

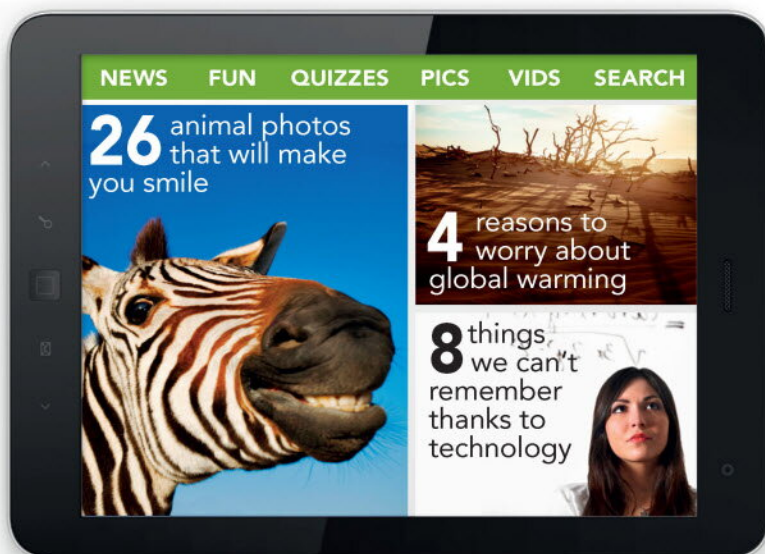
11.3 Vocabulary and skills development

GOALS ■ Understand complex sentences ■ Understand and use adjective suffixes

Reading & Grammar understanding complex sentences

1 Work with a partner. Look at the photos and discuss the questions.

- Are you familiar with websites like these?
- Would you click on these lists? Why/Why not?



2 Read the information in the Unlock the code box about understanding complex sentences.



UNLOCK THE CODE

understanding complex sentences

- To understand a sentence you need to be able to quickly identify the subject, verb and object. Certain features of long sentences can make this difficult.
 - Present or past participle clauses**
 subject verb object
 First founded in the US in 2006, *BuzzFeed* now *has branches* in several countries, *including France, Germany and Brazil*.
 - Relative clauses**
 subject verb object
The site, which used to publish only entertaining lists, now *publishes serious news*, too.
 - Subjects or objects consisting of several words**
 subject verb object
BuzzFeed *provides a fun, easy-to-read alternative to more serious news items*.

3a Look at underlined phrases 1–5 in article A about BuzzFeed. Match them to features a–c mentioned in the Unlock the code box.

A

How BuzzFeed and 'listicles' changed the way we consume news

In 2013, the media industry watched ¹ the extraordinary rise of the news and entertainment site BuzzFeed, ² which, in 2014, just a year after its global launch, was attracting 130 million unique users worldwide, making it one of the biggest sites on the internet. The secret for its success? Listicles – a combination of the words 'list' and 'article'. These present news and entertainment in the form of lists, sometimes accompanied by photos and animated images. Typical listicles are '20 things you never knew about ...' or '16 ways to ...' or '11 reasons why you should never ...' ³ Loved by some for their entertainment value and simplicity but ⁴ criticized by others for lowering the quality of journalism, the listicle now appears in a number of news websites, ⁵ including some of the more high-quality ones.

Share: Tags: comment, news, journalism

- Circle the subject, verb and object(s) in the sentence that each underlined phrase appears in.
- Read the complete article and answer the questions.
 - What is the evidence of BuzzFeed's popularity?
 - Why are some people critical of listicles?
 - Now read the listicle in article B and answer the questions.
 - Why do readers want scannable content?
 - How are listicles more pleasing than a standard article?
 - Why do listicles make commercial sense?
 - Now look at underlined sections 1–4 of the listicle and match them to the features a–c in the Unlock the code box. Then circle the subject, verb and object in the sentence each underlined phrase appears in.
 - What about you? Do you enjoy listicles or do you think they are a lazy form of journalism?

B

News Entertainment Fun Music TV Gossip

4 reasons why listicles are here to stay

1 Order from chaos. In a world where we face a constant stream of information and news, many of us welcome somebody else's efforts to select the important information and organize it for us.

2 News snacking. A recent survey of news reading habits ¹conducted by news company Mobiles Republic found that news reading has been replaced by 'news snacking'. In other words, ²people, especially those in their twenties and below, check news frequently, but in short, sharp bursts of attention. As a result, they want scannable content, the sort of thing you can read quickly on your phone while in the bus queue. Listicles offer the ideal format for mobile phone viewing.

3 Clear signposts. Psychologically, the listicle is attractive because it simplifies any subject into a manageable number of individual facts. When you start reading an ordinary article, you have ³no way of knowing how many things it will tell you. It could be fifteen, or it could be two, which can be quite frustrating. With a listicle, you know what you are getting.

4 Shareable content. Listicles, ⁴which are specifically designed to go viral, are frequently shared via social media. In 2014, BuzzFeed items were the most shared on Facebook and Twitter. Advertisers tend to be more interested in the number of hits an article gets than the quality of the content. Listicles therefore make commercial sense for news companies.

Vocabulary & Listening adjective suffixes

- 8 Read the information in the Vocabulary focus box about adjective suffixes.

VOCABULARY FOCUS adjective suffixes *-al*, *-able*, *-ive* and *-ant*

We can make adjectives by adding suffixes.

- *-al* is the most common adjective suffix; *-al* adjectives are mainly formed from nouns: *accident* – *accidental*, *virus* – *viral*
- *-able*, *-ive* and *-ant* are mainly added to or formed from verbs: *drink* – *drinkable*, *select* – *selective*, *dominate* – *dominant*
-able is known as 'a living suffix'. This means we can fix it to any existing verb. It is useful for inventing new words, e.g. *to google* – *googleable*

- 9 Complete the table with adjectives from the articles in exercises 3a and 5.

<i>-al</i>	<i>-able</i>	<i>-ive</i>	<i>-ant</i>

- 10 11.5))) Listen to two people, Luke and Rosie, being interviewed about how they get their news. Complete the table.

	Luke	Rosie
1 How do they get their news in the morning?		
2 How often do they read the news online during the day?		
3 Do they ever read print newspapers?		
4 What kind of news/news sites do they like to read?		

- 11a Match adjectives 1–8 from the listening to meanings a–h in this context.

1 addictive	a real
2 objective	b too big or difficult to deal with
3 actual	c that you can trust
4 unmanageable	d important and useful
5 reliable	e considering only facts, not personal opinion
6 informative	f difficult to stop doing
7 mental	g giving useful knowledge
8 relevant	h of the mind

- b Add adjectives 1–8 in exercise 11a to the table in exercise 9.

- 12a TASK Work in groups and interview each other about the role of online news in your lives. Use the questions in exercise 10 and add two more of your own.

- b Who in your group has the most similar news reading habits and preferences to yours?