

## **Select Readings, Second Edition**

### **Upper-Intermediate, Chapter 1 Test**

Read the passage and answer the questions that follow.

#### **Internet Fame**

In the past, aspiring celebrities had to work hard, develop their talents, and hope to build an audience or be discovered by a powerful agency. However, the Internet seems to have created a revolution in the fame game. Now, a kid with a video camera has access to an audience as large as the biggest Hollywood star. A mom with a blog and some interesting ideas can attract more readers than a best-selling author. And an opinionated entrepreneur can become a guru<sup>1</sup> to millions.

The Internet sees a new ‘star’ virtually every day. Someone creates a video that goes viral and generates millions of views. For some, this ‘microfame’ flashes and soon fades, but others are using these flashes to propel themselves into commercial success at an exponential rate.

Whether it’s actual talent or just mass appeal, here are a few of the Internet’s most prominent individuals who have gone from ‘nobody’ to celebrity in a very short time, and their path to success.

#### **Justin Bieber**

Probably the most famous success story of anyone ‘discovered’ on the Internet, this Canadian Pop/R&B singer shot to fame when his debut single was released worldwide in 2009.

While searching for videos of a different singer, a record executive accidentally clicked on a video Bieber had uploaded to the Internet in 2007. Impressed, the executive tracked down the young man. Soon after, Justin Bieber was signed to a recording contract, and the rest is history. Still topping the charts in the United States and worldwide today, Bieber has shown how Internet success can give birth to a successful career.

#### **Julie Powell**

In 2002, Julie Powell started a blog. In it, she wrote about her attempts to cook all the recipes in the television chef Julia Child’s famous cookbook *Mastering the Art of French Cooking*, without ever having so much as cooked an egg before (or so she claims). The blog was so successful that she got a book deal with Little, Brown and Company and wrote *Julie and Julia: 365 Days, 524 Recipes, 1 Tiny Apartment Kitchen* (later re-titled *Julie and Julia: My Year of Cooking Dangerously*).

However, Powell’s success story didn’t end there. A feature film entitled *Julie & Julia* starring Meryl Streep and Amy Adams was released in 2009. The film contrasts the life of Chef Julia Child to that of Julie Powell and her goal of cooking Child’s 524 recipes.

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<sup>1</sup> **guru** teacher, leader

## Matt Harding

Who is Matt Harding you might ask? Matt Harding became an Internet superstar, traveling and dancing his way around the world. His *Where the Hell is Matt?* website has made him a worldwide phenomenon—so much so that he now gets paid to travel and make videos.

1. True or false? The article says that stars of today need agencies to become famous.
  - A. True
  - B. False
2. According to the article, nowadays, many aspiring celebrities \_\_\_\_\_.
  - A. work harder than aspiring celebrities did in the past.
  - B. develop their talents more than aspiring celebrities did in the past.
  - C. have to build an audience performance by performance.
  - D. don't have to be discovered by powerful agencies.
3. The article's main point is that \_\_\_\_\_.
  - A. aspiring celebrities discovered on the Internet don't stay famous for a long time.
  - B. having a video camera is essential to become famous.
  - C. things are different now for aspiring celebrities.
  - D. the Internet gives aspiring celebrities an unfair advantage.
4. If a video 'goes viral' it means \_\_\_\_\_.
  - A. its popularity decreases rapidly.
  - B. the number of people watching it increases very quickly.
  - C. the video is terrible.
  - D. the video caused a computer virus.
5. Which of the following is not mentioned about Justin Bieber?
  - A. The name of the song he was singing when he was discovered
  - B. That he was discovered by accident
  - C. The year his debut single was released
  - D. That he is still very popular today
6. Which of the following does the article say?
  - A. Julia Child taught Julie Powell how to cook.
  - B. Meryl Streep loves Julia Child's cookbook.
  - C. Julia Child loves Meryl Streep.
  - D. Meryl Streep appeared in the movie *Julie and Julia*.
7. In the first paragraph about Julie Powell, we can infer from "(or so she claims)" that...
  - A. the author believes that Julie Powell was as inexperienced as she said.
  - B. the author doesn't believe Julie Powell was as inexperienced as she said.
  - C. the author doesn't believe that Julie Powell cooked the recipes.
  - D. the author has read Julia Child's cookbook.
8. In the last paragraph, it says that Matt Harding \_\_\_\_\_.
  - A. wrote a blog about travel.
  - B. wrote a blog about dancing.
  - C. has a website called *Where the Hell is Matt?*
  - D. travels and dances mainly in the United States.
9. In the second paragraph, by writing 'star' in quotation marks, the writer means \_\_\_\_\_.
  - A. the people on the Internet are very talented.
  - B. the people on the Internet are famous now, but may not be for long.
  - C. the people on the Internet are not famous, even though they want to be.
  - D. the people on the Internet are famous.

10. 'Tracked down' means \_\_\_\_\_
- A. followed.
  - B. ignored.
  - C. searched for and located.
  - D. signed a recording contract.