

7.4 The rise of vloggers p.88

Read the text about famous bloggers

Charlie McDonnell was the first British online superstar – he **got into** vlogging in 2007, when he was a shy sixteen-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 eighteen, 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’.

B

McDonnell’s friend and housemate is twenty-five-year-old vlogger and talented singer-songwriter Alex Day. He created ²⁰ his YouTube channel *Nerimon* for fun. He uploads songs and music videos and his single, *Forever Yours*, reached number four in the UK charts. Without having a recording contract with a major music ²⁵ 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 ³⁰ social networking to publicise his music.

C

Maybe you’ve **come across** Lex Croucher? She’s a twenty-two-year-old student. The number of subscribers to her channel *Tyrannosauruslexxx* **comes to** 76,000. She **got into** vlogging because ³⁵ 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 **live up to** her expectations, so she vlogged about it. It’s hard to ⁴⁰ imagine how she **keeps up with** her studies as she not only vlogs, but you can also see her on Twitter, Tumblr and Facebook. But she manages to **come up with** amusing and interesting vlogs. Her success is based on her talent, but also her choice ⁴⁵ of topics that other teenagers can relate to.

Write down and learn the following phrasal verbs from the text

Get into – започвам да се интересувам от

Come across – натъквам се

Come to – възлизам на, равнявам се на

Live up to – оправдавам очакванията

Keep up with – справям се с

Come up with – измислям

1. Are the statements TRUE or FALSE ?

T F 1 Famous vloggers never have a chance to meet their viewers.

T F 2 Charlie McDonnell continued vlogging at university.

T F 3 Charlie McDonnell lives with Alex Day.

T F 4 Alex Day wouldn't have had a hit single without the help of a big company.

T F 5 Lex Croucher's blogs are successful because they are autobiographical.

2. Put the phrasal verbs into the gaps

live up to come across keep up with got into come to come up with

1. Yesterday I have _____ an interesting site on the internet.
2. When I was 9 I _____ tennis.
3. My mother can't _____ new technologies.
4. I want to be a vlogger but I can't _____ an idea for a vlog.
5. Although the film "The Green Book" won several it didn't _____ my expectations
6. My telephone bills _____ 50 levs per month.