken in the early morning. |
| 4. The photo of the whale ____ | d. is part of a project to save endangered species. |
| 5. The photo of the tigers ____ | e. shows just a part of the animal. |

AFTER VIEWING

REACTING TO
THE VIDEO

A Which photo do you like the best? Why? Discuss with a partner.

REACTING TO
THE VIDEO

B Which photo in the video do you think was most difficult to capture? Why? Note your ideas below and then discuss with a partner.

Reading 2

PREPARING TO READ

A 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

direction (n) the general line that something moves along
prize (n) something you receive if you win a competition
shadow (n) a dark shape made when you block light
appear (v) to become possible to be seen
believe (v) to think something is true
guess (v) to give an answer or opinion without being sure it is correct
missing (adj) not able to be seen or found
real (adj) not false or fake

1. Can you _____ which of these two photos is not _____?
2. When taking a photo, it's important to consider the _____ the light is coming from.
3. Your _____ gets longer in the evening when the sun is low in the sky.
4. The police officer showed me a photo of a _____ person he was looking for.
5. The photographer waited for a long time before a shark _____ from below the water.
6. He told me the photo was real, but I didn't _____ him.
7. My friend won a \$100 _____ in a photography competition.

B Note answers to the questions below. Then share your ideas with a partner.

USING
VOCABULARY

1. Can you remember a photo or piece of news that **appeared** on social media but was not **real**? What was it?

2. Did you **believe** the story / photo at first, or could you **guess** that it was fake?

C Read the first paragraph of the reading on pages 66–67. Discuss the question with a partner. Check your ideas as you read the passage.

PREVIEWING



IS IT REAL?

8

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

B 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.

C 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.

D 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**?

E 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.

F 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.

⁴**Several** refers to a small number that is more than two.



UNDERSTANDING THE READING

UNDERSTANDING
THE GIST

A Which of the following would be the best alternative title for the passage?

- National Geographic's Best Shark Photos
- Don't Believe Everything You See
- Famous Photos that Went Viral

UNDERSTANDING
DETAILS

B Read the sentences. Circle **T** for true or **F** for false.

- | | | |
|---|----------|----------|
| 1. Photo A on page 67 was popular on the Internet. | T | F |
| 2. Bob Burton is the name of a National Geographic photographer. | T | F |
| 3. Every year, National Geographic gives a prize for photo of the year. | T | F |
| 4. Photo A on page 67 was made using a computer. | T | F |
| 5. Chris Fallows has spent a lot of time photographing sharks. | T | F |

UNDERSTANDING
DETAILS

C What are two clues that can help you decide if a photo is real or fake? Note your answers below. Then discuss with a partner.

- _____
- For example, _____
- _____
- For example, _____

CRITICAL THINKING:
APPLYING

D How can you decide if a news story you see on social media is real or fake? Use the ideas in the passage to help. Note your ideas below. Then discuss with a partner.

CRITICAL THINKING:
EVALUATING

E Note answers to the questions below. Then share your ideas with a partner.

- Why do you think people create fake photos or fake news stories?

- What problems can fake information cause?

Writing

EXPLORING WRITTEN ENGLISH

NOTICING

A Read the sentences below and answer the question.

- He waited in his boat for a whole day to get the image he wanted.
- Someone put several photos together to create the picture.
- In the past, people sent their camera film to a shop to get photos printed.
- 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.*

B Match the sentence parts to make full sentences.

- | | |
|---|----------------------------------|
| 1. I use my dictionary app ____ | a. to take photos. |
| 2. Many people use Instagram ____ | b. to share photos with friends. |
| 3. Most people use their smartphones ____ | c. to look up new words. |

C Rewrite each sentence in **B** with the infinitive phrase at the start of the sentence.

- To take photos, _____
- To share _____
- _____

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?

NOTICING

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

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 a comma to separate two 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.*

Or is used to show two or more choices. Use *or* to connect two or more items in a series or to connect two sentences.

*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.*

But shows two opposite or different ideas. Use *but* to connect two sentences.
Use a comma to separate the two sentences.

*I like Facebook, **but** I don't like Twitter.*
*I never post on Facebook, **but** I post a lot on Instagram.*

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?

3. Before I buy new technology, I read reviews. I get recommendations from my friends.

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.

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.

Website / Name of App	Why?
1.	
2.	
3.	
4.	
5.	

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:

- | | | |
|-----------------------------------|---|---|
| <input type="checkbox"/> click on | <input type="checkbox"/> communicate <small>AWL</small> | <input type="checkbox"/> contact <small>AWL</small> |
| <input type="checkbox"/> find out | <input type="checkbox"/> hobby | <input type="checkbox"/> join |
| <input type="checkbox"/> opinion | <input type="checkbox"/> photo | <input type="checkbox"/> post |
| <input type="checkbox"/> user | | |

Reading 2:

- | | | |
|---------------------------------|----------------------------------|------------------------------------|
| <input type="checkbox"/> appear | <input type="checkbox"/> believe | <input type="checkbox"/> direction |
| <input type="checkbox"/> guess | <input type="checkbox"/> missing | <input type="checkbox"/> prize |
| <input type="checkbox"/> real | <input type="checkbox"/> shadow | |