

Topic 9:

Fame. What are they like?

Personality and Compound adjectives





Why do people want to be popular?



Some **people** are **popular** because they are likable-their peers like them, trust them, and **want** to be with them.

Others are **popular** because they somehow gain a certain status, and use that power to wield influence over others

**Fame without money is
like Beauty without
Brains.**

It's all frustration.



People want to be famous on social media for a lot of many different reasons. Please consider a few listed below



Business profit - if you have a huge following on social networks you can turn those people to potential customers. This is called “fan-based” which will be potential customer to your business.



People want to be famous on social media for a lot of many different reasons. Please consider a few listed below



Credibility - Most popular entrepreneurs, for example, form a tribe on social media to spur credibility. It's where they connect and interact with their audience and let the audience know more about them, their expertise, etc, by constantly updating on their social media feeds.



People want to be famous on social media for a lot of many different reasons. Please consider a few listed below



Make money - for people who are not businessmen or company owners. They want to be popular on social media to earn money. If you have a large fan-based or crowd, many companies or brands approach you and pay if you post their advertising content.

Popular

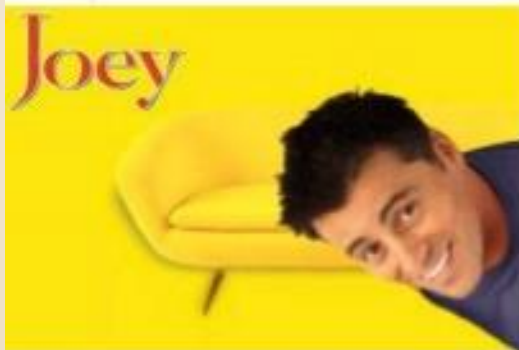
THE POWER OF
LIKABILITY
IN A
STATUS-OBSESSED
WORLD

Mitch Prinstein

PERSONALITY ADJECTIVES

Word cloud containing personality adjectives:

- big-headed
- miserable
- selfish
- cheerful
- bad-tempered
- ambitious
- shy
- outgoing
- nice
- proud
- modest
- brave
- happy
- quiet
- lazy
- talkative
- sad
- hard-working



PERSONALITY ADJECTIVES

- | | | | |
|----------------|----------------|----------------|-------------|
| • Academic | • Brave | • Dazzling | • Ethical |
| • Accurate | • Bright | • Decent | • Exclusive |
| • Adaptable | • Bungling | • Decisive | • Fanatic |
| • Adorable | • Calm | • Decorous | • Faithful |
| • Adventurous | • Capable | • Dedicated | • Feminine |
| • Affectionate | • Carefree | • Deliberate | • Firm |
| • Aggressive | • Careful | • Delightful | • Flexible |
| • Agreeable | • Caring | • Detailed | • Fool |
| • Alert | • Casual | • Determined | • Forceful |
| • Alluring | • Cautious | • Devoted | • Formal |
| • Ambitious | • Charming | • Dignified | • Frank |
| • Amused | • Cheerful | • Diligent | • Friendly |
| • Appreciative | • Clean | • Disagreeable | • Fun |
| • Artistic | • Comfortable | • Dynamic | • Funny |
| • Assertive | • Confident | • Discreet | • Generous |
| • Athletic | • Clever | • Eager | • Gentle |
| • Attractive | • Competent | • Efficient | • Great |
| • Beautiful | • Conservative | • Elated | • Happy |



Compound adjectives

A compound adjective is an adjective that contains two or more words.

In general we put a hyphen between two or more words (before a noun) when we want them to act as a single idea (adjective) that describes something.

➡ I live in an **English-speaking** country.

English-speaking is an adjective (used to describe the country). We use a hyphen to connect the word *English* with *speaking* to show that it is one adjective (or one idea).

Periods of Time

When we have compound adjectives using a number + a time period, that word referring to a time period is in singular form and is joined to the number with a hyphen.

- ▶ I work eight hours every day --> I work an **eight-hour** day
- ▶ I'm going on vacation for three weeks --> I have a **three-week** vacation
- ▶ There was a delay of 5 seconds --> There was a **five-second** delay

Notice how we normally write the number as a word, not in numerical form.

A compound adjective is sometimes called a hyphenated adjective. What are they?

Let's look at the following sentences:

- ➡ I saw a **man-eating** alligator.
- ➡ I saw a **man eating** alligator.

The first sentence contains a compound adjective.

The second sentence doesn't.



How do we know when to put a hyphen?

If you can use the word “and” between the two adjectives or words, then a hyphen isn't necessary.

➡ She has a big blue book.

(Big and Blue are adjectives)

Can we say: She has a big and blue book. (Yes, it is possible)

- ➡ He is a world famous singer. (Is this correct?)

Can we say: He is a world and famous singer. No, it doesn't sound correct so we need a hyphen to join the words *world* and *famous*:

- ➡ He is a world-famous singer. (Correct)

Also, look at the following:

- ➡ It's an old coal-mining town

Notice how we didn't put a hyphen between the word *old* and *coal*. If we had have done that, we would have been referring to old coal, as in coal that is old. We want to emphasize that the town is old and not the coal.

- ➡ Here we can say it is *old* and a *coal-mining* one.

Number

+

(singular!) Noun

five-minute, three-hour, ten-storey, one-way, twenty-page

Adjective

+

Noun

last-minute, full-length, short-term, long-distance, high-quality

Adjective

+

Present Participle

good-looking, long-lasting, easy-going, tight-fitting, quick-thinking

Noun

+

Present Participle

mouth-watering, record-breaking, time-saving, English-speaking

Noun

+

Adjective

world-famous, smoke-free, ice-cold, gluten-free, family-friendly

Noun

+

Past Participle

wind-powered, sun-dried, middle-aged, water-cooled

Adverb

+

Past Participle

brightly-lit, well-known, densely-populated, highly-respected

Adjective

+

Past Participle

old-fashioned, long-forgotten, ready-made, short-lived