

The troubling truth about selfies with sloths

Level 3 • Advanced

KEY

1 Warmer

1. c
2. b
3. a

2 Key words

1. absurd
2. frenzied
3. anthropomorphized
4. humble
5. props
6. rehabilitates
7. reassuring
8. canopy
9. dozing
10. transmit
11. beaming
12. clinging

3 Comprehension check

1. It is famous – you can see its image everywhere: on bank notes, adverts, T-shirts, Internet memes and Instagram fan pages. Also lots of people want to take a selfie with it, just like they do with a rock star.
2. They are a unique animal with a close relationship to the forest, and their slow, graceful movements are elegant. People probably also find them cute. They also show people how they can live their life in balance and peace.
3. Seventy per cent of selfies with sloths involve people handling them in a way that is not natural for the animal. This might be hugging them, holding them or using them as props in a photo.

4. in order to make money off tourists who want to have their picture taken with sloths
5. The Costa Rican government has launched the #stopanimalselfies campaign to crack down on the practice of animal selfies. There are laws in the country that ban people from interacting with and feeding wildlife, but this hasn't improved the situation very much. Therefore, they have developed an eight-point code on ethical wildlife selfies, and they are encouraging tourists to report behaviour that they believe to be unethical or illegal.
6. Instagram has introduced warnings about the abuse of wild animals on popular wildlife selfie-related hashtags, not only with sloths but also with other animals such as koalas, elephants and monkeys.

4 Phrases

1. show no sign of abating
2. trappings of fame
3. do more harm than good
4. feeding the frenzy
5. raise awareness
6. catch sight of