

LISTENING

- 1** จับคู่ประโยค a-c กับรูปภาพที่ถูกต้อง
BEFORE YOU LISTEN Match each line from a dialog to the correct picture. What kind of show is it?

a. Stay out of the investigation! b. Arrest that man! c. There's been a robbery!



2

ให้นักเรียนฟัง 3 รายการตามภาพ และจับคู่บุคคล 1-5 กับคำอธิบาย โดยใส่เฉพาะ a-c ลงในช่องสี่เหลี่ยม

- | | |
|--|--|
| <input type="checkbox"/> 1. Kitty Cooper | a. a long-time guest at the hotel |
| <input type="checkbox"/> 2. David Truelock | b. a clerk who works at the hotel |
| <input type="checkbox"/> 3. Mrs. Vandervault | c. a mysterious figure on the beach |
| <input type="checkbox"/> 4. Bill Jones | d. a detective on the island investigating a crime |
| <input type="checkbox"/> 5. A woman with purple hair | e. a new guest from New York on vacation |

READING

1 BEFORE YOU READ Do you know any Internet celebrities? Who are they?

The Secret to STAYING ON TOP

How does an Internet star stay successful? It's hard to compete with newer, younger vloggers, or content producers. However, professional Internet celebrities share certain **characteristics** that have helped them grow and stay popular over time. Here are a few tips that could work for you:

① **Don't be afraid of the camera.** Social media stars talk to the audience behind the camera. The British fashion vlogger, writer and entrepreneur, Zoe Sugg, started with a video in which she introduced objects in her bedroom. Her romantic partner, Alfie Deyes, seemed to gain **followers** for his **vlog** just by having an interesting way of saying hello.

② **Experiment, learn, and repeat.** Today's successful Internet stars took advantage of **affordable** equipment and online **platforms** to publish content and learn from audience **responses**. The Asian-American filmmaker Freddie Wong produced *Video Game High School* at a very low cost and long before Internet shows became common. Now he has a show about filmmaking.

③ **Find a focus.** Internet **influencers** generally have a topic. Two friends, Steven Lim and Andrew Ilnyckyj, have built a popular food show. The two young men visit three restaurants and taste the same type of food at different price points. Along the way, they make jokes, talk to chefs, and describe the meal. At the end, they choose the dish that is the best value for the money.

④ **Branch out.** Stars stay successful through smart **marketing**. Sugg and Deyes started with advertising products. Then they partnered with companies by adding their personality to the story of a product. If you are wondering how they do this, imagine a person with 12 million followers saying they love a brand of make up or clothing. Now they sell their own **merchandise**.

Not everyone can become an Internet influencer. You need to have a nice smile and an outgoing personality. However, the tools and processes for producing web entertainment have made it a dream within reach.



Steven Lim and Andrew Ilnyckyj

2 Read the article. Match the people to the description.

- | | |
|--|--|
| <input type="checkbox"/> 1. Lim and Ilnyckyj | a. good at creating new business opportunities in the fashion world. |
| <input type="checkbox"/> 2. Alfie Deyes | b. successful at making a food show more original. |
| <input type="checkbox"/> 3. Zoe Sugg | c. willing to take a chance on a new way to produce a show. |
| <input type="checkbox"/> 4. Freddie Wong | d. able to use his voice to gain followers. |

3 Read the article again. Write the number of the tip in the article for each example.

- | |
|---|
| <input type="checkbox"/> a. A popular skateboarder starts a new clothing line. |
| <input type="checkbox"/> b. Two friends sing silly songs in front of a camera. |
| <input type="checkbox"/> c. An architect travels the world to find the best vacation homes. |
| <input type="checkbox"/> d. After three unsuccessful shows, a chef gains a million followers when she starts co-hosting the show with a comedian. |