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The English We Speak

The CEO of



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This is not a word-for-word transcript

Jiaying

Welcome to The English We Speak with me, Jiaying...

Roy

... and me, Roy. Hey Jiaying! I saw your latest photo on social media – it's great!

Jiaying

Yes, I'm the CEO of social media!

Roy

Oh wow – I knew you were important, but I didn't realise that you controlled all of social media! Maybe you could help me by making my videos go viral.

Jiaying

No, Roy! We use the expression 'the CEO of' to say we're amazing or the best at something – so if you're a really good dancer, you could say that you're the CEO of dancing.

Roy

I'm not a very good dancer – but I would like to improve my photos on social media – I don't get many likes!

Jiaying

Well, seeing as I'm the CEO of photography, I'll have a look – but how about I like all of your photos?

Roy

Would you really do that!? Thanks!

Jiaying

Sure – what are friends for? And now, let's listen to these examples.

Examples

He's such an amazing singer – he is the CEO of singing!

She's always saying that she's the CEO of things – it sounds like she's really bragging!

I wish I was as good as her at painting. She's the CEO of art!

Jiaying

You're listening to The English We Speak from BBC Learning English, and we're talking about the expression 'the CEO of' – which is used to say that someone is amazing or the best at something.

Roy

Yes – and literally the title of CEO stands for Chief Executive Officer, which is effectively the boss of a company. You can also use the expression 'the boss of' instead of 'the CEO of'.

Jiaying

Yes, so I could say that I'm the boss of social media. You can also say that something is 'boss'. So, for example your photos are boss!

Roy

Really – did you check out my photos? Did you like the one in which I'm dressed as a parrot?

Jiaying

I didn't see that one – but I liked all your photos – I particularly loved the one in which you're teaching English to cats. That photo is boss.

Roy

Hang on! That's Neil's photo – not mine! You liked all of his photos!

Jiaying

Well, I'm sure your photos are really creative too! Bye, Roy.

Roy

Bye.