

Assignment 14

Grammar

15



How to make questions

1 Moving to *be* or an auxiliary to the front

OCR *is* gaining popularity. *Is* OCR gaining popularity?
She *has* won several medals. *Has* she won several medals?

I *always was* a good runner. *Were* you always a good runner?

2 Moving a modal to the front

The women *will* lag behind. *Will* the women lag behind?
OCR *could* end up in the Olympics. *Could* OCR end up in the Olympics?

It *would* need to be standardised. *Would* it need to be standardised?

3 The present simple and the past simple have no auxiliary. We make questions by adding the auxiliary *do/does* for the present simple or *did* for the past simple

You *need* upper body strength. *Do* you need upper body strength?

It *gives* perspective to everything. *Does* it give perspective to everything?

She *wanted* to be a lawyer. *Did* she want to be a lawyer?

Turn the following sentences into questions.

- 1 She has been doing OCR for five years now.
- 2 You should stop and help other people over obstacles.
- 3 Marathon running was like a bucket list thing.
- 4 You can't just be a good runner.
- 5 I always try to compartmentalise the longer runs.
- 6 They have never run for a team.
- 7 I played a lot of football and other team sports.
- 8 Most people will give up after four hours of running.
- 9 She likes carrying heavy sand bags and logs.
- 10 Amelia's parents had a minivan.

Assignment 15

Writing

30



Amelia Boone is a full-time lawyer, obstacle racer, and ultra-runner. Also known as 'The Queen of Pain', Amelia is a four times world champion and one of the most decorated obstacle racers in history.

Imagine, you are also very good at something. Free running, for example, or playing chess, dancing or singing. You want to become just as successful as Amelia Boone. But what does it take to reach your goal? On Amelia Boone's own website ameliaboone.com you can read all about her and you can leave a message ('Hit me up with all your deep thoughts. If I don't respond – it's not you, it's me.')

Write a message (200-250 words) to Amelia:

- 1 Stel jezelf voor (naam, leeftijd, j/m, land, etc.).
- 2 Vertel dat je een interview met haar hebt gelezen op school. Vertel in het kort waar het artikel over ging.
- 3 Vertel dat je haar erg bewondert, leg ook uit waarom.
- 4 Stel ten minste drie vragen die iets te maken hebben met Amelia's sport of met de combinatie sport en werk.
- 5 Vertel dat je zelf erg goed bent in ... (bedenk zelf iets) en heel graag net zo succesvol wilt worden als zij. Vertel ook waarom je dit wilt.
- 6 Vraag of zij tips kan geven die jou kunnen helpen je doel te bereiken.
- 7 Schrijf dat je hoopt dat je een reactie krijgt en zorg voor een passende slotzin.

Once you have written your message, check for mistakes and make alterations if necessary.

YouTube school ★

pages 8-9

Reading • Language Organiser • Speaking

Assignment 16

Pre-reading

5



Before reading the article, discuss the following questions with a partner or in a group.

- 1 Do you watch YouTube a lot? If yes, what do you watch?
- 2 Some YouTubers have more than a million subscribers. What does it take to become successful on YouTube? Are there any 'golden rules'?
- 3 Would you like to earn a living by making YouTube videos? Why (not)?
- 4 What does the future hold for YouTube, do you think? What will it bring?

Assignment 17

Reading

30



Read the article and answer the questions in correct English sentences. Use your own words.

- 1 What kind of YouTuber is Archie Norris?
- 2 'You might imagine ... to promote' (ll. 15-18). Why might you think this?
- 3 What does the YouTube studio have to offer?
- 4 Does the studio open its doors to every YouTuber? Explain your answer.
- 5 What is the answer to the questions posed in lines 71-78? Use your own words.
- 6 What do the YouTubers get out of it themselves?
- 7 What does Thea O'Hear mean with the 'ecosystem' (l. 90)?
- 8 Does YouTube pose a threat to commercial TV channels? Explain your answer.
- 9 What is said about Sofia Karlberg's background, her music, and her success in lines 100-138?

- 10 Did Sofia Karlberg become successful on her own? Explain your answer.
- 11 Where does Bebe Rexha come from?
- 12 Is Bebe Rexha a cover artist as well? Explain.
- 13 Read lines 163-180. What is the main difference between the music industry 'then' and 'now'?
- 14 What has made this change possible, according to the article?
- 15 What is the consequence of this new way of producing music, according to lines 181-193?

Assignment 18

Language Organiser

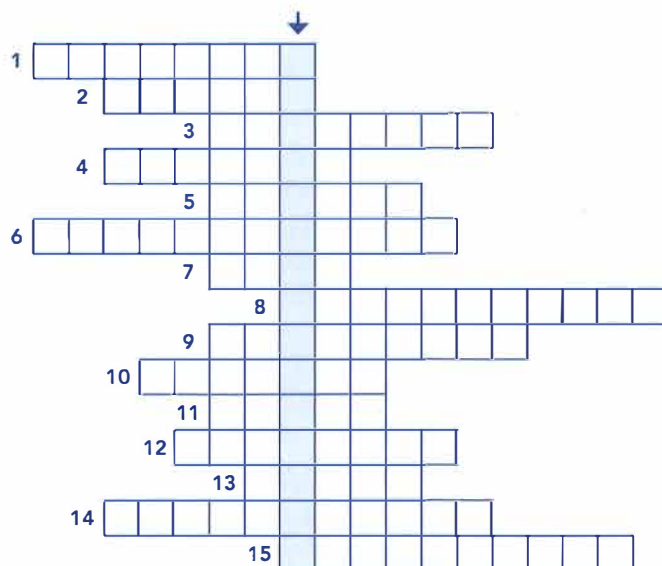
15



A

Read the descriptions and find the original words in the article. The words all have something to do with making YouTube videos. Fill in the puzzle. Which word(s) appear in the vertical boxes?

- 1 a place or building used for a particular activity or industry, or for providing a particular type of service (*lead*)
- 2 a room where television and radio programmes are made and broadcast, or where music or vlogs are recorded (ll. 1-6)
- 3 a way of advertising a book, film, or song by mentioning it publicly, especially on television or radio (ll. 163-180)
- 4 money that you gain by selling things or doing business, after your costs have been paid (ll. 181-193)
- 5 to make a new product, book, song, etcetera available for sale for the first time (ll. 123-138)
- 6 a device used by people making films that consists of a board with two parts that are hit together at the start of filming (ll. 7-19)
- 7 the people who work together in a studio (ll. 57-67)
- 8 a piece of music, a poem, or a piece of writing (ll. 148-162)
- 9 playing something on your computer while it is being downloaded from the Internet, rather than saving it as a file and then playing it (ll. 163-180)
- 10 the ideas, facts, or opinions that are contained in a speech, piece of writing, film, vlog, etcetera (ll. 20-31)
- 11 the raised area in a theatre that actors or singers stand on when they perform (ll. 1-6)
- 12 an opportunity to express your ideas to a large number of people; also: website you can use to share content (ll. 123-138)
- 13 to perform or record a song that was originally recorded by another artist (ll. 100-108)
- 14 people who arrange to receive something, typically a publication (ll. 57-67)
- 15 a picture of what is on a computer screen at a particular time, which can be saved and put into a document or printed out (ll. 194-209)



B

Complete the sentences. Choose from the words you found in exercise A.

YouTube is one of the most popular ... (1) on the planet, receiving billions of views a year and paying out millions to the ... (2) creators that it hosts. Money earned through YouTube is generated by advertisements. Creators who host ads on their videos get about half of the ... (3), while YouTube takes the rest. The money you earn on YouTube is entirely dependent upon how popular you are. If you have a large number of ... (4), the ad revenue will be high. 'Gangnam Style', for example, was a(n) ... (5) that went viral and that generated as much as \$5.9 million in revenue.

Assignment 19

Reading

10



The following fragment comes from the original article in *Cosmopolitan*. Read the fragment and complete the sentences with the correct words.

Choose from: *absorbed* – *approached* – *cash* – *celebrity* – *chat* – *creator* – *earn* – *emerging* – *rejected* – *represent* – *success* – *sufficiently* – *views*.

Note: there are three extra words.

The next time I visit the YouTube studios, things are quieter. Levá Bouaziz of the channel Surprise Collector & Sunshine (1.8 million subscribers) drinks coffee with Maggy Woodley of Red Ted Art. ... (1) from one of the basement studios is 21-year-old Bethan Leadley. On her channel, Bethan mixes ... (2) about her personal and emotional life. She also posts cover versions and her own songs. And she's busy. Aside from presenting two weekly TV shows on 4Music and making YouTube films, she's managing her social media ... (3). 'Every time I have a second on the train, or in a cab, or walking down the street, I'll be on Twitter or Snapchat,' she says. 'I'm updating people throughout my day, like if I've eaten

a salad or seen a cute dog.' Bethan is ... (4) famous that she's often ... (5) by big brands. 'I did a video with Nescafé,' she tells me.

I ask what kind of income all this hard work gets her. 'I can ... (6) a living,' she says. 'But I still live with my dad, so it's not what people think YouTubers make.' So what do they pay? 'You get a dollar for every 1,000 ... (7), something like that.' It's not much, is it? 'It's, er, it's... yeah,' she smiles. 'It's not easy to make a living off YouTube.'

What people like Bethan ... (8) is a new category of fame. They're the phantom idols who look like celebrities, work like them, and can count their fans in the hundreds of thousands, but yet walk the streets unmolested, their pockets empty of ... (9). People have to build their own ... (10) these days, before anyone will help.

Assignment 20

Language Organiser

15 ⌚



Bebe Rexha says: 'If your shit ain't popping, they're not going to get it popping for you.' YouTubers are known to use a lot of slang words. Do you know (and understand) British slang?

A

Match the slang words with the correct definitions.

- | | |
|------------|----------------|
| 1 cool | a good looking |
| 2 fit | b I don't care |
| 3 hoodie | c isn't it |
| 4 innit | d relax |
| 5 ta | e thank you |
| 6 veg out | f that's good |
| 7 well | g troublemaker |
| 8 whatever | h very |

B

Fill in the gaps. Choose from the words in exercise A.

- I've just passed the line of 10,000 subscribers!
– ...! Well done!
- Did you know Bethan uploads three YouTube videos per week?
– Wow! She must be ... tired.
- You look like a(n) ... with that horrible top on. Why don't you wear your blue jacket?
- It's really cold today, ...?
- Here, you can borrow my phone.
– ...
- Archie did a cover version of 'Paris' by The Chainsmokers, not of 'Inside out'.
– Yeah, ...
- What do you think of Bebe Rexha?
– Dude, she is ...!
- I'm going to spend all of Saturday to just ... on my bed watching YouTube.

C

Do you know any other useful slang words or phrases?

Make a list together with a classmate (and add them to the Communication Toolbox in the next assignment). Also write down what they mean in correct English. In what situations might it be good to use or not use slang?

Assignment 21

Speaking

50 ⌚



In this assignment, you and your classmate are going to record your own video (in English, of course).

Step 1

Think about a subject for your video: what are you going to talk (or sing) about? The possibilities are endless. Bethan Leadley's videos, for example, have subjects such as 'dealing with body issues', 'my favourite products', and 'replying to my 16- and 18-year-old self'. She also posts cover versions and her own songs. So it could be literally anything, but here are some ideas to get you going: *anything going on in your life – funny stories – things you (dis)like in general – video games – movies – any talents you have – school – things you (dis)like about YouTube – your favourite videos on YouTube or your favourite YouTubers – giving advice about something.*

Step 2

Some of the popular videos are scripted in advance, so it may be necessary to (partially) script your video. Remember to put in some slang words! Make notes and/or a framework of keywords and ideas. Your video shouldn't last longer than 2-3 minutes. Also, think of a location and props. Divide the roles: who is going to say what?

Step 3

Practise your video at least once before recording it. Remember to relax, be you, be friendly, be real. Don't 'read' your video. Then, record it and share it with the rest of the class!

Communication Toolbox

Some useful slang words

blinding	excellent
a bummer	a disappointment
chuffed	to be very pleased about something
a corker	someone who or something that is outstanding
gutted	devastated, in a state of extreme despair
hard cheese	bad luck
iffy	incorrect, not quite right
an idiot box	a television set
a kerfuffle	trouble, fight
knackered	tired
laughing gear	mouth
a nob	a person of high social status, snob
skive	faking illness to get out of work or school