

Name: _____

Date: _____

Unit 2 Test Purposes

- Comprehend the main ideas and details in a reading passage
- Understand and use target vocabulary from the unit
- Identify contrasting ideas (Reading Skill)
- Recognize and use reporting verbs (Vocabulary Skill)
- Identify evidence used to support arguments (Writing Skill)
- Recognize and use noun clauses (Grammar)
- Write an essay on why you would choose a traditional job or a new economy job

I. Reading Comprehension**A. Read the article about influencers on social media. Then choose A, B, C, or D.****The new face of advertising—the influencer**

1 Next time you open your social media feed and look down, you'll probably come across someone you follow who is promoting a brand or a product. It could be a pair of shoes, a holiday destination, or some music, and the person could be a celebrity, a sports star, someone who wants to be a celebrity, or even someone who you know personally. These people are known as influencers, and they are making a job that was once on the margins of the advertising industry a central part of the business.

2 Almost everyone in the world uses some form of social media; we access it through our smartphones, and it's very personal to us. It's the perfect place to advertise. Influencers are those individuals who have acquired a large number of followers. Perhaps they are celebrities or athletes, or perhaps they have some area of specialist knowledge. People follow them and trust them, and influencers often have strong relationships with their followers and a great deal of impact on their followers' purchasing habits. Advertising companies now believe that these fashion bloggers, book bloggers, and even gym instructors are the next step in advertising.

3 Because influencers connect more deeply with people than regular advertisements, they can have an effect on potential customers. In fact, by using influencers, advertising agencies don't need to use complex algorithms to target their customers because influencers have already done this job for them. Traditional print advertising is on the decline. Internet pop-up and banner ads are being blocked by computer and mobile users. Major brands know influencers work, and they are dedicating larger portions of their budgets to them.

4 Once upon a time, the only influencers were famous bloggers making a bit of extra cash. Nowadays, although it's still part of the gig economy and although there's no real job security, it has become more of a career path. The way influencers operate has also changed. Previously, bloggers could pretend that the T-shirt they advertised was something that they liked, but now they usually explicitly explain if they're being paid to support a product. Brands have also been found guilty of taking advantage by buying fake followers. Being dishonest, however, misses the point. Influencers are often just ordinary people who have earned their followers' loyalty because of their knowledge and perhaps because of

their honesty. People trust them and expect them to tell the truth, unlike celebrities who will sell anything for money. Influencers have often earned fame because of the valuable information they share with their followers. Joe Gagliese, the co-founder of an influencer management company called Viral Nation, explains, “We actually believe influencers have more impact than athletes and TV stars because they are more relatable. So, why pay a celebrity \$50 million for a deal when that can be split up among influencers and make real impact?” It seems there is nothing better than honesty.

5 Let’s suppose that you want to become an influencer. It’s going to be a labor of love. You’ll need Instagram and YouTube accounts and some degree of patience. First, pick an interest you enjoy or have some knowledge of, and then write an interesting biography about yourself and invite your family and friends to follow you. Next, start to upload content and videos regularly—and they are going to have to be interesting if you are going to get followers. Spend some time learning how to take good photos and make sure you have a decent camera. You might have to learn how to do this. You can download software that can automate your posts so you don’t have to log in every day. Pose questions to your followers with your photos—try to get them involved with you personally. Answer their questions or comment on what they say. Develop a relationship with your followers. Follow other accounts similar to yours and interact with them. Finally, you’ll need to find a network that can provide you with brands and agencies that want to pay you to advertise their products. It’s a lot of hard work, and not everyone succeeds. “It takes a lot of luck!” says Gagliese. “Being an influencer takes hard work, it’s a full-time job, and you could be working at it for years before you hit it big.”

6 Influencers can make a lot of money as well as getting things for free. How much really depends on their degree of fame and the number of followers they have. A micro-influencer—someone who has 10,000 to 50,000 followers—can still take a big cut of the profits. Micro-influencers used to only pick up a couple hundred bucks, but today, they get a minimum of a few thousand dollars per post. Influencers with up to 1 million followers can get \$10,000 per post, and if you have 1 million followers or more, you can charge \$100,000. Some influencers may even get \$250,000 for a post! People with smaller followings can take home a wage of \$30,000 to \$60,000 a year, micro-influencers can make anywhere from \$40,000 to \$100,000, and celebrity influencers make a substantial amount more.

7 Whether you think influencers are a good or a bad thing, they are surely here to stay in some form or another and will continue to have a lot of influence on the way people act and what they buy.

1. What is the main idea of the passage?
 - A. Influencers are celebrities or people who want to be celebrities.
 - B. Influencers are paid to sell brands or products on social media.
 - C. Influencers are becoming much more important than they previously were.
 - D. Influencers used to be a central part of the advertising business.

2. According to the article, which of the following sentences is true?
 - A. Influencers have an effect on the transactions that their followers make.
 - B. Social media influencers with specialized knowledge need few followers.
 - C. Followers have relationships with influencers because they earn money.
 - D. Social media influencers target advertising companies to sell their products.

3. Why do advertising agencies hire influencers?
 - A. because they are much more effective than traditional print advertising
 - B. because they do some of an advertising agency's work for it
 - C. because they care deeply about many of the products they advertise
 - D. because they have more money to spend on advertising than before

4. According to the article, nowadays, influencers
 - A. are often dishonest about the products they review.
 - B. will sell any product as long as the money is good.
 - C. have to be honest about who is giving them money.
 - D. gain followers because of the brands they discuss.

5. What advice does the article give to influencers?
 - A. Log in to post every day to get followers.
 - B. Contact agencies and ask to review their products.
 - C. Include general, public information in your blog posts.
 - D. Hire a professional to take photos to post.

<i>1 point for each correct answer</i>		5
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B. Match each paragraph from the article with an appropriate heading

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|-----------------|--|
| 6. Paragraph 2 | a. The development of the business |
| 7. Paragraph 3 | b. Who exactly are influencers? |
| 8. Paragraph 4 | c. Getting paid |
| 9. Paragraph 5 | d. What it's like being an influencer |
| 10. Paragraph 6 | e. Why advertisers are changing how they operate |
| | f. How to become an influencer |

<i>1 point for each correct answer</i>		5
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II. Vocabulary

A. Match each word with the correct definition.

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|-------------------|---|
| 11.accumulate | a. the practice of treating somebody or a particular group in society less fairly than others |
| 12. benefit | b. to gradually increase over time |
| 13.discrimination | c. expert knowledge or skill in a particular subject, activity, or job |
| 14.expertise | d. to use machines and computers instead of people |
| | e. to take the place of somebody or something else |
| 15.substitute | f. an advantage that get from a company in addition to the money that you earn |
| | g. the desire or need of customers for goods and services |

<i>1 point for each correct answer</i>		5
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B. Complete the paragraph with the correct words from the word bank.

<i>at stake</i>	<i>demand</i>	<i>enhanced</i>	<i>entry-level</i>	<i>hypothetical</i>	<i>on the margins</i>
<i>supply</i>					

Hundreds of thousands of young people graduate every year, and even though there are new positions created daily, there simply isn't enough (16) _____ for the (17) _____ of job candidates. Graduates shouldn't be discouraged, however. There's still plenty of opportunity. Those who are willing to start with (18) _____ positions are more likely to find current job opportunities, which they hope will lead to (19) _____ higher-level jobs in the future. Some job openings attract hundreds of applications, and the only way to stand out is to be yourself. There's a lot (20) _____ due to the competition.

<i>1 point for each correct answer</i>		5
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III. Reading Skill

Read the sentences. Does the underlined expression introduce or contrast an idea? Write I (introduce) or C (contrast).

21. Some politicians, however, disagree with scientists on this.
22. Social media actually stops people from being lonely, according to some experts.
23. One of my concerns about the project is that it will cost too much money.
24. A critic might say that not allowing children online is bad for their education.
25. Why should we be concerned about this large number of young people with gigs rather than full-time jobs?
26. Advocates claim that these new working conditions will give workers more control over their earnings.

<i>1 point for each correct answer</i>		6
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IV. Vocabulary Skill

Read the sentences. Do the bold words have a supporting, neutral, or distancing effect?
Choose A, B, or C.

27. The senator **stated** that the policy would remain the same.
A. supporting
B. neutral
C. distancing
28. Some researchers **incorrectly suggest** that graduate positions have been in decline.
A. supporting
B. neutral
C. distancing
29. The financial figures **validated** the proposed economic policy.
A. supporting
B. neutral
C. distancing
30. The results of the tests **show** that the number of children affected was not as large as previously thought.
A. supporting
B. neutral
C. distancing
31. The accused **contended** that his plan was confidential.
A. supporting
B. neutral
C. distancing
32. The defendant was able to **prove** that he hadn't committed the crime.
A. supporting
B. neutral
C. distancing

<i>1 point for each correct answer</i>		6
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V. Writing Skill

Choose one or two types of evidence for each argument.

33. It's believed that in the next five years, influencers will be worth more than \$10 billion, according to industry insider Malcolm Young.
- A. statistical
 - B. personal example
 - C. expert opinion
 - D. contrasting examples
 - E. cause/effect
34. Managers earn about 30% more than other employees at the company, and in my opinion, they are worth it. My managers have a lot more responsibility than other employees, and if things go wrong, they are often blamed.
- A. statistical
 - B. personal example
 - C. expert opinion
 - D. contrasting examples
 - E. cause/effect
35. Influencers rely on their honesty to gain followers, and because they are trusted, influencers may be able to affect what their followers do or buy. I don't agree with everything they think, however.
- A. statistical
 - B. personal example
 - C. expert opinion
 - D. contrasting examples
 - E. cause/effect
36. Organic food may have a higher price, but the improved taste is definitely worth the extra money.
- A. statistical
 - B. personal example
 - C. expert opinion
 - D. contrasting examples
 - E. cause/effect

<i>2 points for each correct answer</i>		<i>8</i>
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VI. Grammar

A. Reorder the words to write a sentence with a noun clause.

37. bad / is / workers / for / economists / say / gig / the / economy / that
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38. explained / the / data / why / scientist / the / incorrect / was

39. staff / course/ were / asked / with / students / if / they / university / satisfied / the

40. reported / many / teachers / too / much / that / work / do / to / they / had

41. many / feel / people / job / that / waste / time / of / is / a / their

<i>1 point for each correct answer</i>		5
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B. One of the sentences in each set is incorrect. Identify the incorrect sentence and write it correctly.

42.

Some economists say that the sharing economy is bad for workers.
Many students said they used file-sharing apps on their smartphones.
She didn't realize what she had made a serious error on her exam.

43.

We can't understand why did the manager change her mind.
He couldn't figure out why the machine wasn't working.
Now the students understand why you should cheat.

44.

His excuse for being late was that he forgot to set his alarm.
My proudest moment was where I won the chess championship.
Your advice is not what I need right now.

45.
I wasn't aware of what he was doing at the time.
Do you recall the time when you crashed your car?
I can't explain whether it felt when it happened.

46.
We wondered that all the people had gone.
The company knows who had borrowed the money.
We have to consider whether the product will sell.

<i>1 point for each correct answer</i>		5
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Total points Sections I–VI		50
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VII. Writing

Write a brief essay (approximately 250 words) on why you would choose a traditional job or a new economy job. Give reasons using evidence (statistics, personal experience etc.) to support your arguments.

Your essay should have an introduction, one or more body paragraphs, and a conclusion.

<i>Points Section VII</i>		20
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Total points Sections I–VII		70
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Unit 2A Test
Writing Rubric

Student name: _____

Date: _____

Assignment: Write an essay on why you would choose a traditional job or a new economy job.

Write an evidence-based essay		Points (0–5)	
Discourse competence	The essay is a standard college essay that has an introduction, body paragraph(s) with clear topic sentence(s), and a conclusion that restates the main idea.		/ 5
	The essay fully addresses the assignment with sufficient and detailed support.		/ 5
Linguistic competence	There is an appropriate range and accurate use of vocabulary on the topic.		/ 4
	There is an appropriate range of grammatical forms and sentence structures used correctly.		/ 4
	Sentences are complete and use correct punctuation.		/ 2

Total points: _____

Comments: