7.4 Reading

Matching

I can understand a text about vlogging

1 Match the questions and answers in a Q & A about vlogs.

a Who can do it?
b How does it become popular?
c What is it?
d How do you make money from it?
e When did it start?

VLOGGING – Q & A

1 Q. .....
A. Vlogging is short for video blogging. A blog that uses video is called a vlog. Vloggers post their vlogs online.

2 Q. ...
A. The first vlog was posted by American Adam Kontras in 2000, but vlogging only became popular after 2005, when YouTube was created. The first vlogger conference was held in New York in January 2005.

3 Q. .....
A. Anybody! You just need a webcam, an Internet connection and a few hours every day to keep your vlog updated.

4 Q. .....
A. Vlogs with large numbers of subscribers can earn a lot of money from advertisers.

5 Q. .....
A. Vloggers use social networking to publicise their vlogs.

2 Read the first paragraph of the text about the rise of vloggers. Find two words which have the same sound as 'a' in the word *part* /ɑ:/.

SKILLS FOCUS Matching

3 Read the text. Match headings A–F with paragraphs 1–4. There are two extra headings.

A The secrets of a successful vlogger
B Vlogging – bigger than television
C A career in vlogging
D A new generation of Internet stars
E The people who follow vlogs
F Vlog your talent!

4 Are the statements true (T) or false (F)?

1 It's possible to make a good living out of vlogging.
2 Television isn't as attractive as YouTube to young people.
3 Famous vloggers never have a chance to meet their viewers.
4 Charlie McDonnell continued vlogging at university.
5 Charlie McDonnell lives with Alex Day.
6 Alex Day wouldn't have had a hit single without the help of a big company.
7 It's really simple to be a good vlogger.
8 Successful vloggers respond carefully to their viewers' opinions.

THE RISE OF

CD•3.18 MP3•76

Charlie McDonnell

1

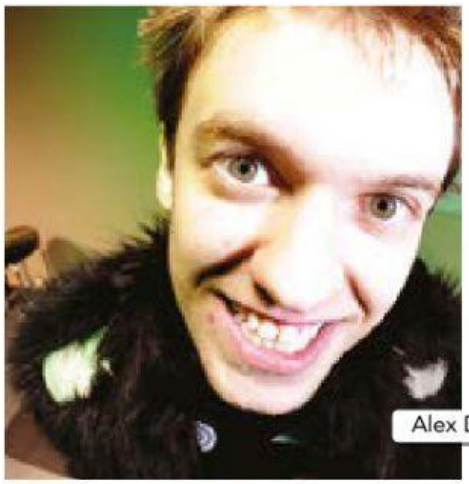
They started out making videos with a webcam in their bedrooms, and then turned vlogging (video blogging) into a full-time job. You probably haven't **come across** these online vloggers yet, but they have millions of viewers and make plenty of money through advertising. More than 1,000 people around the world now earn more than $100,000 a year from their vlogs. These Internet stars have their own YouTube channels. One billion people visit YouTube each month, and over 100 hours of video are uploaded to the site every minute. For young people, watching YouTube online is more attractive than watching TV because it is available wherever and whenever they want to watch it: on a smartphone, a laptop or a tablet.

2

Charlie McDonnell was the first British online superstar – he **got into** vlogging in 2007 when he was a shy 16-year-old schoolboy, and since then his videos have been viewed more than 250 million times. His viewers recognise him in the street and when he attends vlogging events, thousands of fans come so that they can see 'the real him'. His vlogs have been so successful that when he was 18, instead of going to university, he decided to make a living from his vlogs. He became a full-time vlogger and now earns more than his parents. His vlogs cover all sorts of topics including 'How to make tea' and 'How to speak English.'

LIVEWORKSHEETS

THE VLOGGERS



Alex Day

3

McDonnell's friend and housemate is 25-year-old vlogger and talented singer-songwriter Alex Day. He created his YouTube channel 'nerimon' for fun. He uploads songs and music videos and his single, *Forever Yours*, reached No 4 in the UK charts. Without having a recording contract with a major music label, his first two royalty cheques **came to** more than £100,000. His success is because of his musical talent alone. He did not have the marketing department of a big company behind him, but simply used social networking to publicise his music.

4

Making good videos is not as easy as it looks. Successful vloggers like Charlie McDonnell and Alex Day are bright and creative. They genuinely enjoy what they do, and they are just a little bit funnier and cooler than their audience. They have to work hard to **live up to** the expectations of their fans: most of them post new vlogs several times a week. Vloggers interact with their audience: they ask them questions and they get immediate feedback. The vlogger has to **keep up with** all this feedback so that he or she knows what viewers like most. If the viewers like the vloggers and their vlogs, they are more likely to share their videos – the more shares the vloggers get, the more money they will make from advertising. It's easy to make a vlog, but the successful ones are successful because they **come up with** good stuff … very good stuff.

5 Read about another vlogger, Lex Croucher and answer the questions *in your own words*.

1 Why did she start vlogging?
2 What does she vlog about?
3 Why are her vlogs successful?

Tyrannosauruslexxx

Lex Croucher

Lex Croucher is a 22-year-old student. The number of subscribers on her channel 'tyrannosauruslexxx' [1]totals 76,000. She [2]became interested in vlogging because she was bored. When she started out, her vlogs were autobiographical. But then they became serious discussions of issues. For example, her university course did not [3]match her expectations, so she vlogged about it.

It's hard to imagine how she [4]continues to do her studies as she not only vlogs, but you can also [5]find her on Twitter, Tumblr and Facebook. But she manages to [6]think of amusing and interesting vlogs. Her success is based on her talent, but also her choice of topics that other teenagers can relate to.

http://www.huffingtonpost.co.uk/lex-croucher/

6 CD•3.19 MP3•77 **Replace the underlined verb phrases 1–6 in Exercise 5 with appropriate phrasal verbs in blue from *The Rise of the Vloggers*. Use the correct form. Then listen and check.**

7 Complete the questions with one word in each gap.

1 What's the best website you've ever come ..... ?
2 For a typical smartphone, what would the monthly bill normally come ..... ?
3 Did you get ..... any particular video games as a child?
4 Are you good at keeping ..... with new computer technology?
5 Would it be easy for you to come up ..... an idea for a vlog?
6 When was the last time you saw a film that didn't live ..... to your expectations?

8 In pairs, ask each other the questions in Exercise 7.

LIVEWORKSHEETS