

## Influencers have to say they're advertising

Read On • May 2022 • page 5

Page 1 of 8



### Pre-listening

The title of the article you are going to listen to is: "Influencers have to say they're advertising". In pairs, discuss the following questions:

- a) Do you know what an influencer is?
- b) From the title, what do you think the article will be about?
- c) Do you use social media? If yes, which social media channels do you use?
- d) Do you know of any influencers? Are there any influencers that you like and follow on social media?

### Vocabulary

1. The table below contains English words and expressions related to advertising. Match them with the correct German translation on the right. Write your answers in the boxes below.

English	German
a) to advertise	A bezahlter Inhalt
b) paid post	B bewerben
c) content	C Werbebotschaft
d) brand	D Werbung machen
e) to promote	E Inhalte
f) advert(isement)	F Marke

a)	b)	c)	d)	e)	f)

2. Now draw lines to match the following English expressions on the left with the correct German translations on the right.

English		German
(legal) loophole		jemandes Ruf schaden
to trust someone		die Grenzen verschwimmen lassen
multi-billion		(gesetzl.) Schlupfloch
to blur the lines		jemandem vertrauen
to back something up		ehrlich währt am längsten
to damage someone's reputation		milliardenschwer
honesty is the best policy		etwas belegen (können)

## Grammar

Below is the first paragraph of the article you are about to hear, but all the punctuation marks are missing. Wherever there is a yellow mark you need to add in the correct punctuation mark. The punctuation you need to use is shown in the table. Listen to the first paragraph, and then fill in the punctuation below.

Full stop (x3)	Comma (x3)	Colon (x1)	Apostrophe (x1)
_____	_____	_____	_____

No more grey areas and loopholes. Influencers on social media will now have to say they're advertising. Several countries, including the US, Canada and Australia, have changed their advertising rules. Influencers must make it clear that they are advertising a product.

### Listening comprehension

**1. Now listen to the next few paragraphs of the article and fill in the missing words from the transcript below. You might need more than one word to fill some gaps. Work individually and then check with your partner.**

2 Influencers create content that informs, (a) \_\_\_\_\_ or inspires others. That's how they get followers. Influencers are often seen (b) \_\_\_\_\_ experts in their fields, which can be, (c) \_\_\_\_\_, health and wellness, travel, fashion and beauty, or gaming.

3 When influencers post themselves excited (d) \_\_\_\_\_ the make-up they're using or a new game they're (e) \_\_\_\_\_, their followers often want to buy the product and try it, too.

4 Because people (f) \_\_\_\_\_ influencers, brands want to work with them. They ask influencers to promote their (g) \_\_\_\_\_ on social media so that more people want to (h) \_\_\_\_\_ those products.

5 Influencer marketing, the partnership (i) \_\_\_\_\_ brands and influencers, has become a multi-billion-dollar industry. The global market (j) \_\_\_\_\_ grew from \$1.7 billion in 2016 to \$13.8 billion in (k) \_\_\_\_\_. Celebrity or mega influencers like the Kardashians get (l) \_\_\_\_\_ \$250,000 per post when they advertise a product on their channel. But even those with fewer (m) \_\_\_\_\_ can still make a lot of money with their posts.

**2. Now listen to the article again from start to finish. Then explain the following terms, based on the information given in the article. Write full sentences and use your own words.**

a) influencer

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**b) influencer marketing**

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**3. Tick the correct answer to complete the following statements. Listen to the article again if you need to.**

**a) Influencers make money by ...**

- ☐ buying and selling products.
- ☐ posting about products on social media.
- ☐ following brands.

**b) In several countries, influencers now ... make it clear when they are advertising a product.**

- ☐ must
- ☐ no longer have to
- ☐ are not allowed to

**c) Influencers ...**

- ☐ are always in the same industry.
- ☐ are active in many different industries.
- ☐ are only involved in fashion and beauty.

**d) Influencer marketing has become ...**

- ☐ a multi-million-dollar industry.
- ☐ a billion-dollar industry.
- ☐ a multi-billion-dollar industry.

**e) Celebrity influencers like the Kardashians have gotten more than ... per post.**

- ☐ \$200,000
- ☐ \$250,000
- ☐ \$520,000

**f) Claims made about a product ... have to be backed up.**

- ☐ always
- ☐ sometimes
- ☐ never

**g) Influencers can ... if they are not upfront about advertising and partnerships.**

- ☐ gain more followers
- ☐ lose followers
- ☐ win awards

## Speaking

**In small groups, talk about influencers. Use the questions below to structure your discussion:**

- a)** Name some influencers you know.
- b)** How did these influencers become famous?
- c)** Have you seen them advertising products?
  - Which products do they advertise?
  - And on which media (social media? TV? radio? others?)
- d)** What is your opinion about influencer marketing? Do you think it's a good idea to have celebrities advertising products?
- e)** What do you think when you see a someone you follow/like advertising a product? Do you find it interesting, or does it annoy you? Explain why.
- f)** Do you think influencers should get paid by companies to advertise their products on social media? Why / Why not?
- g)** Would you like to be an influencer? Why / Why not?
  - If you were an influencer, which products would you advertise?
  - And on which social media channels?

## Post-listening

- 1. Now work individually. You are going to choose one influencer you know quite well and fill in the table below. Start by filling in the information you already know. Then do some research on the internet to complete the table.**

<b>Name:</b>	
<b>Photo:</b>	<i>(cut and paste a photo here)</i>

<b>Age:</b>	
<b>Nationality:</b>	
<b>Country of residence:</b>	
<b>How they became famous/well-known:</b>	
<b>Which social media channels they are present on:</b>	<ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> <li>-</li> </ul>
<b>What types of products do they advertise/promote?</b>	<ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> </ul>
<b>Do they have paid partnerships with brands to advertise these products?</b>  <b>If yes, note down some of the brands they have paid partnerships with:</b>	<ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> </ul>



## Answer key

### Pre-listening

Individual student answers

### Vocabulary

1. a) D • b) A • c) E • d) F • e) B • f) C
2. (legal) loophole – (gesetzl.) Schlupfloch • to trust someone – jemandem vertrauen • multi-billion – milliardenstark • to blur the lines – die Grenzen verschwimmen lassen • to back something up – etwas belegen (können) • to damage someone's reputation – jemandes Ruf schaden • honesty is the best policy – ehrlich währt am längsten

### Grammar

No more grey areas and loopholes: influencers on social media will now have to say they're advertising. Several countries, including the US, Canada and Australia, have changed their advertising rules. Influencers must make it clear that they are advertising a product.

### Listening comprehension

1. a) entertains • b) as • c) for example • d) about • e) playing • f) trust • g) products • h) buy • i) between • j) grew • k) 2021 • l) more than • m) followers
2. Sample answers  
a) An influencer is someone who creates interesting content on social media to entertain and inspire others. Influencers often know a lot about their fields, and they therefore have lots of followers who want to hear their opinions on products. Influencers inspire people to buy certain products. • b) Influencer marketing is when an influencer has a paid partnership with a brand to promote their products. Influencer marketing is a multi-billion-dollar industry which has grown a lot in the past five years. Influencers can make a lot of money from influencer marketing.
3. a) posting about products on social media. • b) must • c) are active in many different industries. • d) a multi-billion-dollar industry • e) \$250,000 • f) always • g) lose followers

### Speaking

Individual student answers

### Post-listening

Individual student answers

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