

B1+

NOT FOR SALE

# Optimise Academy

B1+

Workbook  
with Digital Workbook



 macmillan  
education

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Also  
includes



# 2

# Go viral!

## READING

### Gapped text | An article

▶ Student's Book, pages 20–21

**1** Scan the article on page 13 and write what these numbers represent.

- a) 2019 \_\_\_\_\_
- b) 60 \_\_\_\_\_
- c) 24 \_\_\_\_\_
- d) 7 \_\_\_\_\_
- e) 21,000 \_\_\_\_\_
- f) 16 \_\_\_\_\_

**2** Look at the underlined words in four of the sentences in Exercise 3. Which of these things do they refer to?

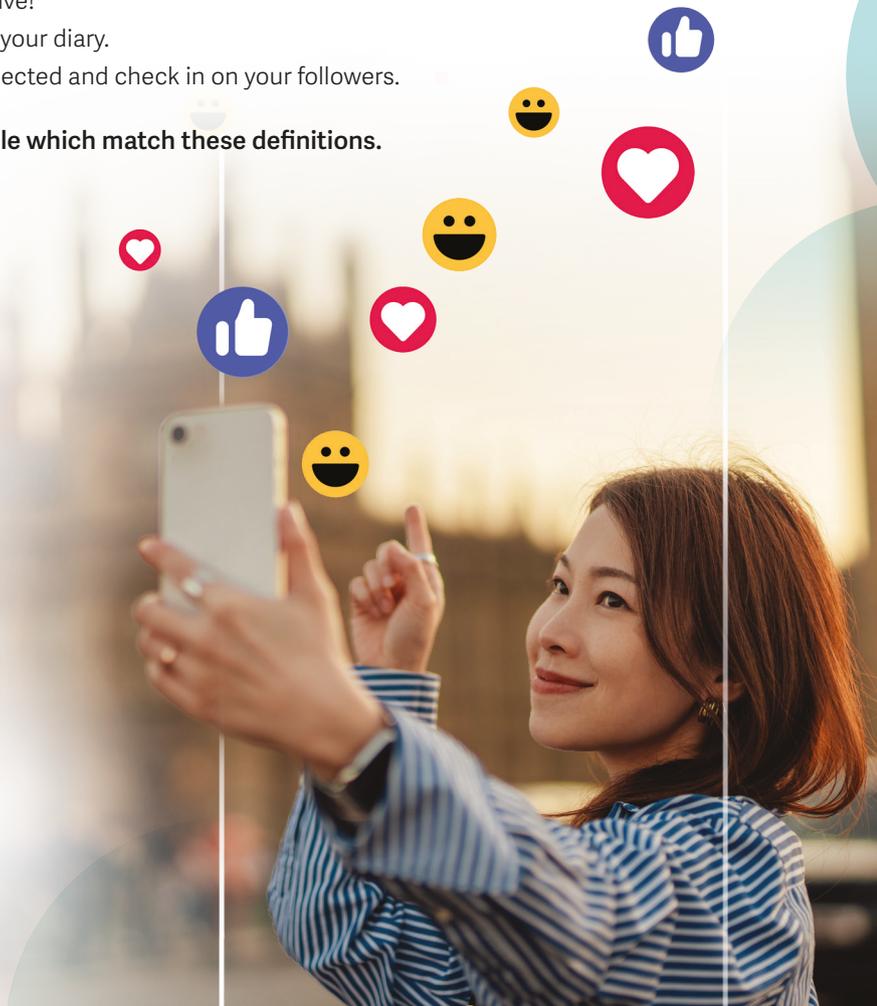
a famous person   a job/career   influencers

**3**  Read the article carefully. Choose which sentence (A–G) fits each gap (1–6). There is one extra sentence which you do not need to use.

- A That's often because we like connecting with other people who have got similar interests.
- B But it's not all bad news about this career choice.
- C They interviewed famous people, presented music awards and travelled the world.
- D Those with 10,000–100,000 followers earn €25 to €125 for each post.
- E In fact, it isn't that simple, and it's very competitive!
- F Her advice is to remember that your blog is not your diary.
- G As a result, there's a lot of pressure to stay connected and check in on your followers.

**4** Find highlighted words and phrases in the article which match these definitions.

- 1 having value in money  
\_\_\_\_\_
- 2 important or useful  
\_\_\_\_\_
- 3 something that doesn't stop  
\_\_\_\_\_
- 4 get yourself noticed or seen  
\_\_\_\_\_
- 5 providing enough money to live on  
\_\_\_\_\_
- 6 something that is fun to watch, do or experience  
\_\_\_\_\_
- 7 give up or stop doing something  
\_\_\_\_\_
- 8 things you might think are true, but which are false  
\_\_\_\_\_



# A dream career?



**A** Sammy Albon says he had a dream career as an influencer, but he gave it all up for a 'normal' job. In 2013, Sammy Albon and his twin brother Niki started a YouTube™ channel. The brothers were funny, talented and incredibly popular. **(1)** \_\_\_\_ But in 2019, the twins gave it all up. Why? Let's look at some influencer **myths** and find out!

## Myth #1 It's easy to create good content.

**B** **(2)** \_\_\_\_ There are millions of influencers trying to get people's attention with 60-second Instagram® stories, so how can you **stand out from the crowd**? Well, you need to think about your message and your audience, which means you have to write scripts, podcasts and blogs that your followers will find **entertaining** and helpful ... so they come back for more!

## Myth #2 You have lots of free time to lie on beaches, taking photos.

**C** Influencers manage their own time, and while it's true that they have a lot of flexibility, it's also true that they work long hours and don't take many holidays. Influencing must feel like a **never-ending** job! Think about it: the internet never sleeps and social media is open 24 hours a day. **(3)** \_\_\_\_ For example, influencer Madison Lynn posted 7 days a week to her 502,000 followers on TikTok® and 21,000 followers on Instagram. Perhaps not surprisingly, she found the long hours, stress and lack of free time difficult, so she **quit** to find a more typical job. Madison became a social worker and was a lot happier. She found it more meaningful and, as she worked 9–5, she had more free time.

## Myth #3 You earn lots of money.

**D** Big international companies know that getting influencers to work for them is a good way to make people aware of their brand. That's why the influencer industry is **worth** over £16 billion! This is great for social media personalities like Charli d'Amelio, who's got millions of followers and earns hundreds of thousands of pounds for just one post. However, most influencers don't make that much money. **(4)** \_\_\_\_ And sometimes companies don't pay at all – they give away free samples of their product instead. It's not surprising that many influencers need to have other jobs too. Sammy Albon admits that he's much more financially secure in a full-time job than he was when he worked as an influencer.

**E** **(5)** \_\_\_\_ When you work as an influencer you develop a lot of skills that are useful for other jobs, such as working in public relations or marketing. The ability to present your ideas in a clear way and to think strategically and creatively is **valuable** for many occupations. When Sammy decided to quit being an influencer, he managed to find a job in a communications agency, which he enjoys because it's more **financially secure**.

**F** So is being an influencer still your dream career? Maybe. Many of us enjoy being part of an online community. **(6)** \_\_\_\_ For this reason, many influencers start by simply posting their ideas in a creative way. They don't plan to influence people but want to share their passion for things like cooking, fitness, travel or music. So if you have a real passion that you want to share, and are not too worried about making lots of money, then being an influencer *could* be your dream career!



## 2 / GRAMMAR 1 Modals (1): review

▶ Student's Book, page 22 ▶ Grammar reference, Unit 2, Student's Book, page 140



### 1 Match the sentences (1–6) with the uses of the modals (a–f).

- |   |       |                                      |
|---|-------|--------------------------------------|
| 1 If your video is original, it <i>might</i> get a lot of views on YouTube™.              | _____ | a) permission                        |
| 2 You really <i>shouldn't</i> leave such nasty comments online – it's terrible behaviour. | _____ | b) criticism                         |
| 3 I <i>had to</i> edit the video and add music before it was ready for uploading.         | _____ | c) obligation                        |
| 4 We <i>are allowed to</i> download these songs because we have paid for them.            | _____ | d) ability in the past               |
| 5 My little brother <i>could</i> use a computer when he was only five years old!          | _____ | e) probability                       |
| 6 It's illegal to download some films from the internet, so you <i>mustn't</i> do it.     | _____ | f) negative obligation (prohibition) |

### 2 Choose the correct word or phrase.

- A:** You **must** / **will** buy a new tablet.

**B:** I know. I **can** / **ought** find a good used one on eBay.
- A:** Were you **able to** / **Can you** film the concert on your smartphone?

**B:** Yes, and the video was fine. You **may** / **should** try it when you go to concerts.
- A:** You **might** / **ought to** have an anti-virus program on your computer.

**B:** You're right. **May** / **Could** you recommend one?
- A:** **Could** / **Would** you like to go to a video-making seminar with me at the weekend?

**B:** Sorry, I **can't** / **won't** make it. I'm far too busy this weekend.
- A:** You **must** / **may** restart your computer or the program will not work.

**B:** **Might I** / **Do I have to** do it now or is it OK if I do it later?
- A:** Bailey said we **could** / **ought** use his film-editing equipment.

**B:** Great! **Must** / **Will** he show us how to use it?

### 3 Complete the blog post with the modals below.

aren't able to can don't have to had to  
might must should shouldn't would

**What does it take to go viral?**

Posted at 6 pm on 15 December

So you want to be rich and famous, do you? Or maybe just rich? And you're in a hurry, so it (1) \_\_\_\_\_ happen quickly, right? And you think you (2) \_\_\_\_\_ definitely make your dreams come true on TikTok®. After all, so many others have done it.

Think again! TikTok sensation Sammy K (3) \_\_\_\_\_ come up with an original idea that appealed to young women. If you (4) \_\_\_\_\_ develop your own great idea, your channel (5) \_\_\_\_\_ become like thousands of others on TikTok that have not succeeded.

So here's some advice. You (6) \_\_\_\_\_ gather ideas to come up with some clever, original ideas. It (7) \_\_\_\_\_ take you too long to do this. Then talk to your friends about your video ideas and find out which one they (8) \_\_\_\_\_ be most interested in watching. You (9) \_\_\_\_\_ take my advice, but if you do, it could make you a star!

## 2 / VOCABULARY Working with words

▶ Student's Book, page 23 ▶ Vocabulary reference, Unit 2, Student's Book, page 153

### 1 Complete the sentences with the noun form of the words in brackets.

- |   |   |
|---|---|
| 1 The singer Sia is known for the _____ of her music videos. ( <b>original</b> )                    | 4 It was the _____ of her videos that made her an internet sensation. ( <b>clever</b> )                       |
| 2 It's possible to raise _____ about environmental issues by making online videos. ( <b>aware</b> ) | 5 Everyone was charmed by the enthusiasm and _____ of the boy in the video. ( <b>youthful</b> )               |
| 3 Are you surprised by the amazing _____ of Chuggaaconroy? ( <b>popular</b> )                       | 6 You should watch this video; it's about the importance of honesty and _____ in friendships. ( <b>open</b> ) |

- 7 You will be astounded by the \_\_\_\_\_ of the young artist in this video. I've never seen anything like it. (**creative**)
- 8 Playing video games online while talking about them – the \_\_\_\_\_ of the idea is genius! (**simple**)
- 9 Despite the \_\_\_\_\_ of the editing problem, Amber was able to solve it and upload the video. (**complex**)
- 10 There's a serious security \_\_\_\_\_ on that shopping site, so don't buy anything from there – it's too risky! (**weak**)

## 2 Complete each sentence with the correct form of two phrases below.

do you good find it funny go online have friends round make fun of take a break take part in tell a joke

- 1 You look tired. I think it will \_\_\_\_\_ to stop working on your video and \_\_\_\_\_ for a few minutes.
- 2 I just don't understand people who like to \_\_\_\_\_ others on social media sites or who \_\_\_\_\_ online bullying.
- 3 My brother has a weird sense of humour. Earlier, he \_\_\_\_\_ he had heard online, but I didn't laugh because I didn't \_\_\_\_\_ at all.
- 4 At the weekend, I often \_\_\_\_\_ for pizza and then we \_\_\_\_\_ to watch funny videos.

## 3 Choose the correct word or phrase.

- 1 My favourite **game show / soap opera** is about the lives of people that live on the same street in London.
- 2 You can learn a lot by watching **documentaries / sitcoms** on TV.
- 3 **Chat shows / Reality shows** are only worth watching if the interviewer asks the celebrities interesting questions.
- 4 My dad prefers to read about what is happening around the world rather than watch it on **chat shows / the news**.
- 5 The writers of the **news / sitcom** are brilliant. Every week it's hilarious.
- 6 Jenny is a great dancer. She should enter one of those **music shows / talent shows** because I think she could win.

# 2 / GRAMMAR 2 Modals (2): deductions about the present

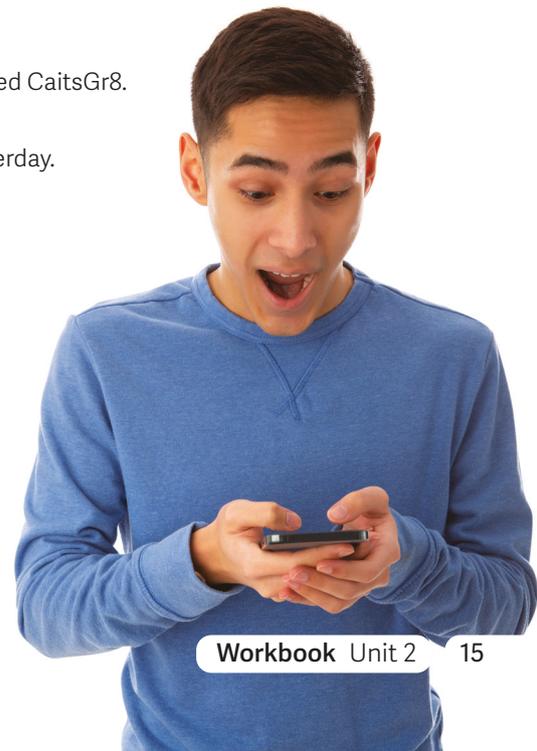
▶ Student's Book, page 25 ▶ Grammar reference, Unit 2, Student's Book, page 141

## 1 Match to make sentences.

- 1 That can't be Ruby over there \_\_\_\_\_ **a)** so let's stop and say hello to her.
- 2 That might be Ruby over there \_\_\_\_\_ **b)** because she's away on holiday this week.
- 3 That must be Ruby over there \_\_\_\_\_ **c)** but it's dark and I can't see very well.

## 2 Choose the correct modal to complete each sentence.

- 1 This \_\_\_\_\_ be Caitlyn's channel because her photo is on it and it's called CaitsGr8.  
**a)** can't **b)** might **c)** must
- 2 I don't know for sure, but this \_\_\_\_\_ be the video Harry uploaded yesterday.  
**a)** can't **b)** could **c)** must
- 3 It says my video has had over a million views, but that \_\_\_\_\_ be right as I only uploaded it an hour ago!  
**a)** can't **b)** may **c)** must
- 4 That \_\_\_\_\_ be Joel on the video. I mean, it kind of looks like him, doesn't it?  
**a)** can't **b)** might **c)** must
- 5 It \_\_\_\_\_ be very enjoyable to make comedy videos as a job. I wish I could do it.  
**a)** can't **b)** may **c)** must
- 6 James spends all of his time watching videos. It \_\_\_\_\_ be good for his studies!  
**a)** can't **b)** could **c)** must



## 2 LISTENING Multiple matching

▶ Student's Book, page 24

**1** Which of the sentences (A–E) are statements of fact (1) and which give an opinion or express an attitude (2)?

- A There are a couple of guys whose channels I regularly go to.  
 B I think it's pretty harmless if it only happens occasionally.  
 C I never subscribed to any channel online.  
 D It was really exciting to get viewers' comments.  
 E It took up too much time, so in the end I just gave up.
- 1 Statements of fact: \_\_\_\_\_, \_\_\_\_\_  
 2 Opinions or attitudes: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

**2** Match the words and phrases (1–6) with the synonyms (a–f).

- |                     |       |   |
|---------------------|-------|---|
| 1 reassuring        | _____ | a) makes you feel good and want to continue   |
| 2 feel a bit guilty | _____ | b) believe you've done something bad or wrong |
| 3 appreciate        | _____ | c) makes you extremely tired                  |
| 4 encouraging       | _____ | d) upsetting                                  |
| 5 exhausting        | _____ | e) recognise the value of something           |
| 6 hurtful           | _____ | f) comforting                                 |

**3**  2.01 You will hear five extracts about online videos. Choose what each speaker says about them from statements A–H. There are three extra letters which you do not need to use.

- A None of the online channels are worth watching.  
 B I value the work they've done to make their videos.  
 C Making the videos was very tiring for me.  
 D It was easy to record videos with a camera.  
 E It's comforting to know I can find solutions online.  
 F I agreed with the negative comments that I read.  
 G I know it's wrong, but I don't do it often.  
 H It was nice to get positive feedback, but upsetting if it was negative.

- Speaker 1   
 Speaker 2   
 Speaker 3   
 Speaker 4   
 Speaker 5

## 2 SPEAKING Collaborative task

▶ Student's Book, page 26 ▶ Speaking reference, Unit 2, Student's Book, page 165

**1** Choose the four phrases that we use to make suggestions.

- |                              |                          |                                 |                          |
|------------------------------|--------------------------|---------------------------------|--------------------------|
| 1 How about ...?             | <input type="checkbox"/> | 5 One thing we might choose ... | <input type="checkbox"/> |
| 2 Generally speaking, ...    | <input type="checkbox"/> | 6 Why don't we ...?             | <input type="checkbox"/> |
| 3 I suggest we ...           | <input type="checkbox"/> | 7 What's your opinion of ...?   | <input type="checkbox"/> |
| 4 I agree with you about ... | <input type="checkbox"/> | 8 Similarly, ...                | <input type="checkbox"/> |

**2** Choose the correct word or phrase to complete each sentence.

- 1 How about \_\_\_\_\_ for a subscription?  
 a) not charge      b) not charging      c) we not charging
- 2 What about \_\_\_\_\_ it to Facebook®?  
 a) link      b) to link      c) linking
- 3 I suggest \_\_\_\_\_ a really unusual video.  
 a) we make      b) to make      c) we making
- 4 One thing we might \_\_\_\_\_ is having competitions.  
 a) considering      b) to consider      c) consider
- 5 Why don't we \_\_\_\_\_ a sports channel?  
 a) create      b) to create      c) creating



**3** Imagine you need to think of a way to attract viewers to a new video channel. Match the suggestions (1–5) in Exercise 2 with the justifications for them (a–e).

- a) People love to win prizes. \_\_\_\_\_  
 b) So many people are interested in it. \_\_\_\_\_  
 c) That would make people notice it. \_\_\_\_\_  
 d) People love getting something for nothing. \_\_\_\_\_  
 e) That way everyone on our friends list can see it. \_\_\_\_\_

## 2 / USE OF ENGLISH Word formation

► Student's Book, page 27 ► Vocabulary reference, Unit 2, Student's Book, page 153

**1** Choose the correct word to complete each sentence.

- 1 Harry is a high \_\_\_\_\_, and I'm not surprised his video channel became a hit.  
 a) achiever      b) achieve      c) achievement
- 2 The \_\_\_\_\_ of the match said she was upset by nasty comments left online.  
 a) lose      b) loss      c) loser
- 3 It must take a lot of talent and \_\_\_\_\_ to produce such a beautiful video.  
 a) creator      b) creation      c) creativity
- 4 The interviewer asked some very \_\_\_\_\_ questions, but the star refused to answer.  
 a) person      b) personal      c) personality
- 5 I'm not surprised she has won awards for the \_\_\_\_\_ of her short videos.  
 a) origin      b) original      c) originality

**2**  Write a form of the word in capitals in each gap.

# Use your brain!

It has been my (1) \_\_\_\_\_ for some time now that the internet is affecting our ability to focus and pay attention. This (2) \_\_\_\_\_ of focus is especially worrying for students who need to study for exams. In addition, having access to unlimited information 24/7 is affecting our (3) \_\_\_\_\_ to memorise information. Being able to go online to find addresses, names, events and even what our friends have been up to recently means we no longer rely on our memory. It gets worse, though, in my opinion. Just look at some of the online video sites. Given a (4) \_\_\_\_\_, many people would prefer to watch a cat video than a documentary. It's a (5) \_\_\_\_\_ that is easily made: Do I want to be entertained or educated? 'Click' on cat video. If you think this (6) \_\_\_\_\_ of ours for entertainment isn't very serious, think again. (7) \_\_\_\_\_ have discovered a decline in our attention spans and our ability to recall information. I think we should be very concerned about the (8) \_\_\_\_\_ of these videos and the amount of time we spend online.

BELIEVE

LOSE

CAPABLE

CHOOSE

DECIDE

WEAK

SCIENCE

POPULAR



▶ Student's Book, pages 28–29 ▶ Writing reference, Student's Book, page 160

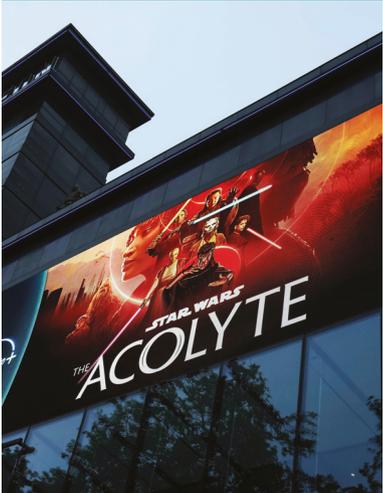
**1 Complete the exam skill advice with the words below.**

adjectives example explain imagine reasons

- 1 Good descriptions help your reader to \_\_\_\_\_ exactly what you are talking about.
- 2 Use a range of \_\_\_\_\_ to describe things. Don't just use simple adjectives.
- 3 Give \_\_\_\_\_ and details. If you think something is amazing, clearly \_\_\_\_\_ why and give an \_\_\_\_\_.

**2  Read the review and write the correct paragraphs (A–D) in the table.**

The Acolyte ★ ★ ★ ★ ★ Today's best TV review



**A** The fact that the show is as much about Osha and Mae's relationship as it is about the Jedi Order and the Galactic Republic makes it more interesting. It explores themes such as family loyalty, friendship and trust, and has thought-provoking dialogues. The action sequences are really well done and the special effects are amazing.

**B** I'm a big fan of science fiction and I love *Star Wars*, so when I heard about the series *The Acolyte*, I decided I had to watch it.

**C** I would definitely recommend this series to anyone who likes either science-fiction series or *Star Wars* or both. I'm sure you will enjoy it!

**D** *The Acolyte* happens 100 years before the *Star Wars* films, in a faraway galaxy. It tells the story of twin sisters Osha and Mae, who are tragically separated when they are eight years old. The two girls find each other again when they are older, and over eight action-packed episodes, we learn how they have changed and see the difficult choices that they have to make.

Part	Purpose
1 Paragraph ____	explain what you are reviewing and why
2 Paragraph ____	give basic information about the series/film
3 Paragraph ____	describe different aspects of the series/film and give your opinion
4 Paragraph ____	give your recommendation

**3 Unscramble the letters to make descriptive adjectives from the review.**

- |                           |                       |
|---------------------------|-----------------------|
| 1 itetrsnieg _____        | 3 yawafra _____       |
| 2 htugoht-voproinkg _____ | 4 icaotn-kapdce _____ |

**4 Think of another TV series or a film and complete the paragraph plan.**

Part	Purpose	My notes
Paragraph 1	explain what you are reviewing and why	
Paragraph 2	give basic information about the series/film	
Paragraph 3	describe different aspects of the series/film and give your opinion	
Paragraph 4	give your recommendation	

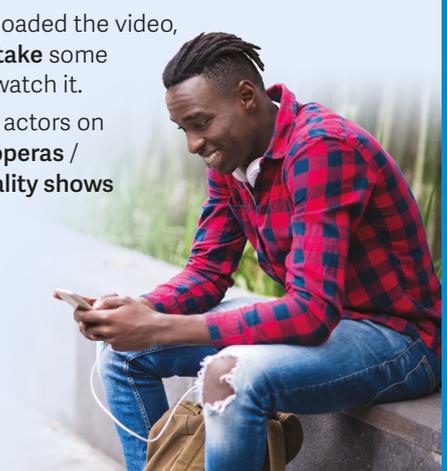
**1 Complete the sentences with the modals below.**

can't could had to is allowed to must ought to shouldn't will be able to

- 1 That \_\_\_\_\_ be my laptop; mine's definitely at home!
- 2 I wanted to leave a comment, so I \_\_\_\_\_ create a username and then write in the space.
- 3 You \_\_\_\_\_ be watching videos when you have got a test to study for!
- 4 \_\_\_\_\_ you \_\_\_\_\_ leave soon? I'm in a hurry to get home.
- 5 It \_\_\_\_\_ be very boring making cooking videos; I'm sure I would hate it.
- 6 No-one in here \_\_\_\_\_ use my computer without my permission!
- 7 Of course I \_\_\_\_\_ make videos when I was 10! It really wasn't difficult.
- 8 I think you \_\_\_\_\_ get a better computer; this one doesn't edit very well.

**2 Choose the correct word or phrase.**

- 1 All the most famous singers and bands perform on that **chat / music / talent** show every week.
- 2 Let's watch this video; the guy on it **says / tells / gives** some really good jokes!
- 3 It will **do / have / make** us both good to spend less time online and more with our friends.
- 4 In this **game / reality / cookery** show people answer questions about their friends and try to win a holiday to the USA.
- 5 What a stupid video that was! No-one except Chris **saw / felt / found** it funny.
- 6 The weather **show / forecast / programme** said it's going to rain all day tomorrow.
- 7 Would you like to **make / have / take** part in a new music video that we are shooting?
- 8 There are too many **reality shows / talent shows / sitcoms** on TV. I'm not interested in what ordinary people do all day.
- 9 Stop **having / taking / making** fun of your cousin online; it's very mean!
- 10 There was a fascinating **sitcom / soap opera / documentary** about the history of the English language on TV last night.
- 11 After we have uploaded the video, let's **find / have / take** some friends round to watch it.
- 12 Some of the best actors on TV work in **soap operas / game shows / reality shows** these days.



**Learning to Learn**

**Staying focused**

**1 Complete the tips on staying focused with the words below.**

plenty regular silent stick tidy

- 1 The place where you work should be comfortable, \_\_\_\_\_ and quiet.
- 2 You should make a study plan and \_\_\_\_\_ to it.
- 3 Turn your phone off or put it on \_\_\_\_\_.
- 4 Take \_\_\_\_\_ breaks to clear your head and get some fresh air.
- 5 Remember to drink \_\_\_\_\_ of water and snack on fruit or nuts while you work.

**2 Choose the best options for you to stay focused when you study.**

**Place:**

living room  bedroom  school library   
other: \_\_\_\_\_

**Breaks:**

five minutes every hour  ten minutes every hour   
other: \_\_\_\_\_

**Things to do in a break:**

go outside  check messages  play with a pet   
other: \_\_\_\_\_

**Good study snacks:**

apples  peanuts  dried fruit and nuts   
other: \_\_\_\_\_