



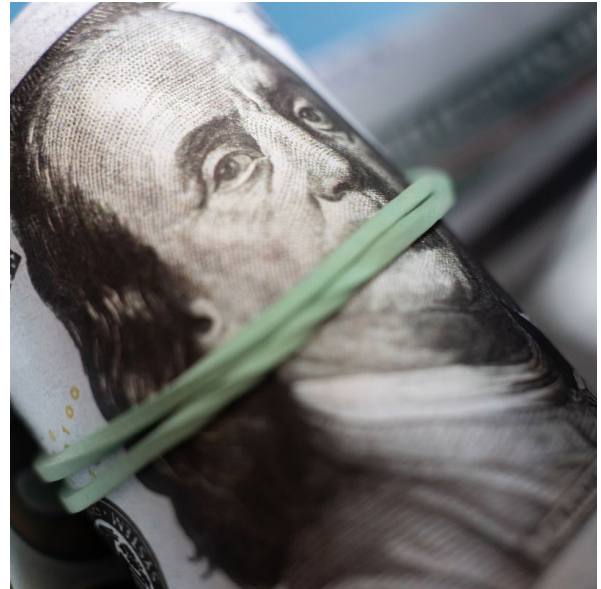
# INFLUENCER PLEADS GUILTY



Scan to review worksheet

Expemo code:

168V-T1TB-T3VV



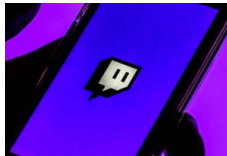
1

## Warm up

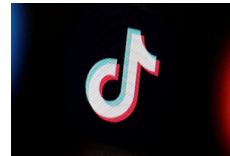
Can you name the social media platforms in the photos from just the logos?



1



2



3



4

*\*Source: Reuters*

Now discuss:

1. Which of the above social media platforms do you use?
2. What do you like and dislike about them?
3. How would you define the word "influencer"?
4. Do you follow any influencers on social media? Why/Why not?
5. When you decide to buy something, what is it that makes you decide to buy it?
6. Does anyone's opinion about what you should buy make a difference to you, such as family, or friends? Why/Why not?





## 2

## Focus on vocabulary

## Part A: Match the vocabulary to the definitions.

- |                                |   |
|--------------------------------|---|
| 1. <u>extradite</u> (v)        | a. a crime where someone pretends to be something they are not to make money                                    |
| 2. <u>money laundering</u> (n) | b. a situation where two or more people, or groups of people, are in competition                                |
| 3. <u>kidnap</u> (v)           | c. in a way that is surprising or not what was expected   |
| 4. <u>expel</u> (v)            | d. the act of taking money that was made illegally and making it look as though it has been made in a legal way |
| 5. <u>ironically</u> (adv.)    | e. to officially make someone leave a country or a place  |
| 6. <u>rivalry</u> (n)          | f. to officially say in a court of law whether you did or did not commit a crime                                |
| 7. <u>fraud</u> (n)            | g. to officially take someone to a country where they are accused of committing crimes so they can go to court  |
| 8. <u>plead</u> (v)            | h. to take someone as a prisoner illegally, usually to ask their relatives for money                            |

## Part B: Now complete the following sentences with a different form of the word in brackets from Part A.

1. After his arrest in Barcelona, Haverford was jailed while he awaited \_\_\_\_\_ to the UK. (extradite)
2. His background as an accountant proved valuable when working as a \_\_\_\_\_ for an organised crime gang in Marbella. (money laundering)
3. The \_\_\_\_\_ took place at the victim's home after two men claiming to be policemen gained entry to the house. (kidnap)
4. "I was quite an unhappy, difficult child", the author said of her \_\_\_\_\_ from more than one school. (expel)
5. There was a certain \_\_\_\_\_ in that, after years of dreaming of life in the United States, the reality of it made him miss his home. (ironically)
6. The gunfire was reported to be a result of fights between local \_\_\_\_\_ gangs, which police are still investigating. (rivalry)
7. The bank contacted him after \_\_\_\_\_ activity was reported on his account. (fraud)
8. Police are making a \_\_\_\_\_ for any witnesses to the crime to come forward and provide information. (plead)



Now in pairs, discuss the following questions.

1. Are you aware of anyone who has been extradited to your home country from somewhere else? What crimes were they accused of?
2. Are there any famous cases of someone being kidnapped in your country? What happened?
3. Do you know of any cases of fraud in your friends or family? What happened?

**3****Listening for details**

Listen to the news report and match the following numbers to what they represent



20 million

1. \_\_\_\_\_

2.5 million

2. \_\_\_\_\_

1.1 million

3. \_\_\_\_\_

10,000

4. \_\_\_\_\_

20

5. \_\_\_\_\_

40 million

6. \_\_\_\_\_

2 million

7. \_\_\_\_\_

1,926,400

8. \_\_\_\_\_



## 4

**Listening comprehension**

Now listen to the news report again and answer the following questions.



1. What is Hushpuppi most well-known for?
  - a. Owning criminal businesses.
  - b. Doing charity work.
  - c. Shopping in expensive places.
2. What does Hushpuppi's lawyer say about the situation?
  - a. Hushpuppi is innocent and was brought to the United States illegally.
  - b. Other people's jealousy over Hushpuppi's lifestyle is why he is in trouble.
  - c. That his client didn't understand the business he was involved in.
3. What does the United Arab Emirates officially say about the situation?
  - a. They do not believe that Hushpuppi is guilty of any crimes.
  - b. Hushpuppi has been officially asked to leave the country.
  - c. The authorities there want Hushpuppi for questioning.
4. What, according to the news report, is unusual about the situation?
  - a. Nigeria wanted Hushpuppi before the United States did, so he should be going there.
  - b. Hushpuppi has not committed any crimes in the United States, only in Nigeria and the UAE.
  - c. The UAE does not officially have an agreement to send wanted criminals to the US.
5. What nationality is Hushpuppi by birth?
  - a. Emirati
  - b. Malaysian
  - c. Nigerian
6. How is Qatar connected to the story?
  - a. It is where he was arrested before being taken to Dubai.
  - b. It is the location of a school which was the alleged victim of fraud by Hushpuppi.
  - c. He is wanted in Qatar for crimes of theft.
7. What is the irony of the story for Hushpuppi?
  - a. If he hadn't shown off his wealth on social media, he may not have got into trouble.
  - b. He has been more successful since he was arrested, but can't enjoy the money.
  - c. He was intending to fly to America anyway, and got a free flight over.
8. What was unusual about the song "Telli Person"?
  - a. It made Hushpuppi famous and made him a lot of money, even though it wasn't kind about him.
  - b. It accurately predicted the trouble Hushpuppi would be in due to his behaviour.
  - c. It was very popular despite the fact that Hushpuppi can't sing very well.



## 5

**Skimming for general understanding**

Read the following paragraph titles for the article on page six. Match them to the correct paragraph. Two are not needed.

- a. Influencers fooled
- b. From ad men to influencers
- c. Financial fraud-fuelled influencers?
- d. Influencers - why they are dangerous
- e. Influencers - large and small
- f. Not The Whole Truth.
- g. What a successful influencer needs
- h. Is it the end for Influencers?

## 6

**Finding vocabulary**

Find words in the article on page six which mean the same as the following.

- 1. \_\_\_\_\_ selected with great care to display something (paragraph 1)
- 2. \_\_\_\_\_ increasing (paragraph 2)
- 3. \_\_\_\_\_ without paying attention to (paragraph 3)
- 4. \_\_\_\_\_ the positive way something is presented which is different from the reality (paragraph 3)
- 5. \_\_\_\_\_ fooled (paragraph 5)
- 6. \_\_\_\_\_ someone who organises and advertises events (paragraph 5)
- 7. \_\_\_\_\_ not known or made public (paragraph 5)
- 8. \_\_\_\_\_ affected negatively (paragraph 5)



## Under the influence

### When influencing goes bad

1. \_\_\_\_\_

The hashtags, the selfies, the carefully curated collection of Instagram photos - with the rise of social media in the mid-2000s came the rise of the new guardians of taste, the influencers: the cool kids at school, but on a world stage. Marketing used to be the sole territory of advertising specialists: the ad men, working anonymously in city offices on campaigns designed to increase our desires for products without us even being aware of it. Then times changed. Social media suddenly opened up the world and allowed us an intimate gaze into the lives of others, while most of us could just fast forward through the adverts.

2. \_\_\_\_\_

Suddenly a person who had thousands, perhaps millions, of people following them on social media became a better place to push products. Yet it wasn't just the Kim Kardashians and Kylie Jenners of the online community who could make money from talking about how much they were loving the latest product from *#latesttrendybrand*. There are whole networks of smaller influencers with perhaps only a few thousand followers. Yet these influencers still have access to a very specific audience and can still make large amounts of money for boosting awareness of products, even if it's not Kardashian amounts. But what happens when influencing goes bad?

3. \_\_\_\_\_

There have been recent reports of Dubai-based influencers *Hushpuppi* and *mrwoodbery* arrested for their alleged involvement in high-level financial crime and money laundering. *mrwoodbery*, whose real name is Olalekan Jacob Ponle, published a photo of himself next to a bright yellow Ferrari the day after his 29th birthday telling his 156,000 followers to "stop letting people make you feel guilty for the wealth you've acquired...". He neglected to mention that if you are guilty of acquiring that wealth from others, you may well go to jail. But *Hushpuppi* and *mrwoodbery* weren't the first to get into trouble for their efforts to maintain the social media facade.

4. \_\_\_\_\_

Belle Gibson, an Australian influencer, told her 300,000 followers of her clean-living diet which was helping her battle her cancer without the need for medication from the doctors. She had a cookbook and an app, *The Whole Pantry*, dedicated to helping her followers live the healthy and hopeful life that she had. A total of \$300,000 from sales from the app and the book, she told her faithful fans, had been donated to charity. A fantastic story about a wonderful human. Except it wasn't true. Gibson didn't have cancer at all and of the money she claimed had gone to charity, only about \$7000 made it to the charities, \$1000 of which was made in haste after realising she was being investigated. She was fined the equivalent of around \$301,000 in court for her lies.

5. \_\_\_\_\_

Influencers themselves though can end up being duped. In early 2017, excitement began building on social media about a new event, the Fyre Festival taking place in the Bahamas. It was organised by promoter Billy McFarland and was going to be two weekends of high-end entertainment in luxury surroundings for the social elite. Supermodels



were hired for promotional photos on the island of Norman's Cay and influencers Kylie Jenner, Bella Hadid, and Emily Ratajkowski were paid undisclosed amounts to promote the festival. Even world-famous rapper Ja Rule was involved in promotions. But when the first influencer guests arrived expecting luxury accommodation and gourmet food, they were met with tents and a cheese sandwich. The event was beset with issues from the beginning and never happened, despite organisers having taken thousands of dollars in ticket sales and promotions. Billy McFarland was eventually convicted and sentenced to six years in prison for his part in it.

6.

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The Fyre Festival left some of the top Influencers with egg on their face, but it did underline their power. While there is still concern about some influencers being paid to publicise brands without highlighting it as a promotion, a recent report said that there's been a drop in concern about influencer fraud. Last year, 68% of users said they'd experienced it, whereas this year it was down to 38%. *Twitch* and *TikTok* have become the most used social media platforms since the beginning of the pandemic, with the former doubling, and the latter, tripling the number of influencers they have. This year, the influencer market is expected to reach around \$13.8 billion. So, while there are bad apples amongst them, as with any group of people, it looks as though influencers are here to stay.

Sources: [bbc.co.uk](http://bbc.co.uk); [theteenmagazine.com](http://theteenmagazine.com); [theguardian.com](http://theguardian.com); [influencermarketinghub.com](http://influencermarketinghub.com)

## 7

## Reading comprehension

Read the following statements and decide if they are true, false, or not given.

1. In the article, the author compares influencers to popular teenage students in their ability to decide what is and isn't fashionable.
2. According to the article, advertising used to be a lot more obvious about what its intentions were.
3. Kim Kardashian and Kylie Jenner are the most successful of the modern breed of influencers.
4. It's only really the big-name influencers who are able to earn good money from advertising products.
5. Mr. Ponle's success as an influencer had enabled him to buy an expensive car even though he was only 29.
6. Belle Gibson was able to manage the symptoms of her cancer through eating a healthy diet.
7. *The Fyre Festival* was intended to be an expensive event attended by wealthy people.
8. *TikTok* has emerged as the most used social media platform for influencers in a recent survey.

## 8

## Talking point

In pairs, discuss the following questions.

1. What is your reaction to the news report of Hushpuppi? Do you think he is likely to be guilty or do you think there is something going on that we do not yet know about? Explain your answer.
2. What is your opinion about influencers? Do you think they are a positive development in advertising and marketing? Why/Why not?
3. Would someone who looked as though they had a lot of money have an effect on your decisions to buy something? Why/Why not?
4. Why do you think there have been such extraordinary alleged crimes amongst influencers? What do you think was the motivation for people like Hushpuppi and Belle Gibson?



9

## Extended activity/homework

Read the question.

*Social media influencers have had a positive impact on advertising and marketing because previously, to be in advertising, you had to work for an advertising company. Now ordinary people can get involved and create work for themselves online, meaning advertising can now appeal to a greater number of people from many different backgrounds.*

To what extent do you agree with the above view?

You should:

- Write at least 250 words.
- Check your grammar, spelling and punctuation.

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