

01-Social Media Influencers

It is estimated that about 40 percent 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. If you are one of them, then here are five tips on how to do it.

First, what is the area that you know most about? What do you feel most excited about talking about? Find the specific area that you're most interested in and develop it.

Second, choose your medium and write an interesting bio. Most influencers these days are bloggers and micro-bloggers. Decide which medium – such as your own online blog, Instagram or Snapchat – is the best way to connect with your followers and chat about your niche area. When you have done that, write an attention-grabbing bio that describes you and your speciality area in an interesting and unique way. Make sure that people who read your bio will want to follow you.

Third, post regularly and consistently. Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your posts are consistent and possibly follow a theme.

Fourth, tell an interesting story. Whether it is a photo or a comment that you are posting, use it to tell a story that will catch the attention of your followers and help them connect with you.

At last, make sure people can easily find your content. Publicize your posts on a variety of social media, use hashtags and catchy titles and make sure that they can be easily found. There is no point writing the most exciting blogposts or posting the most attractive photographs if no one is going to see them.

Most importantly, if you want to become a social media influencer, you need to have patience. Keep posting and your following will gradually increase. Good luck!

(446words)

(Source: <https://lingua.com/english>)

02-The year Santa's suit went from signature red to true blue

On a Friday evening in December, two weeks before Christmas, I lost my job. I hadn't seen it coming. I was excited for the weekend, when my daughter, Kristil, and I planned to get our Christmas tree. Then I got a message: "We're sorry, but your work assignment has ended as of today." My heart sank.

I was just a single parent. I did everything I could to give Kristil a good life, but there were some things my love couldn't fix. The next day as we searched for our tree, I struggled to be cheerful as I eyed the Christmas tree prices.

Monday morning, I dropped Kristil at school and set off on my moneymaking pursuits. Looking for where to sell stuff, I headed to the pawnshop with a garnet ring set in 14-karat gold that my mother had given me.

"Best I can do is \$70," the owner said. "The stones are worthless."

Next was the antiques store. I sold six Precious Moments figurines for \$150. I ended the day \$220 richer - not bad.

Over the next week, I furiously applied for jobs as my bank account grew smaller. On a weekend afternoon, I dropped Kristil in a wealthy gated community for a birthday party. I watched as she went in, surrounded by all the nice things we couldn't afford. I drove home defeated.

Back at home, I glanced out the window. It had been snowing on and off all morning. I noticed a petite woman with short white hair struggling to open her car door against the wind. As she got out, I realized it was my old professor, Sister Esther. I'd first met Sister Esther 10 years earlier, when I was her student at college. Kristil was 3 at the time, and I sometimes took her to class. Sister Esther was understanding and nice to Kristil.

After I graduated, she kept in touch, meeting me for lunch every few months. I had grown to love her like family. I rushed to the front of my building. "What are you doing out in this weather?" I asked as we hugged.

"Well, I tried to call but couldn't get through. Then I called your job and knew you weren't working there anymore. I thought I would come by," Sister Esther said.

We had tea and a good afternoon in the house. As she got up to leave, she handed me a Christmas card. Later I opened her card, I gasped in shock. There was money inside. Hundred-dollar bills fell onto the table. Tears of gratitude puddled in my eyes as I counted. Sister Esther had given me \$1,000.

On Christmas morning, Kristil and I gathered around our tree, and I joyfully watched as she opened her Christmas gifts. It has been 14 years since that Christmas, but I've never forgotten what Sister Esther did for us. In 2020, at age 91, Sister Esther died, but the love she gave during her life lives on in the hearts of many. I am lucky to be one of them.

(533 words)

(by Tammy Rabideau from The Washington Post Nov. 14, 2022)

03-Many Cars, No Drivers?

There's been a lot of talk about driverless cars. How soon might you be riding in one? It was a bold prediction that autonomous vehicles—cars without drivers—would be carrying lots of people to work or school within five years. The arrival of those cars would change the way Americans get around.

In a future full of driverless cars, cities could be redesigned to improve the flow of traffic, cutting down on traffic jams and pollution. In addition, driverless vehicles might even be safer than human-driven vehicles. After all, it is often driver error that causes accidents. So where are all those driverless cars we were promised?

Automated cars are in the works. Engineers have already delivered numerous innovations necessary for automated driving. Some are available on new cars as safety features. For example:

Sensors that detect obstacles: New cars on the road today have electric sensors all over their exteriors. The sensors send out warnings, helping drivers stay a safe distance from other vehicles. That will be extremely important, of course, for self-driving cars.

Electronic stability control systems: These systems help drivers maintain control in difficult situations, such as slippery or rocky roads.

Automatic emergency braking: Cars are now equipped with 'intelligent' brakes that automatically apply when a vehicle is in danger of crashing.

These features help drivers by taking some stress out of being on the road. But, of course, that's not enough for self-driving cars. To be truly autonomous, cars will need real-time cameras and artificial intelligence (AI).

Certain behaviors are crucial for vehicles without human drivers. They will need to be able to change their route in order to avoid unexpected construction or an accident that is blocking traffic. They will also need to communicate with other vehicles or pedestrians within the vicinity. And it will be important for these cars to be tested on the roads in order to be sure they can navigate safely during real-life traffic situations.

Clearly, a lot of work remains to be done before driverless cars are considered safe and dependable. But there's another reason for the lack of excitement about the concept today: public opinion. Most Americans are skeptical about the safety of these cars, according to a survey conducted by the Partners for Automated Vehicle Education. Almost half of the poll respondents said they would "never" get into a driverless taxi. In addition, many people simply enjoy driving.

So are driverless cars coming ... eventually? All signs point to 'Yes.'

Will one be taking you to school anytime soon? Most signs point to 'No.'

(436 words)

(by Catherine O'Hagan on ReadWork.org)

04-Human Body Parts and Organs

It goes without saying that humans have pretty remarkable bodies, given all that they've accomplished. To be sure, humans have overcome predators, disease, and all sorts of other obstacles over thousands of years.

To fully understand and appreciate these accomplishments, let's take at some of the most well-known parts of the human body!

The head, or the spherical body part that contains the brain and rests at the top of the human body, has quite a few individual organs and body parts on it. It should quickly be mentioned that hair occupies the space on top of the head, and the ears, the organs responsible for hearing, are located on either side of the head. From top to bottom, the eyebrows, or horizontal strips of hair that can be found above the eye, are the first components of the head. The eyes are below them, and are round, orb-like organs that allow humans to see.

The eyes make way for the nose, or an external organ that plays an important part in the breathing and bacteria-elimination processes. Below that is the mouth, or a wide, cavernous organ that chews food, removes bacteria, helps with breathing, and more. The mouth contains teeth, or small, white-colored, pointed body parts used to chew food, and the tongue, or a red-colored, boneless organ used to chew food and speak.

The neck is the long body part that connects the head to the chest, and the stomach, or the part of the body that contains food and liquid-processing organs, comes below that.

The legs are the long, muscular body parts that allow humans to move from one spot to another and perform a variety of actions. Each leg contains a thigh, a thick, especially muscular body part used to perform strenuous motions; the upper part of the leg and a calf thinner, more flexible body part that absorbs the shock associated with movement; the lower part of the leg. Feet can be found at the bottom of legs, and each foot is comprised of five toes, or small appendages that help balance.

Arms are long, powerful body parts that are located on either side of chest, below the shoulders; arms are comprised of biceps, the thicker, more powerful upper portion, and forearms, the thinner, more flexible lower portion. Hands, or small, gripping body parts used for a tremendous number of actions, are at the end of arms. Each hand contains five fingers, or small appendages used to grip objects.

The aforementioned shoulders are rounded body parts that aid arms' flexibility. One's back is found on the opposite side of the stomach, and is a flat section of the body that contains important muscles that're intended to protect the lungs and other internal organs, in addition to helping humans perform certain motions and actions.

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(Source: <https://lingua.com/english>)