5th Adolescents – Midterm Test

Reading Comprehension

How to create a successful vlog

Danny Meyers explains how you can be part of the new global craze

Nobody had ever heard of a video blog or vlog in the past. (**1**) _____ And some have even been earning thousands of dollars every month from advertising that appears with their videos. And the best thing of all, you don't need any skills, expensive equipment or experience. So how do you make a vlog, and more importantly, how do you make a successful one? The first thing you must think of is what you are going to talk about. (**2**) _____ There are successful vlogs which talk about video-gaming, fashion, celebrities and some which talk about lots of different things. What is important is that it is something that you are really passionate about. If you choose a topic that you think will be popular but that doesn't interest you, it will be difficult to create the enthusiasm needed to make lots of videos. Once you have chosen your subject, the next thing to decide is the name of your vlog. The name should be simple and easy to remember. It should also be original. (**3**) _____ You could use your own name or your subject in the title. For example, if your name is Colin and you want to talk about football you could think of words that relate to football that begin with 'C' such as 'corner', 'centre', 'coach', 'cup', 'card' or 'captain'. Brainstorm combinations until you find one you like, e.g. Colin's Football Corner. As soon as you have come to a decision on one, it's time to get on with the content. Each episode should be about one thing. Plan each one on paper first, thinking about what you want to say. It's better to plan and record four or five episodes than just one. When you launch your channel, you don't want to feel under pressure to make the next video, so it's a good idea to do a few extra at the beginning. (**4**) _____ This will help you get used to looking directly at the camera instead of looking down. This will make you look more professional. Before publishing your video to a channel such as YouTube, you will need to edit it. Get a video editing program and learn how to use it. If you are not sure what to do, there are lots of 'How to' videos on YouTube to follow. (**5**) _____ Don't make your videos too long or people will get bored! Finally, you want people to subscribe to your channel and watch your vlogs, so you need to promote them on social media like Facebook, Instagram and Twitter. Always read the comments that people leave and answer their questions. Have conversations with your viewers. (**6**) _____ And most of all, enjoy yourself! Vlogging is a great way to express yourself, be creative, share information and have fun. You might even make a fortune!

LIVEWORKSHEETS

1. **Read the article and the extracts. What does the bold word in each extract below refer to? Choose the best answers.**

1 … and more importantly, how do you make a successful one?

a) blog

b) video

c) vlog

d) advert

2 It should also be original.

a) your name

b) the subject you are talking about

c) the vlog's name

d) the content

3 Plan each one on paper first …

a) episode

b) performance

c) thing

d) vlog

4 … you will need to edit it.

a) your channel

b) your video

c) your YouTube page

d) your program

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2. **Read the article again. Six sentences have been removed. Choose the correct sentences to complete the text. There is one extra sentence which you do not need to use**

A If you are interested in them, they will be interested in you.

B So instead of 'Jenny's Vlog', choose something more unusual like 'The Hot Dog Diaries' or 'The Fashion Monkey'.

C Before recording your first video you should practise in front of the mirror.

D Now 'vloggers', as they are known, are sharing their videos with millions of viewers.

E You will quickly see your videos making money.

F It doesn't really matter what the subject is.

G You can look at other videos to see how they are edited.

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LIVEWORKSHEETS