

Learning Unit

6



The Power of Media & Influencers

Learning Outcomes

Listening and Viewing:

- Analyse persuasive texts about the influence of social media and trust to infer the main idea, supporting details, and inferred meanings.
- Recognise feelings, attitudes, and opinions expressed through tone of voice in extended oral texts about influencers.

Speaking and Representing:

- Deliver well-organised spoken presentations (persuasive) about being a famous influencer, using effective body language, including appropriate gestures, and facial expressions.
- Participate in group discussions by listening attentively, building on peers' ideas, and expressing personal opinions.
- Use accurate vocabulary and grammar related to social media and influencers to express ideas in short presentations or discussions.
- Express opinions clearly about social media, and support them with reasons in spoken communication.
- Use persuasive techniques appropriately across different types of communication to influence an audience.
- Express appreciation for others' contributions by giving supportive and respectful feedback during discussions.
- Integrate expressions and language functions into spoken interactions on a range of topics about social media and influencers.

Reading and Viewing:

- Analyse persuasive texts about social media and trust to identify the writer's viewpoint.
- Determine the main idea and supporting details in extended texts about social media and trust using appropriate reading strategies.
- Identify the writer's attitude, purpose, and viewpoint in short persuasive texts about social media.
- Interpret contextual clues to infer meaning and clarify complex ideas in texts.
- Recognise common persuasive techniques and explain their effect on the reader in a variety of texts about social media and trust.
- Use simple visual organisers to summarise and organise ideas from a written text.
- Predict meaning using contextual clues and reasoning in a variety of texts about the power of social media.
- Identify the antonyms of familiar words in a persuasive text about trust.

Writing and Representing:

- Produce a well-formatted, coherent, and cohesive persuasive report about the influence of social media, using appropriate paragraphing, layout, and grammar features suited to the audience and purpose.
- Use linking words correctly to organise ideas (firstly, however, additionally, therefore, for example, in addition, in conclusion, although, moreover...).
- Apply grammar rules to write grammatically accurate, varied, and meaningful sentences in extended writing tasks.
- Follow the stages of the writing process (prewrite, draft, revise, edit, and publish) to write a two-paragraph persuasive report about the influence of social media. : prewrite, draft, revise, edit, and publish.

I can

- **analyse** a persuasive text to identify the writer's viewpoint about the influence of social media.
- **recognise** persuasive techniques such as using facts, thinking questions, repetition, and call to action sentences to influence the reader.

Vocabulary: fan, luxurious, recent, influencer, define, appear, effortlessly, reality, hide, pressure, select, edit, wealth, unfairly, insecure, depression, honesty, emotional

Linker Bank: however, additionally, therefore

Behind the Screen: The Unreal Life Online

Before You Read

- 1 a. Tick (✓) if you agree, cross (X) if you disagree. Then discuss your opinion with a partner.

	Statement	✓ / X
1	Influencers always show the truth about their lives online.	
2	Having many followers means you are successful.	
3	People can always trust what they see on social media.	

Did you know?

Not all influencers are famous. Many people influence others through their knowledge, volunteer work, and good deeds.

- 2 a. Read both texts below about life on social media. As you read, think about what each writer, Hamad or Dr Noha Saad, wants you to believe.



I'm Hamad from Kuwait, and I'm living proof that dreams can come true! Every morning, I wake up in my beautiful, huge villa facing the beach and feel thankful for what I've achieved. I start my day with a healthy smoothie, a quick workout, and messages from my amazing **fans** who inspire me to keep going. Life is all about passion, hard work, and believing in yourself. I travel to different countries, drive my **luxurious** car, and enjoy every moment because success doesn't just happen! You create it. Don't wait for opportunities, make them! Believe, act, and never give up. If I can do it, you can do it!

#Motivation #DreamBig #HamadTravels 30 K 10 K 688 2.11 K



The Unreal Life: Why We Should Not Believe Everything We See Online

Article by Dr. Noha Saad

In **recent** years, the rise of social media **influencers** has **changed** how people **define** success. They often **appear** to live perfect, happy lives, achieving their goals **effortlessly**. However, the **reality** behind these pictures is very different. Every photo **hides** hours of work and **pressure** to stay popular and look perfect all the time.

They carefully **select** their content to appear more successful than they truly are. They **edit** and retouch their photos, making followers believe in their endless travel and **wealth**. This can cause followers to compare themselves **unfairly** and lose confidence, making them feel they are unsuccessful.

The unreal lives of influencers are not only affecting themselves, but also the lives of young teenagers. Do you look at pictures of famous people and feel **insecure** about **how you look**? You are not the only one. In fact, studies show that many teenagers your age report that social media **makes** them feel worse about their image. Additionally, when you see those pictures, they try to trick your brain into feeling like you are not good enough, which might cause **depression**. Remember that real life is better than a picture, and you are amazing just the way you are.

True success cannot be measured by images, likes, or followers but by **honesty**, effort, and **emotional** balance. Therefore, we must ask ourselves: when you become a fan of an influencer, are you admiring their unreal life or their real success? It is time to look beyond filters and recognise the human reality behind the screen. We see, we admire, we compare, but we never forget what is real!



- b. Who do you agree with more about social media, Hamad or Dr. Noha? Why?


Persuasive writing aims to convince the reader to agree with your opinion.

Learning Unit 6

3  Read both texts again and complete the tasks that follow.

a. Choose the correct answer from a, b, c, or d.

- How does Hamad really want his fans to feel after reading his post?
a. bored b. inspired c. confused d. scared
- The main purpose of Dr. Noha Saad in writing this article is to:
a. show us how we can edit and retouch our personal photos.
b. persuade us not to believe everything on social media.
c. advise us to work hard to become social media influencers.
d. inform us about the advantages of following famous people online.



Reading Tip
To find the writer's **purpose**, look for **important words** and **examples** in the text. They show you what the writer wants you to believe.

b. Read again and answer the following questions.

- How do Hamad and Dr. Noha define success differently?
- What problems can comparing yourself to influencers cause?

4  **Read and Think: Persuasive Writing**

a. Read the descriptions in the chart and choose the one that best describes Dr. Noha's article.

Descriptive Writing	Expository Writing	Persuasive Writing
Uses sensory details to describe people, places, or objects.	Gives facts and information without trying to change the reader's opinion.	Aims to convince the reader to believe something or to take action.



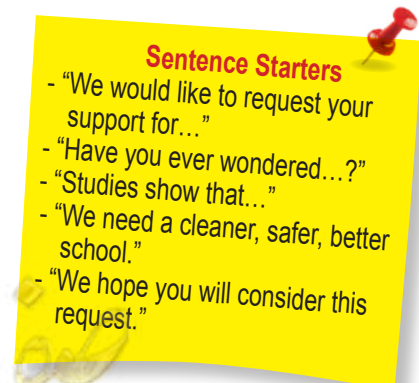
b. Read Dr. Noha's article and find one example of each persuasive technique.

Persuasive Technique	Parag.	Example from the Text
Facts & Statistics (From studies and research)	3
A Thinking Question (A question to make you think)	3 & 4
Repetition (Using the same word many times to make the message memorable)	4	"We see, we admire, we compare, but we never forget what is real!"
A Call to Action (A sentence encourages readers to do an action or make a change)	4	"It is time to look beyond filters and recognise the human reality"



A Request for a Change!

- In groups, write 4-5 sentences in your notebook, persuading your school principal with an idea that could improve the school (e.g., a cleaning campaign or an outdoor classroom).
- Begin with a strong statement or a thinking question, explain your idea using at least two persuasive techniques from the list, and end politely with a call to action.
- Share your sentences with the other groups. Decide which request sounds the most persuasive and explain why.



Sentence Starters

- "We would like to request your support for..."
- "Have you ever wondered...?"
- "Studies show that..."
- "We need a cleaner, safer, better school."
- "We hope you will consider this request."

- I can report what others say accurately using correct verb tenses, pronouns, and time/place expressions in spoken and written communication.

Grammar: Reported Speech (Statement - Present Tense)

Many influencers create unrealistic lifestyles.



- Listen to what Dr. Noha said in person and what the news reported. Then discuss the differences between the two statements.

a. At the interview (Direct Speech)

Dr. Noha said, "Many influencers create unrealistic lifestyles."

b. In the news report (Reported Speech)

The reporter wrote that Dr. Noha said that many influencers created unrealistic lifestyles.



Reported Speech

- Direct speech uses the speaker's exact original words inside quotation marks "...".
- Reported Speech is used when we want to say what someone else said.
- When reporting a statement, we change the **verb tense, pronouns, and time/ place expressions**:
my → his/her our → their this + (n.) → that these + (n.) → those

Direct Speech	Reported Speech	Direct Speech	Reported Speech
Present Simple	Past Simple	"I need this tablet," said Bader.	Bader said that he needed that tablet.
Present Continuous	Past Continuous	"I'm writing my report," said Ali.	Ali said that he was writing his report.
Present Perfect Simple	Past Perfect Simple	"I have bought Reem these presents," said Mona.	Mona said that she had bought Reem those presents.

- Complete the sentences using the correct form of verb tense, pronoun, and time/place expression.

- My teacher said, "I need this book today."
My teacher said that she needed that book that day.
- Waleed said, "I'm training with my coach now."
He said that
- The engineers said, "We've worked on our project for months."
The engineers said that

Time/Place Expressions

- | | | |
|-------|---|----------|
| today | → | that day |
| now | → | then |
| here | → | there |

- Change these direct sentences into reported speech. Remember to change the verb tense, pronouns, and time/place words when needed.

- The influencer said, "I post my new videos on this channel every week."

The influencer said that he posted his new videos on that channel every week.

- The athlete said, "I'm training hard for this sports competition now."

- The doctor said, "I've finished these medical reports for my patients."



Pass the Message

Work in groups. Student A secretly writes a short message and shows it only to Student B, who must retell it aloud to the group using reported speech.

Example:

A: I need help with my homework today.

B: Maha said that she needed help with her homework that day.

Tip Box

Remember to change the verb tense, pronouns, and time/ place words when needed.



I can

- **infer** the main idea and supporting details while listening to a live podcast about influencers.
- **determine** the speaker's feelings in an audio podcast by analysing the tone.

The Hidden Truth of Social Media

Before You Listen



a. Discuss the following questions.

1. Do you think influencers' lives are perfect?
2. What kind of pressures might influencers face online?



b. Match the underlined words with their correct meaning.

a. An <u>influencer</u> posts daily videos.		to make changes to a picture or film
b. <u>Edit</u> your work carefully.		the quality of being certain of your abilities
c. He speaks with <u>confidence</u> .	a	someone who affects or changes the way that other people behave



2 Listen to a podcast with a fashion influencer, then complete the tasks that follow.

a. Choose the best answer from a, b, c, or d.

1. What is the podcast mainly about?

- | | |
|--|---|
| a. How influencers become rich | b. How to avoid food that causes obesity |
| c. The truth behind influencers' lives | d. Tips for better photos during photo sessions |

2. Emma describes her life as:

- | | | | |
|---------|----------------|-----------|-----------|
| a. easy | b. challenging | c. simple | d. boring |
|---------|----------------|-----------|-----------|

3. In the podcast, Emma is mostly:

- | | | | |
|----------|----------|-----------|--------|
| a. proud | b. angry | c. honest | d. mad |
|----------|----------|-----------|--------|



b. Listen again and answer the following questions.

1. Why do you think some influencers **advertise** unhealthy or unsuitable products?
2. What does Emma do when **she feels stressed** or under pressure?
3. What message does the podcast send to **teenagers** about social media life?



Beyond the Filter: A Call for Wise Social Media Use

a. Prepare a short persuasive speech encouraging others to use social media wisely and avoid following influencers blindly. You should:

1. start your speech with an interesting question:

- Do you know the people you follow **online**?

2. state your opinion clearly:

- Many teenagers believe..., but actually...
- Influencers often appear perfect; however,...

3. explain your reasons strongly and confidently:

- One reason is ...
- Researchers show that...

4. close your speech with a call to action.

- Now is the time to...
- Take the first step and...

b. Listen to each other's speeches and tick the checklist points they included.

A **persuasive speech** is when you try to convince someone to agree with your ideas.

Persuasive Speech Checklist		
The speaker ...	Yes	No
started with an interesting question.		
stated their opinion about influencers.		
explained at least two reasons.		
spoke clearly and confidently.		
presented a 1–2 minute speech.		
used a persuasive technique (call to action).		

I can

- **state** my point of view about the challenges of fame, supported by reasons to persuade my audience.
- **deliver** a short persuasive speech using appropriate body language, gestures, and facial expressions to enhance meaning and engage the audience.
- **use** vocabulary and language expressions to deliver an argument accurately.

Fame: Dream or Pressure?

1



a. Discuss the following questions.

1. Would you like to be a famous person or have many followers one day? Why or why not?
2. Do you think being famous makes people happy? Explain your answer.
3. What challenges or pressures can fame create? Give examples.



b. Complete the For-and-Against table with your reasons for or against being famous.

FOR	AGAINST
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Think about:

privacy freedom
stress money
influence popularity

2



Your Turn to Persuade

In groups, choose a side to present your opinion, then prepare a short persuasive speech to persuade the class. In your speech, you should explain your reasons clearly using persuasive techniques.

a. Complete the table to prepare for your speech:

For or Against	Example
Introduction Start with a strong opening sentence or a question to grab attention. (A Thinking Question)	Everyone dreams of being famous online, but is it really worth it?
Opinion Clearly state if you are for or against being famous
Reasons 1 & 2 Give reasons to support your opinion. Each reason must be supported with ideas. (Facts/ Studies)	1. We believe being famous is challenging. (no privacy/pressure) 2. Studies show
Conclusion End with a strong final message. (A Call to Action)



b. Present your speech:

1. **Assign roles:** speaker, timekeeper, note-taker, and reporter.
2. **When presenting, you need to:**
 - speak slowly and clearly.
 - stand straight, avoid crossing your arms, and smile naturally.
 - ask thinking questions or calls to action with energy.
3. **While listening to others, take notes on the following:**
 - One strong point I liked is ...
 - One question I could ask is ...
 - One idea I disagree with is ...
 - One persuasive technique I noticed is ...



Expressing Opinion:

- In my opinion, ...
- Personally, I believe...
- From my point of view, ...
- I see your point, but...
- I am against...

c. Reflect: Did you persuade others, or were you persuaded today?

I can

- **analyse** the main and specific details in an article about trust.
- **create** a visual diagram to help organise the ideas and information from an article.
- **predict** the meanings of new vocabulary items with the help of contextual clues and logical reasoning.

Vocabulary: foundation, weaken, mostly, believe in, admit, trustworthiness, psychologist, activate, empathy, viewpoint, upset, patience, sincerely, false, reliable

Linker Bank: therefore, firstly, for example, in addition, in conclusion

Trust: The Power That Connects Us

1 Discuss the following questions.

- What does the word trust mean to you?
- Who is a person you trust the most? Why?
- Do you think it is easy or difficult to earn someone's trust? Why?



2 Read the article and complete the tasks that follow.

Why should you work to become a person others can trust? Trust is the **foundation** of every strong relationship, both at home and in society. Without it, teamwork fails, friendships **weaken**, and leadership loses its strength. Therefore, how can you earn people's trust?

Firstly, trust comes **mostly** from honesty. Ask yourself, "Who would you rather believe: someone who just talks, or someone who speaks with both truth and heart?" People **believe in** you when you tell the truth or when you do your job well. Even small actions, such as telling the truth or **admitting** mistakes, build **trustworthiness** over time. **Psychologists** also discovered that honest behaviour **activates** the brain's "trust circuits". In other words, the more truthful you are, the more others naturally feel safe around you. Isn't that what everyone wants, to feel safe, to be respected, and to be understood?




Another quality that builds trust is **empathy**. It is highly important to understand people's emotions. Showing empathy means using positive words, respecting others' **viewpoints**, and responding respectfully even when you disagree. People trust those who communicate kindly, both online and in person. For example, when someone is **upset**, an empathetic person listens carefully, shows **patience**, and avoids judging their feelings.

In today's digital world, being a trusted and reliable person does not stop in real life; it continues online. Every post, comment, or photo you share on social media tells others who you are. In addition, when we speak **sincerely**, respect others' opinions, and avoid sharing **false** information, we build real trust that lasts beyond the screen.

In conclusion, trust is built through honest actions, **empathy**, and respect, in both real life and the digital world. The way we speak, act, and respond reveals who we truly are to others. In the end, our behaviours, both offline and online, show others whether we are **reliable** and worthy of their trust. Trust builds us, trust guides us, trust protects us.

- a. Write another suitable title for the passage.
Your title should clearly show the main idea.

Think about one way you can show **honesty** and **empathy** online.

-  b. Read the text again, and complete the mind map below to show the TWO supporting ideas and evidence/examples for each idea:

How to Earn People's Trust

Trust comes from honesty

Understand people's emotions



- c. Choose the correct answer from a, b, c, or d.

- The underlined word "its" in the 1st paragraph refers to:
 - society
 - teamwork
 - leadership
 - relationship
- The opposite of the underlined word "upset" in the 3rd paragraph is:
 - popular
 - happy
 - sleepy
 - serious
- The writer uses the following persuasive techniques EXCEPT:
 - Repetition to inspire the readers.
 - A story about a trusted person.
 - Facts from research and expert studies.
 - Thinking questions to persuade the readers.



- d. Answer the following questions.

- Why do you think trust is important in friendship?
- What happens in the brain when people behave honestly?
- How can people show empathy towards others?

3



- Fill in the spaces with the correct words from the list.

admit – mostly – foundation

- Everyone should the truth, even when it's difficult to do so.
- Practising vocabulary gives you a strong for speaking.
- Her followers like her videos because they are fun and positive.



Design an Infographic: The Way to Trust

- a. Review the mind map (ex. 2.b). Use an A4 paper to design an infographic that:

- answers this question: "How can we earn people's trust both in real and online?"
- has a short, catchy title.
- includes main values such as honesty, empathy, and kindness.
- includes facts, short quotes, or studies.
- has icons, shapes, or arrows to show connections between ideas.

Infographic Tips

- Organise information clearly.
- Check spelling and vocabulary.
- Write short sentences.
- Use different colours.



- b. Explain your infographic to your classmates clearly and confidently.

- c. While listening to others, write one strong point.

- **I can use** reflexive pronouns correctly in oral and written texts.

Grammar: Reflexive pronouns



Read the following sentences and underline reflexive pronouns.

- Nobody helped me. I did it myself!
- He taught himself to play the guitar.
- My computer turns itself off after half an hour.
- We enjoyed ourselves on the school trip!

myself himself
itself herself
ourselves themselves
yourself/ yourselves



Reflexive pronouns are used when the subject and object are the same.

Example: My sister cleaned her room all by herself.
 subject object

Subject	Reflexive Pronoun	Example
I	myself	I made the cake myself .
You	yourself	You should be proud of yourself .
He	himself	He hurt himself while playing football.
She	herself	She taught herself Spanish.
It	itself	The coffee machine cleaned itself automatically.
We	ourselves	We introduced ourselves to the new teacher.
You (plural)	yourselves	You must train yourselves to play football as a team.
They	themselves	They built the tent themselves .



Complete the sentences with the correct reflexive pronoun.

1. The baby can't feed himself yet.
2. You should study every day and depend on
3. We had a great time! We really enjoyed
4. I looked at in the mirror before the interview.
5. Students should behave during the break time.



Check the underlined subject to choose the right reflexive pronoun.

Example:
you → yourself



Answer the following questions using reflexive pronouns.

Q: Have you ever learned something **yourself**?

A: Yes! I taught myself

Q: Have you ever created something new **yourself**?

A: Yes!



I Did it Myself!

Write about things you, or someone else, did and felt proud of. Use different reflexive pronouns.

- a. I washed my father's car **myself**.
b. My brother taught to ride a bike.
c.



I can

- **apply** the writing process to produce a structured persuasive report about trusting others online.
- **develop** clear arguments supported by facts, examples, and persuasive techniques.

Linker Bank: however, in conclusion, in addition, although, moreover

Should We Believe Everything on Social Media?



1 Read the following paragraph and answer the questions that follow.

Being a social media influencer can completely change your life. It is exciting and full of challenges. You meet new people, visit interesting places, and share ideas with thousands of followers every day. In addition, it offers opportunities to be creative and express yourself. However, it also includes hard work, long hours, and pressure to stay popular. According to media research, many influencers spend long hours each week creating and editing content. Still, if you love communicating, inspiring others, and spreading positive messages, then it might be the perfect role for you. Don't you think so?

1. What is the writer's opinion in the paragraph?

.....

2. Find a factual detail (evidence) from research or data in the same paragraph.

.....

3. Find a thinking question in the paragraph.

.....

2 a. Match the Linking Words to their Functions.

Function	Linking Words
Contrast	in conclusion, to sum up, finally
Addition	however, but, although
Conclusion	also, moreover, in addition

Contrast Linkers
They help the reader see that the next idea is opposite or unexpected compared with the first one.

b. Which linker would you use to add an idea, and which one would you use to clearly summarise the final idea?

c. Complete the sentences with a suitable linker from the table.


1. We planned a picnic, it started to rain.
2. Recycling reduces waste., it protects the environment.

d. Rewrite the following sentences using the linking words between brackets.

1. I love travelling. I do not like packing my bags. (although)
.....
2. Doing exercise keeps you fit. It improves your mood (moreover)
.....
3. We should protect our privacy. We must use social media carefully. (in conclusion)
.....

Learning Unit 6

"Social media has become part of our daily lives,
but not everything we see online is true."

- 3  a. Plan and write a two-paragraph report persuading people not to believe everything they see online. Provide two reasons and support them with examples and facts.

Persuade your readers by using persuasive techniques (facts, thinking questions, repetition, and a call to action).

b. Fill in the following outline.

Introduction

Paragraph 1: (Reason 1)

Topic sentence:

Many influencers post edited photos and videos that show only the perfect side of their lives.

Supporting details (evidence):

Studies show that many teenagers compare themselves to others online.

If we believe everything we see, we might think that our life is unsuccessful.

Concluding sentence:

Should we let fake images decide how we feel about ourselves?

Paragraph 2: (Reason 2)

Topic sentence:

.....

Supporting details (evidence):

.....

.....

Concluding sentence:

.....

Conclusion

.....

-  c. Use the ideas in your outline to write the report in your notebook.
d. Use the following checklist to edit your writing.

Did I ...	✓ / ✗
write a clear topic sentence that shows my opinion?	
support my opinion with strong examples or evidence?	
use persuasive techniques to persuade the reader?	
use linking words to connect my ideas clearly? (<i>firstly, however, moreover...</i>)	
check my spelling and punctuation?	
use AI tools to edit my writing?	

Attention!
Use AI to help
you, not to
cheat.