

READING UNIT 1

AN ONLINE ARTICLE



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 ways people had never dreamed of before.

One of the most interesting ways teens are doing this is by helping young stars become well known. Clairo's song 'Pretty Girl' has had over 40 million views on YouTube, and songs by KhaiDreams have been streamed over 13 million times! Beabadoobee and Eli are also hugely popular. If you haven't heard of these artists, you're not alone. They're all young and most don't have recording contracts or give interviews, and you won't hear them on the radio. Teenagers have discovered them and shared their music – all online.

So how do teens 'discover' these stars? One way is on YouTube channels. 85% of teens are on YouTube daily and YouTubers with lots of teen followers can have a huge influence. Take YouTuber Emma Chamberlain, for example. She's a teenager herself and has been making funny videos on her channel since 2017. When she recommends songs during her videos, many of her 8 million followers check them out.

Another way teens are discovering music is through online tutorials. If they've watched a make-up demonstration or one about, for example, building a robot and liked the song that's playing in the background, they share it with their friends on social media. Have you discovered a new singer and shared a song with friends recently? You never know, you could be helping to create a star of the future!

1. Read the article. Choose the best description.

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.

2. Write true or false.

- a) The music video of 'Pretty Girl' has been downloaded over 30 million times. _____
- b) KhaiDreams and Beabadoobee are two of the new Internet stars. _____
- c) All of the young musicians mentioned now have record deals. _____
- d) 85% of teens watch YouTuber Emma Chamberlain. _____
- e) Emma Chamberlain makes videos of her songs and posts them on YouTube. _____
- f) Emma's YouTube channel has around 8 million followers. _____
- g) Teenagers are sharing songs with friends that they've heard in online tutorials. _____
- h) The author recommends young people share songs with friends. _____