

Unit 2 Reading Practice

Read the article and choose the best summary.

It's a magazine article about ...

- a how record producers find new singers and bands.
- b the advantages and disadvantages of YouTube music videos.
- c how ordinary teenagers are helping to create new stars

The online music stars you'll want to hear!

Teenagers have been creating music trends for decades, right back to the early days of pop. What's fascinating is how young people today are using the Internet to shape the music industry in a manner people had never dreamed of before.¹ Clairo's song *Pretty Girl* has had over seventy-five million views on YouTube, and songs by Khai Dreams have been streamed over twenty-two million times! Beabadoobee and Eli are also hugely popular. If you haven't heard of these artists, you're not alone.² You won't hear them on the radio because they're only famous online, where teens discover and share their songs.

So, how do teens 'discover' these stars? One way is on YouTube channels. Eighty-five percent of teens are on YouTube daily, and Youtubers with lots of teen followers can have a huge influence. Take Youtuber Emma Chamberlain, for example.³ When she recommends songs, many of her ten million followers check them out.

Another way teens are discovering music is through online tutorials. They may watch a make-up demonstration, or one about building a robot, and like the song that's playing in the background.⁴ Have you discovered a new singer and posted their song online recently? You never know – you could be helping to create a star of the future!

Read the article again and match sentences A–E to gaps 1–4 in the text. There is one extra sentence.

- A She's a teenager herself and has been making funny videos on her channel since 2017.
- B One of the most interesting ways teens are doing this is by helping young stars become well-known.
- C She's hoping to become an Internet singing sensation.
- D They then share it with their friends on social media.
- E They're all young, and most of them don't have recording contracts or give interviews