



DATOS DEL ASPIRANTE

**CALIFICACIÓN
EJERCICIO 2**

Apellidos:.....

Nombre:.....

**EJERCICIO 2 PARTE COMÚN: LENGUA EXTRANJERA: INGLÉS.
(Duración: 1 hora)**

Is Being A Social Media Influencer A Real Career?

Chances are even if you don't "follow" a social media influencer or even totally understand what they do you're likely to understand the concept. Influencers are those individuals who have essentially established credibility in a specific area or industry. To be successful they need to have access to an audience, preferably a large audience – hence¹ their "influence."

Apparently a lot of people not only appreciate what an influencer does, but a majority of social media consumers actually want to become influencers!

According to a recent survey many social media consumers actually see the benefits of influencers with 56% of respondents saying they made a *purchase*² based on a sponsored/paid social media post from an influencer.

Moreover, 63% said they find the content created by such influencers to actually be more compelling than scripted advertising. The successful influencer Sinead Norenus-Ranier – and 30% said they consider themselves to be an influencer. We've seen many famous people – even those who are in essence "famous for being famous" become influencers, but is celebrity a requirement?

"With time and consistent effort, it is possible for an average person to become a successful influencer," said the influencer Sinead Norenus-Ranier. Success does not happen overnight. You must build enough content and this process can sometimes take years. But it is totally possible for it to lead to a full-time career."

(From <https://www.forbes.com/sites/>)

¹ Hence: for this reason

² Purchase: the action of buying something



Read the text and answer the following questions, be careful to follow the instructions for each question

I. READING COMPREHENSION

Choose the correct answer: A, B or C (1,50 marks)

- 1.1. A lot of people appreciate what an influencer does ...
- and also their salary.
 - and want to become one of them.
 - and consume social media.
- 1.2. Which one of these sentences is correct according to the text?
- Many social media consumers often buy things based on one influencer's comments.
 - Less than 50% of consumers said that they buy things recommended by scripted advertising.
 - According to Sinead Norenien-Raniem an average person can never be a famous influencer.
- 1.3. Which one of these sentences is NOT correct according to the text?
- Influencers are people who have gained reputation in a certain area.
 - Most social media consumers dislike being an influencer.
 - If an influencer wants to be popular s/he must have a very large group of followers.

II. GRAMMAR AND USE OF ENGLISH

2. Fill in the gaps with an adequate word (0,90 marks)

If someone is looking for a career in marketing, knowing how (1)_____ become a social media influencer is certainly a profession for this decade, and the future (2)_____work. If you look at the state of social (3)_____ and how it continues to change the way we interact and communicate with one another, I only see influencer marketing growing.



3. Put the words in brackets in the correct form (1,20 marks)

- a) A celebrity influencer is _____(typical) a professional performer who uses their fame to promote a product
- b) The average salary for an influencer in the United States _____(be) \$62,081 per year.
- c) If a business _____(create) a new type of dog food, they can ask a micro-influencer to promote this product .
- d) Some people like _____(watch) influencers´ videos on the web.

4. Rewrite the following sentences so that they keep the same meaning. Use the words given in brackets (1,50 marks)

- a. Many social media consumers see the benefits of influencers. (SEEN)

-The benefits...

- b. Social media has received popularity in the last decade. It has made this profession a dream job for many people. (WHICH)

- Social media....

- c. She started being an influencer 5 years ago. (FOR)

- She....

5. VOCABULARY: Match the words on the left with the meanings listed on the right (0,90 marks)

1.credibility (paragraph 1)
2. compelling (paragraph 3)
3.overnight (paragraph 3)

a. the quality of being believable
b. the duration of a night
c. evoking interest, attention, or admiration



III. WRITING.

6. Write a paragraph with your opinion (25-50 words) about the following topic. (4 marks)

Would you like to be an influencer? GIVE REASONS

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

CRITERIOS DE EVALUACIÓN:

- Se valorará la comprensión y la expresión escrita en lengua inglesa, así como la adecuación y riqueza del léxico empleado.
- Se valorará la coherencia semántica y gramatical, las formas y la ortografía.
- El dominio de la capacidad específica objeto de la prueba.

CRITERIOS DE CALIFICACIÓN:

- La calificación de cada cuestión planteada viene expresada en el enunciado de la misma.
- Si la cuestión dispone de varios apartados se repartirá equitativamente la puntuación máxima asignada a la misma.