Cambridge English Language Assessment
Exam Preparation Centre

III MEDIO

Class: March 24th, 2020

Dear students:

We hope all of you are fine. These exercises were prepared for you to develop your writing skills at home. Please do your best. In this case you are going to write an opinion paragraph related to the following topic:

Influencers

It is estimated that about 40 per cent of the world's population use social media, and many of these billions of social media users look up to influencers to help them decide what to buy and what trends to follow.
So what is an influencer and how do we become one?
An influencer is a person who can influence the decisions of their followers because of their relationship with their audience and their knowledge and expertise in a particular area, e.g. fashion, travel or technology.
Influencers often have a large following of people who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers' hearts. Brands are now asking powerful influencers to market their products. With some influencers charging up to $25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too.

Explain why you agree or disagree with the following statements:

- Influencers help teenagers to develop their personality. (80-100 words)
- Influencers always impact people in a positive way (80-100 words)

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If you had the chance to be an influencer, what topic would you be interested in and why? (80-100 words)

Questions: In relation to influencers,

I used to think:

I think: