

COOL



Reading: The Rise of the Vloggers

F3U7.4

1 Match questions 1–5 about vlogging with answers a–e.

- | | |
|-------------------------------|----------------------------------|
| a Who can do it? | d How do you make money from it? |
| b How does it become popular? | e When did it start? |
| c What is it? | |



VLOGGING – Q & A

1 Q.

A. *Vlogging* is short for *video blogging*. A blog that uses video is called a vlog. Vloggers post their vlogs online.

2 Q.

A. The first vlog was posted by American Adam Kontras in 2000, but vlogging only became popular after 2005, when YouTube was created. The first vlogger conference was held in New York in January 2005.

3 Q.

A. Anybody! You just need a webcam, an Internet connection and a few hours every day to keep your vlog updated.

4 Q.

A. Vlogs with large numbers of subscribers can earn a lot of money from advertisers.

5 Q.

A. Vloggers use social networking to publicize their vlogs.



Charlie McDonnell

A

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 recognize him in the street and when he attends vlogging events, thousands of fans come so that they can see 'the real him.'

¹⁰ His vlogs have been so successful that when he was eighteen, instead of going to college, he decided to make a living from his vlogs. He became a full-time vlogger and now earns more than his

¹⁵ parents. His vlogs cover all sorts of topics, including 'How to make tea' and 'How to speak English.'

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Alex Day

B

McDonnell's friend and roommate is twenty-five-year-old vlogger and talented singer-songwriter Alex Day. He created his YouTube channel *Nerimon* for fun. He uploads songs and music videos and his single, *Forever Yours*, reached number four in the UK charts.

²⁵ Without having a recording contract with a major music label, his first two royalty checks **came to** more than \$156,000. His success is because of his musical talent alone. He did not have the

³⁰ marketing department of a big company behind him, but simply used social networking to publicize his music.



Lex Croucher

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 she was bored. When she started out, her vlogs were autobiographical. But

⁴⁰ 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 imagine how she **keeps up with** her studies – 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 of topics

⁴⁵ that other teenagers can relate to.

**GOOD
JOB!**

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F3U7.4

EXAM FOCUS Multiple matching

3 Read the article about vlogging. For questions 1–7, choose from the vloggers (A–C). You can choose each vlogger more than once.

Which person:

- 1 went to college?
- 2 made a lot of money from a particular ability?
- 3 directs his/her vlogs at a certain age group?
- 4 helps people learn a language?
- 5 used vlogging to advertise something he/she created?
- 6 was not originally very outgoing?
- 7 has changed the kind of thing he/she vlogs about?

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4 Read the article again. Are the statements true (T) or false (F)?

- 1 Famous vloggers never have a chance to meet their viewers.
- 2 Charlie McDonnell continued vlogging in college.
- 3 Charlie McDonnell lives with Alex Day.
- 4 Alex Day wouldn't have had a hit single without the help of a big company.
- 5 Lex Croucher's blogs are successful because they are autobiographical.

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5 Read the text. What makes successful vloggers?

Making good videos is not as easy as it looks. Successful vloggers like Charlie, Alex, and Lex are bright and creative. They ¹became interested in vlogging because they genuinely enjoy what they do and they are just a little bit funnier and cooler than their audience. They have to work hard ²to match the expectations of their fans – most of them post new vlogs several times a week. Vloggers interact with their audience – they ask them questions and they get immediate feedback. The vlogger has to ³manage to read

all this feedback so that he or she knows what viewers like most. If the viewers like the vloggers and their vlogs, they are more likely to share their videos – the more shares a vlogger gets, the more money they will make from advertising. It's easy to make a vlog, but the successful ones are successful because they ⁴think of good stuff – very good stuff. Their earnings can ⁵total more than \$100,000 a year! If you ⁶find one of their vlogs by chance and then decide to follow them, you are helping to make them just a little more money.

6 **CD-3.29 MP3-118** Replace the underlined words in the text in Exercise 5 with the correct form of the phrasal verbs in blue in the article. Then listen and check.

7 Complete the questions with one word in each blank.

- 1 What's the best website you've ever come across?
- 2 For a typical smartphone, what would the monthly bill normally come _____?
- 3 Did you get _____ any particular video games as a child?
- 4 Are you good at keeping _____ with new computer technology?
- 5 Would it be easy for you to come up _____ an idea for a vlog?
- 6 When was the last time you saw a movie that didn't live _____ to your expectations?

ENGLISH
+ 2 SHINE

LIVEWORKSHEETS