

ENGLISH LANGUAGE PAPER 4

GENERAL INSTRUCTIONS

This paper consists of two parts: Part A, Group Interaction; and Part B, Individual Response. Part B will immediately follow Part A. DO NOT write anything on this page.

PART A Group Interaction

You will be given 10 minutes to prepare. The time allowed for the group interaction is 8 minutes (or 6 minutes for a group of 3 candidates). You may make notes on the notecard provided and refer to your notes during the discussion.

This article appeared on a local newspaper:

Rise of Social Media Influencers

In recent years, social media influencers have become an important part of online culture. Influencers are people who have a large number of followers on social media platforms such as Instagram, YouTube, and TikTok. They often share content about their daily lives, fashion, food, travel, or technology. Because of their popularity, many companies collaborate with influencers to promote products and services.

In Hong Kong, social media influencers have become especially popular among young people. Some local influencers regularly introduce new restaurants, fashion brands, or lifestyle products to their followers. For example, many restaurants have gained popularity after being recommended by influencers online. Internationally, influencers have also played an important role in marketing campaigns for global brands.

However, the rise of influencer culture has also raised some concerns. In some cases, influencers promote products without clearly stating that their posts are sponsored advertisements. This has led to discussions about whether stricter regulations should be introduced to ensure transparency in online advertising.

Supporters believe that influencers provide useful information and entertainment to their followers. Critics, however, argue that young people may be too easily influenced by online personalities and advertisements.

You and your classmates are helping to organise a seminar about the influence of social media influencers on teenagers. You may want to talk about:

- why social media influencers are so popular among young people
- the advantages and disadvantages of influencer culture
- whether schools should educate students about online advertising and influencer marketing
- anything else you think is important

PART B Individual Response

The examiner will ask you one or more questions based on Part A. You will have up to 1 minute to respond.

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PART A Group Interaction

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PART B Individual Response

1. Do you follow any social media influencers?
2. Why do you think influencers are attractive to young audiences?
3. Do you think influencers have a responsibility to promote positive values?
4. How can people tell whether an influencer's post is an advertisement?
5. In your opinion, should there be stricter rules for influencer marketing?
6. Besides influencers, what other factors affect young people's buying decisions?
7. Do you think influencer culture will become more or less popular in the future?
8. What advice would you give to young people about following influencers online?