

## Answers for Paper 2 Comprehension Exercise (‘Social Media’)

1. The author suggests that TikTok stars are generally younger and unorthodox; **and are** hugely popular, well-groomed and talented.

*\*Useful points to take note of:*

2. The author means that **it is certain** that a social media personality will attain the highest political office in future, and **the only unknown variable** is the timing of this happening.

*\*Useful points to take note of:*

3. One reason could be that the dancers are too young **and hence** are not able to coordinate their dance steps properly, **resulting in** uncomfortable movements.

*\*Useful points to take note of:*

4. The author wants **to provide additional information** that adults are not up-to-date about current social media trends **and therefore** require background information to appreciate the example provided earlier in the sentence.

*\*Useful points to take note of:*

5. The author shows this **by observing that** influencers persistently try out novel methods of delivering fresh content; establish a genuine relationship with their viewers; and learn how to differentiate themselves from other influencers in a congested media space – **all by themselves**.

*\*Useful points to take note of:*

6. **Firstly**, the author uses the phrase 'surface-level attribute' **to suggest that** influencers are popular because of their superficial traits and not due to real talent. **Secondly**, he uses the phrase 'dubious stunts' **which implies that** they are engaging in questionable behaviour. **Finally**, he uses the phrase 'extreme political commentary' **to demonstrate that** they are airing radical political views to gain attention.

*\*Useful points to take note of:*

7. (See Summary Exercise later)

8. The author *italicizes* the word '*is*' **to emphasize that** influencers are no different from entrepreneurs in reality, **although** they may not behave in way that conventional entrepreneurs do.

*\*Useful points to take note of:*

9. This suggests that employers in outmoded and non-dynamic industries are also turning to branding experts **in order to** expand their digital reach and keep up with the times.

*\*Useful points to take note of:*

10. The phrase is 'fizzle out'.

*\*Useful points to take note of:*

11. The author ends the passage with this warning **to reinforce his central argument** that influencers should not be overlooked **because** they will wield much power in time to come.

*\*Useful points to take note of:*

## 7. Summary Question (*Possible Answers*)

#	<i>Points from the Passage</i>	<i>Paraphrased Points</i>
1	individuals who utilise social media platforms to build ... (l. 27)	<ul style="list-style-type: none"> <li>• People who use / employ social media</li> <li>• to create / establish</li> </ul>
2	their own personal brand (l. 27)	<ul style="list-style-type: none"> <li>• an unique / individualized</li> <li>• image / online presence</li> </ul>
3	Or influence their followers to act (l. 28)	<ul style="list-style-type: none"> <li>• or change / shape their audiences' behaviours</li> </ul>
4	They can share anything from clothes and beauty products to make-at-home slime with their followers (l. 29-30)	<i>(Transform EG)</i> <ul style="list-style-type: none"> <li>• They post / upload / update on</li> <li>• a wide range / variety of topics</li> </ul>
*5	While it might seem like frivolous fun, (l. 31)	<i>*(Oblique Points)</i> <ul style="list-style-type: none"> <li>• Superficially, this trend appears to be inconsequential entertainment</li> </ul>
*6	some influencers are making significant amounts of money (l. 31)	<ul style="list-style-type: none"> <li>• Yet, influencers are profiting hugely</li> </ul>
*7	from their connection to their fans (l. 32)	<ul style="list-style-type: none"> <li>• From their links to their followers</li> </ul>
*8	making them the modern entrepreneur (l. 32)	<ul style="list-style-type: none"> <li>• Rendering them the contemporary entrepreneur</li> </ul>
9	... the ones who have started their own businesses (l. 33)	<ul style="list-style-type: none"> <li>• Some begun / set up firms / enterprises</li> </ul>
10	from the brand they created online (l. 34)	<ul style="list-style-type: none"> <li>• from the brand they established digitally</li> </ul>
11	...have much in common with traditional entrepreneurs when it comes to driving the economy. (l. 34-35)	<ul style="list-style-type: none"> <li>• hence stimulating economic growth</li> </ul>
12	Entrepreneurs... are people who organise,(l. 36)	<ul style="list-style-type: none"> <li>• Entrepreneurs handle / coordinate</li> </ul>
13	Manage, (l. 36) <b>OR</b> Influencers... managing their business (l.41)	<ul style="list-style-type: none"> <li>• Run / control their businesses</li> </ul>
14	and take on the risks of a business. (l. 37) <b>OR</b> Influencers... and taking on risk. (l. 42)	<ul style="list-style-type: none"> <li>• And face the dangers of business unpredictability / uncertainty</li> </ul>

15	They often start a new business in response to a perceived need for a good or service. (l. 37)	<ul style="list-style-type: none"> <li>• <b>They frequently start enterprises to fulfil demand for a product or service</b></li> </ul>
16	An influencer, in contrast, is someone who has the power to affect (l. 38-39)	<ul style="list-style-type: none"> <li>• <b>However, influencers are people who impact audiences</b></li> </ul>
17	or change people and their behaviour through social media (l. 39)	<ul style="list-style-type: none"> <li>• <b>and modify consumer practices</b></li> </ul>
18	Often to get them to buy something (l. 39-40)	<ul style="list-style-type: none"> <li>• <b>usually to persuade them to purchase something</b></li> </ul>
19	Companies can target highly specific groups of people (l. 42-43)	<ul style="list-style-type: none"> <li>• <b>Companies can focus on particular demographics</b></li> </ul>
20	through employing an influencer (line 43)	<ul style="list-style-type: none"> <li>• <b>by hiring influencers</b></li> </ul>
21	Due to the fact that influencers form a more personal relationship with their followers, (l. 44-45)	<ul style="list-style-type: none"> <li>• <b>Because influencers form a deeper / more intimate / close-knit connection with their audiences</b></li> </ul>
22	...the people who can steer the online conversation will have an upper hand in whatever niche they occupy – whether media, politics, business or some other field (l. 47-48)	<ul style="list-style-type: none"> <li>• <b>The people who can shape online discourse / discussions will have</b></li> <li>• <b>leverage / clout in</b></li> <li>• <b>diverse fields / arenas / spheres</b></li> </ul>
23	hiring staff, (l.51)	<ul style="list-style-type: none"> <li>• <b>employing people</b></li> </ul>
24	managing budgets (l.51)	<ul style="list-style-type: none"> <li>• <b>and overseeing finances</b></li> </ul>

*\*Do join our GP tuition lessons at [www.irwins-study.com](http://www.irwins-study.com) for in-depth explanations of the answers and useful answering techniques, including the Summary Question & Application Question (AQ)!*