https://toegang.malmberg.nl/static/images/logo.png

**Actuele lesbrief Engels – Going Viral**

**Voor de docent**

Om de haverklap gaat er iets viral op de sociale media. Hoe komt dat? De tekst duikt in zo’n viral geval.

**ERK-niveau**

Lezen A2 - Lezen om informatie op te doen – Kan korte, beschrijvende teksten over vertrouwde onderwerpen begrijpen.  (LEA2-3c)

Leesstrategieën - Kan zijn of haar begrip van de algemene betekenis van korte teksten over alledaagse onderwerpen van concrete aard gebruiken om de vermoedelijke betekenis van onbekende woorden af te leiden uit de context.

Kan gebruikmaken van tweetalige (online) woordenboeken om woordbegrip te controleren, indien toegestaan.

**Intro**

Why do some things go viral?

Assignment 1

Read the assignment and write down the answers in English.

You may use English-language Internet sources to help you.

a **A** is for **a**pple, **B** is for bed, **C** is for ...   
Write or say words for at least the 6 following letters in the alphabet. Or be ambitious and do the whole alphabet.

b Write down 3 or more homonyms plus their different meanings.   
Note: A **homonym** is a word that is spelled and pronounced like another word but is different in meaning. The word “cookie” is a homonym. It has 3 different meanings:   
1 a small, flat round treat made from flour and sugar;  
2 a special kind of person, for example “a tough cookie” is a tough person;  
3 a small file from a website stored on your computer and with information about you (such as an identification code or a record of the web pages you have visited).

**Going Viral**

The coronavirus isn’t the only thing that is spreading around the world. How about all the stuff on social media. Have you ever wondered why certain posts go viral?

Let’s take a closer look at a recent viral phote. Read about it [here](https://www.cbc.ca/kidsnews/post/c-is-for-the-cookie-monster-rock-thats-getting-all-the-likes).

Assignment 2

Read the text. Connect the words and expressions in the two columns that have the same meaning.

|  |  |
| --- | --- |
| 1. viral | 1. checking if all the facts are correct |
| 1. weirdly | 1. doubting, not really believing |
| 1. retweeted | 1. easy to visit and see |
| 1. precious | 1. evaluation; judgement |
| 1. collector | 1. to give |
| 1. agate | 1. to give someone an idea about what to do |
| 1. a semi-precious stone | 1. a hard stone with strips of colour, used in jewelry |
| 1. pastel | 1. having a pale, soft colour |
| 1. ball-like | 1. a person who collects certain things as a hobby |
| 1. fact-checking | 1. a pretty stone, which is worth a bit less than a precious stone |
| 1. assessment | 1. reposted of a message on Twitter |
| 1. skeptical | 1. spreading very quickly to many people especially through the Internet |
| 1. donate | 1. strangely; unusually |
| 1. accessible | 1. very valuable; worth a lot |
| 1. inspire | 1. with the shape of a ball |

Assignment 3

a True or false?

1 Mike Bowers collects precious stones.

2 The Cookie Monster rock was discovered in California.

3 An agate is a semi-precious stone.

4 The agate Mike Bowers has pastel colours.

5 Mike Bowers found the special rock in January.

6 Mike Bowers has been ill with COVID-19.

b How did the Cookie Monster photo go viral?

1 First the photo only had about 100 likes. Then Mike Bowers asked the website Snopes to fact check if the stone was real. It was and then people started retweeting like crazy.

2 Mike Bowers posted the photo on the Facebook page of *Sesame Street*. The people of *Sesame Street* loved it and retweeted it more than 90,000 times.

3 The official Cookie Monster account on Twitter retweeted Mike’s photo. Many people saw it. All those people also retweeted and liked the photo.

4 When Mike Bowers found the Cookie Monser rock, his friends in Brazil posted his photo on their social media accounts. That’s how people all over the world saw it.

c Mike said: “It’s not always about the money.” So what is it about for Mike? Choose the correct explanation.

1 Bowers said he isn’t selling right now.

2 He hopes the Cookie Monster agate will inspire the next generation of rock collectors.

3 I don’t want to be famous. It’s a nightmare.

4 Never say never.