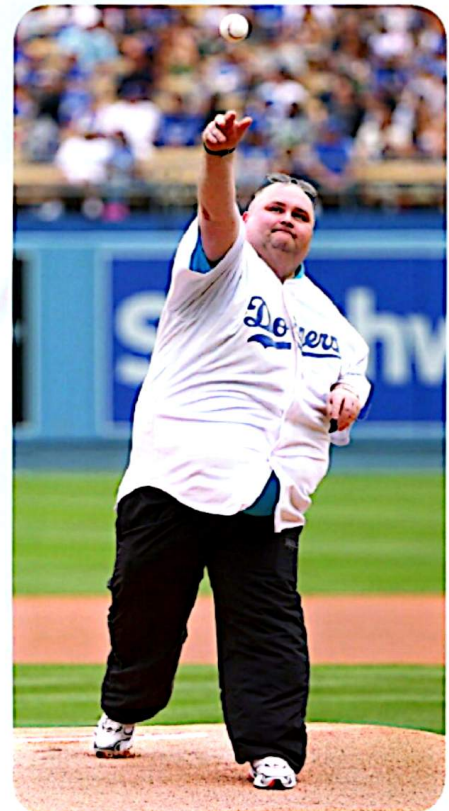




They gave the extra money to anti-bullying charities. By this time, the story of 'Dancing Man' was well known. When Sean opened his own Twitter account (@dancingmanfound) he quickly got more than 80,000 followers. Celebrities offered to help with the party and American TV shows wanted to speak to Sean.

The party took place at a nightclub in Hollywood in May 2015. About 1,000 people were there and they danced to music from celebrity DJ Moby. <sup>4</sup> \_\_\_\_ But it was just part of an amazing weekend in the USA. Before the party, he appeared on *Today*, one of the most

popular shows on American TV. On the show, he danced with Meghan Trainor. The day after the party, he threw the first ball of an important baseball match. So in the end, a story about cyberbullying became a story about kindness. 'It really shows the power of people,' said Cassandra Fairbanks.



## Dancing Man

I can understand a text about a social media campaign.

- SPEAKING** Work in pairs. What is 'cyberbullying'? Give one or two examples (real or invented).
- Read the text, ignoring the gaps. What kind of cyberbullying does the text mention? Is it like the examples you thought of in exercise 1?

### Reading Strategy

When you do a gapped sentence task, think about the order of events within a text. Having a clear idea of the sequence helps you to check that your sentence fits.

- Read the Reading Strategy. Then put these events into the order in which they happened.
  - Cassandra Fairbanks raised money for Sean O'Brien's plane ticket.
  - Photos of Sean O'Brien appeared on an internet forum.
  - Sean O'Brien threw the ball to start a baseball game.
  - Sean O'Brien danced at a gig.
  - There was a big party for Sean O'Brien in Hollywood.
  - Cassandra Fairbanks started a campaign on Twitter.
  - Sean O'Brien appeared on an American TV show.

1 d, 2...

- Match gaps (1–4) in the text with sentences (A–E). Use your answers to exercise 3 to help you. There is one extra sentence.
  - This quickly raised more than \$20,000.
  - After one day, they found him.
  - Two days later, he returned to England.
  - Afterwards, Sean said, 'It was the best night of my life!'
  - They wanted to help the man.

- Read and listen to the complete text. Check your answers.

- VOCABULARY** Match the two halves of these phrases. They are all in the reading text.

- |               |            |
|---------------|------------|
| 1 internet    | a media    |
| 2 social      | b page     |
| 3 viral       | c account  |
| 4 hashtag     | d forum    |
| 5 fundraising | e campaign |
| 6 Twitter     | f story    |

- SPEAKING** Work in pairs or groups. Think of a campaign you would like to start on social media to make your school, town or environment better in some way. Invent a hashtag for your campaign.

- SPEAKING** Present your campaign to the class. Which is the most popular?

The aim of our campaign is to ...

We want people to ...

Our hashtag is ...

3.24

# PEOPLE POWER

**In March 2015, a British man went to a gig in London. He liked the music and he began to dance. Because he was a large man, other people noticed his dancing. A few of them laughed and took photos of him. When the man saw their reaction, he stopped dancing and looked sad.**

A few days later, the photos appeared on a well-known internet forum. There were comments about the man's dancing and some of the comments were very unkind. The man was a victim of cyberbullying. But that wasn't the end of the story; it was only the beginning.



A group of people on social media, including an American writer called Cassandra Fairbanks, were angry about the cyberbullying. <sup>1</sup> \_\_\_\_ They decided to have a huge party for him in California. But they didn't know who he was! However, it quickly became a viral story and Twitter users started a hashtag campaign: #FindDancingMan! <sup>2</sup> \_\_\_\_ Sean O'Brien was his name. He was originally from Liverpool but lived in London.

Cassandra Fairbanks and her friends on social media began to organise the party for Sean in Los Angeles. They also set up an online fundraising page to pay for Sean's ticket to the USA. <sup>3</sup> \_\_\_\_