

Microwaves: A Modern Kitchen Necessity

VOCABULARY WORDS

1. influential (adjective) /ˌɪn.fluˈɛn.ʃəl/: Having the power to affect or shape decisions, opinions, or outcomes due to authority, importance, or impact.
Example: Her influential speeches inspired many to take action on climate change.
2. viral (adjective) /ˈvaɪ.rəl/: Spreading rapidly and widely, often on the internet or through social media, like a virus.
Example: The video of the baby's first steps went viral, accumulating millions of views.
3. pivotal (adjective) /ˈpɪv.ə.təl/: Of crucial or central importance, often marking a significant turning point or moment.
Example: The discovery of penicillin was a pivotal moment in the history of medicine.
4. persuade (verb) /pərˈsweɪd/: To convince someone to do or believe something through reasoning or argument.
Example: She tried to persuade her friends to join her on the adventure.
5. contrary (adjective) /ˈkɒn.trəri/: Opposite in nature, direction, or meaning; conflicting or contradictory.
Example: His actions were contrary to his stated intentions.
6. favored (adjective) /ˈfeɪ.vəd/: Enjoying special preference or approval due to being liked, chosen, or supported.
Example: The favored candidate won the election by a significant margin.



In recent years, social media platforms have proven to be more than just platforms for **viral** trends and amusing cat photos. **Influential** creators on apps like TikTok and YouTube have been significantly impacting book sales through their engaging videos, often reaching millions of viewers. A prime example is the BookTok community on TikTok, which has played a **pivotal** role in **persuading** young users to purchase physical books from bookstores. Surprisingly, a 2022

survey revealed that YouTube is the most favored social media platform among young individuals for discovering new books.

Conducted in November 2022 by Nielsen Book Data, the survey revealed that in the UK, 34% of individuals aged 14 to 25 depend on YouTube, specifically the BookTube community, as their primary source of book recommendations. TikTok followed closely with 32%, and Instagram was next in line with 27% of young people using it to explore new literary works. **Contrary** to the perception that young people are reading less, The Guardian reported that individuals in the 14 to 25 age group purchased approximately 61 million books in the UK in 2022, accounting for 18% of all book purchases.

Interestingly, young readers don't limit their quest for reading recommendations to social media platforms. The survey revealed that the most common method for discovering new books among young people is by engaging in conversations with friends, with 41% of respondents choosing this option. Additionally, 35% of individuals turn to traditional bookshops to find their next reads. The survey's findings also shed light on the most **favored** literary genres among young readers, highlighting fantasy action and fantasy adventure stories as the top choices in this age group.

Discussion Questions

1. Have you ever purchased a book based on a recommendation from a social media platform? If so, what was the book, and why did it catch your attention?
2. What are your thoughts on the impact of social media influencers on book sales? Do you think it's a positive or negative influence? Why?
3. Apart from social media, where else do you usually find recommendations for books? Share your most memorable book recommendation experience.
4. Why do you think fantasy action and fantasy adventure stories are particularly popular among young readers? What draws you to these genres?
5. How has your reading habit been influenced by your peers or friends? Have you ever joined a book club or reading group?
6. In your opinion, is there a difference in the reading habits of young people today compared to previous generations? If so, what are the key differences?
7. If you were to recommend a book to a friend right now, what book would it be, and why do you think they would enjoy it?