**11a Page 130 READING TEXT**

Intermediate Student’s Book

Life

The last ‘uncontacted’ tribe?

In 2008, in order to draw attention to illegal logging on the Brazil–Peru border, the Brazilian department for Indian affairs (Funai) released photos of an ‘uncontacted’ Amazonian tribe. Funai said that the tribe was under threat because of the logging. At the time, some people asked if the tribe was truly ‘uncontacted’. The NGO Survival International said that they were confident that the photos were genuine.

The Survival International spokesman, David Hill, explained that his organisation wasn’t suggesting that the tribe had never had any contact with the outside world but that they now lived without it. Nevertheless, the Peruvian government suggested that the story was no more than a strategy by groups opposed to development of the area’s resources. Fast forward two years, by which time about 50 per cent of the Peruvian Amazon had been contracted to oil and gas developers. The photos were republished to coincide with previously unseen footage of the tribe shown in a BBC documentary. This time, the images went viral. Survival International said the images had spread across the world within minutes. Their website had over a million hits in three days. The images provoked a worldwide reaction on Facebook, YouTube and Vimeo. A typical post asked why nobody had done anything to save these tribes. Three days later, the Peruvian government announced that they would work with the Brazilian authorities to stop illegal logging in the area. The contractors in the area were unavailable for comment. But as a Funai spokesperson said later, one image had had more impact than one thousand reports.

logging (n) /ˈlɒɡɪŋ/ cutting down and transporting trees

viral (n) /ˈvaɪrəl/ an Internet communication which people send on to lots of other people