



Enseñanzas Oficiales de Idiomas

English Level C1.2

Lesson 3

What next? Youtubers and Online TV

Get Thinking

We are going to look at aspects of social media again, this time from a different perspective.

- Did you tell us how frequently you used social media?
- What are the apps you use the most?
- How has life changed for you since the emergence of social media?
- Have you stopped using any social media? Why?
- Is there any app that you find absolutely vital in your life? Which one? Why?



Image by Mike MacKenzie in Flickr. CC License

Get Talking

With a partner, comment on the following quotes. Do you agree or disagree?

- "When you give everyone a voice and give people power, the system usually ends up in a really good place." **Mark Zuckerberg**, CEO & Founder of Facebook
- "We're living at a time when attention is the new currency. Those who insert themselves into as many channels as possible look set to capture the most value. " **Pete Cashmore**, Founder of mashable.com
- "We all make mistakes. But social media can frame those mistakes and display them infinitely." **Unknown**

*Do it yourself**Working With Words*

The world of social media has resulted in the introduction of specific terms in the English language. Below are some of those terms, can you remember them? Match them to their meaning.

Term	Meaning
<input type="text"/>	born in the 1980s or early 1990s
<input type="text"/>	someone who makes and appears in videos on YouTube
<input type="text"/>	traditional forms of mass communication, such as newspapers, television, and radio (as opposed to the Internet) regarded collectively
<input type="text"/>	On certain social media, "likes" used to show approval
<input type="text"/>	a person who films his/her thoughts, opinions, or experiences and publishes them on the Internet.
<input type="text"/>	someone who affects or changes the way that other people behave through their use of social media
<input type="text"/>	A person who has arranged to receive or access a service
<input type="text"/>	Someone who is tracking a particular person, group, organization, etc. on a social media website or application
<input type="text"/>	An account or explanation of a subject on a computer screen, intended for private study.
<input type="text"/>	A piece of writing, image, or other item of content published online, typically on a blog or social media website or application
<input type="text"/>	a function used to alter the overall appearance of an image in a specific manner
<input type="text"/>	A word or phrase preceded by a hash sign (#) used on social media to identify messages on a specific topic
<input type="text"/>	An electronic tag that assigns a geographical location to a photograph or video, a posting on a social media website, etc.
<input type="text"/>	A channel that is of higher than usual quality

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Term	Meaning
Millennial	born in the 1980s or early 1990s
Youtuber	someone who makes and appears in videos on YouTube
Mainstream media	traditional forms of mass communication, such as newspapers, television, and radio (as opposed to the Internet) regarded collectively
Thumbs up	On certain social media, "likes" used to show approval
Vlogger	a person who films his/her thoughts, opinions, or experiences and publishes them on the Internet.
Influencer	someone who affects or changes the way that other people behave through their use of social media
Subscriber	A person who has arranged to receive or access a service
Follower	Someone who is tracking a particular person, group, organization, etc. on a social media website or application
Tutorial	An account or explanation of a subject on a computer screen. intended for private study.

	an account or explanation of a subject on a computer screen, intended for private use;
Post	A piece of writing, image, or other item of content published online, typically on a blog or social media website or application
Digital filter	a function used to alter the overall appearance of an image in a specific manner
Hashtag	A word or phrase preceded by a hash sign (#) used on social media to identify messages on a specific topic
Geotag	An electronic tag that assigns a geographical location to a photograph or video, a posting on a social media website, etc.
Premium channel	A channel that is of higher than usual quality

Get Reading

What is YouTube?

YouTube is an American video-sharing website headquartered in San Bruno, California. The service was created in February 2005. Google bought the site in November 2006, and YouTube now operates as one of Google's subsidiaries.

YouTube allows users to upload, view, rate, share, add to favorites, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. Most of the content on YouTube is uploaded by individuals, but media corporations including CBS, the BBC, Vevo, and Hulu offer some of their material via YouTube as part of the YouTube partnership program. Unregistered users can only watch videos on the site, while registered users are permitted to upload an unlimited number of videos and add comments to videos. Videos deemed potentially inappropriate are available only to registered users affirming themselves to be at least 18 years old.

Adapted from: <https://en.wikipedia.org/wiki/YouTube>



Image in [Wikimedia Commons](#). CC license

Do it yourself

Real World English

According to the description of YouTube, which of the words in the vocabulary matching activity you did before could you use in order to talk about it?

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Youtuber, Vlogger, influencer, subscriber, follower, tutorial, premium channel.

Get Thinking

Read the following text to get an idea of what you would need in order to become a YouTuber. You will need this information in order to do the next activity:

How to become a YouTube star: seven tips from Luzu

Luzu used to work at a TV production company, but in 2011 he launched his own YouTube channel called LuzuVlogs. Four years on, the Spanish-language vlogging channel has nearly 1.6 million subscribers, with Luzu now running two others.

Here are the highlights of his advice:

A) Don't just follow trends

A lot of budding YouTubers look at what's popular on the online video service, and copy it. Luzu suggested that there might be a much better starting point based on what they're not watching.

B) Be patient in the early days

Almost no one uploads their first video to YouTube and becomes a massive success straight away – and when they do, that doesn't mean they can repeat it. Luzu encouraged creators to be patient and keep plugging away.

C) It's worth investing in equipment

With a background in TV production, Luzu started with an advantage over the average bedroom vlogger. Even so, he noted that nowadays, people can get up and running at zero cost if they have a decent smartphone already in their pocket.

D) You don't necessarily need a large crew

Luzu runs his channel with one other person, his girlfriend. As he has grown, he has resisted the temptation to start hiring a large crew.

E) Invest time in social media

A common theme for YouTubers is that they don't just interact with their fans on YouTube: most spend a lot of time on Twitter, Facebook and other social platforms and apps – it's as important a part of the job as making the videos in the first place

F) Collaborate, but bring something original to the table

One of the proven ways for YouTubers to build their audiences is by collaborating with one another, with emerging channels able to quickly pick up subscribers through a canny collab with a bigger star. Luzu said one key to finding collaborators is to look for people at your level who are also on their way up.

G) Consider multiple channels as you grow

All YouTube creators start with a single channel, but Luzu said that as his had got more popular, he felt the need to launch the others to avoid a one-size-fits-all approach to his videos.

Adapted from: <https://www.theguardian.com/technology/2015/apr/15/youtube-become-star-tips-luzu-vlogger>



Image by Jakob Montasio in Flickr. CC license

Get Talking

You and your partner are thinking of starting your own YouTube channel. Based on the seven tips you have just read, talk about the resources you have in order to become YouTubers, what you would need, the type of channel you would like to start and what you would be offering your followers, and what fresh ideas you count on in order to be successful. Talk for about 5 minutes.



Image by Estudios Oban in Flickr. CC license

Do it yourself

Get Reading

Read the text and fill in the gaps with the missing phrases:

Why are YouTube stars so popular?



Image in Wikimedia Commons. Public Domain.

British vlogger Zoella has just reached the milestone of 10m subscribers to her main YouTube channel, but she has a long way to go to catch its most popular creator PewDiePie, who is about to pass 42m.

They're just two of the most prominent YouTube stars. How have these YouTubers become so popular? It can seem baffling to people outside their main viewing demographic: smartphone-toting "millennials" (if not more) watching short form video online as they do traditional TV shows. Yet the top YouTube stars aren't just popular: they are genuinely influential figures for their young fans.

According to a survey "YouTubers were judged to be more engaging, extraordinary and relatable than mainstream stars, . In terms of sex appeal, the two types of celebs finished just about even." "Looking at survey comments and feedback, teens enjoy an intimate and authentic experience with YouTube celebrities, . Teens also say they appreciate YouTube stars' more candid sense of humour, lack of filter and risk-taking spirit, behaviours often curbed by Hollywood handlers."

That's one of the key things to understand about , if you're struggling to see it in their content – for their fans, the contrast with stars from the world of music, film and television has been a big factor in their rise.

Their very ordinariness – their relatability – is what makes them so appealing. The "girl or boy next door" who is "just like us" is not an unusual trope in the entertainment world but on YouTube, it's heightened.

A 2015 study suggested that teenagers' emotional attachment to YouTube stars is "as much as seven times greater than that toward a traditional celebrity" for these reasons.

There are technical aspects to this too. By necessity, vlogging started out as a format with a person talking – and thus directly to the viewer – often close to the camera and filming in their bedroom. It created a sense of intimacy, and one that many YouTube stars have tried to maintain even as they got better cameras and editing kit. But it even extends to how

many or them address their audiences.

To their fans, YouTube stars feel more authentic and relatable than many traditional celebrities, and that's something that is they publish. The fact that this may annoy or baffle non-fans – parents in particular – is part of the appeal.

It may also be , though, for any YouTubers whose fans perceive them to be drifting away from that authentic, relatable status.

Staying relatable when you're earning a high six- or even seven-figure annual income is one challenge, albeit hardly unfamiliar from . But there are other trends that could change the relationship some YouTubers have with their audiences. Many are working more with brands to sponsor their videos, for example. The risk is less that fans think they've sold out – many YouTubers are refreshingly for taking the cash – and more that some may end up that turn their viewers off.

The key thing to understand about YouTube stars is that the content of their videos – whether it's Let's Play game commentaries, makeup tutorials or personal vlogs – is only one half of their appeal.

The connection to their audiences is the other: they have grown up with the tools to forge and strengthen that connection, and many will use that as their anchor to keep their feet on the ground.

Adapted from: <https://www.theguardian.com/technology/2016/feb/03/why-youtube-stars-popular-zoella>

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They're just two of the most prominent YouTube stars. How have these YouTubers become so popular? It can seem baffling to people outside their main viewing demographic: smartphone-toting "millennials" who spend as much time (if not more) watching short form video online as they do traditional TV shows. Yet the top YouTube stars aren't just popular: they are genuinely influential figures for their young fans.

According to a survey "YouTubers were judged to be more engaging, extraordinary and relatable than mainstream stars, who were rated as being smarter and more reliable. In terms of sex appeal, the two types of celebs finished just about even." "Looking at survey comments and feedback, teens enjoy an intimate and authentic experience with YouTube celebrities, who aren't subject to image strategies carefully orchestrated by PR pros. Teens also say they appreciate YouTube stars' more candid sense of humour, lack of filter and risk-taking spirit, behaviours often curbed by Hollywood handlers."

That's one of the key things to understand about the popularity of YouTubers, if you're struggling to see it in their content – for their fans, the contrast with stars from the world of music, film and television has been a big factor in their rise.

Their very ordinariness – their relatability – is what makes them so appealing. The "girl or boy next door" who is "just like us" is not an unusual trope in the entertainment world but on YouTube, it's heightened.

A 2015 study suggested that teenagers' emotional attachment to YouTube stars is "as much as seven times greater than that toward a traditional celebrity" for these reasons.

There are technical aspects to this too. By necessity, vlogging started out as a format with a person talking into a webcam – and thus directly to the viewer – often close to the camera and filming in their bedroom. It created a sense of intimacy, and one that many YouTube stars have tried to maintain even as they got better cameras and editing kit. But it even extends to how many of them address their audiences.

To their fans, YouTube stars feel more authentic and relatable than many traditional celebrities, and that's something that is intrinsic to the videos they publish. The fact that this may annoy or baffle non-fans – parents in particular – is part of the appeal.

It may also be a pitfall in waiting, though, for any YouTubers whose fans perceive them to be drifting away from that authentic, relatable status. Staying relatable when you're earning a high six- or even seven-figure annual income is one challenge, albeit hardly unfamiliar from the traditional entertainment world. But there are other trends that could change the relationship some YouTubers have with their audiences. Many are working more with brands to sponsor their videos, for example. The risk is less that fans think they've sold out – many YouTubers are refreshingly upfront about their reasons for taking the cash – and more that some may end up making bad branded videos that turn their viewers off.

The key thing to understand about YouTube stars is that the content of their videos – whether it's Let's Play game commentaries, makeup tutorials or personal vlogs – is only one half of their appeal.

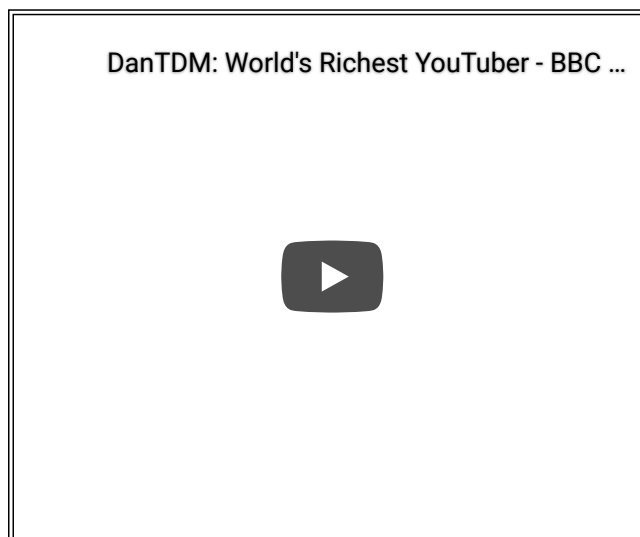
The connection to their audiences is the other: they have grown up with the tools to forge and strengthen that connection, and many will use that as their anchor to keep their feet on the ground.

Adapted from: <https://www.theguardian.com/technology/2016/feb/03/why-youtube-stars-popular-zoella>

Do it yourself

Get Listening

Watch the video about the World's Richest YouTuber, then say if the following statements are True or False:



Video in [Youtube](#)

1. DanTDM became popular among children by uploading videos of himself playing Pokemon.

☐ Verdadero ☐ Falso

Verdadero

He became successful by streaming videos of himself playing Pokemon and then Minecraft. The reporter says viewer's children probably watched them.

2. People disapprove of what DanTDM does for a living.

☐ Verdadero ☐ Falso

Falso

Not all people do. Some people have misconceptions about what Dan does, however, some other people see him as an entrepreneur.

3. Dan has always been a businessman.

☐ Verdadero ☐ Falso

Falso

He considers himself to be a businessman now, but he had to learn along the way.

4. Dan asks his family for ideas for his videos when he runs out of them.

☐ Verdadero ☐ Falso

Falso

He hardly ever runs out of ideas, but if he does he finds them online or asking his friends.

5. YouTubers get paid according to how many adverts viewers watch while, before or after watching their videos.

☐ Verdadero ☐ Falso

Verdadero

Advertisers pay YouTube to display adds, and YouTubers get paid a proportion when adverts are played in their videos.

6. Parents approve of DanTDM's videos online.

☐ Verdadero ☐ Falso

Verdadero

He feels he has a good rapport with parents, and parents trust his videos and feel safe when letting their children watch them.

7. Dan chooses what games to play in his videos based on how much money he will get for that.

☐ Verdadero ☐ Falso

Falso

Predominantly Dan chooses what he wants to play based on his likes, but every now and then a company offers him money to advertise a specific game.

8. Dan thinks the reason why Zoella is not earning as much as other male YouTubers is that there is a gender gap in YouTube.

☐ Verdadero ☐ Falso

Falso

He thinks anyone can be a YouTuber and the only reason why specifically Zoella is not making as much money as some male counterparts is that she does not upload videos as often as them.

According to the dictionary, an **influencer** is:

- someone who affects or changes the way that other people behave, for example through their use of social media <https://dictionary.cambridge.org/dictionary/english/influencer>
- a person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media <https://en.oxforddictionaries.com/definition/influencer>

Get Thinking

- Based on the two definitions above, which influencers do you know in your country and abroad?
- Name some influencers for the following categories: entertainment, food, technology and business, kids, fashion, and travel.
- Do all influencers you know have a positive impact on people? Why/why not?



Image by Free Images in [Flickr](#). CC license

Do it yourself

Get Reading

Read the text and complete the gaps with the words from the menu. You might have to look up some of them in the dictionary before doing the activity.

Most influential people on the Internet



Image by Free Images in [Flickr](#) . [CC](#) license

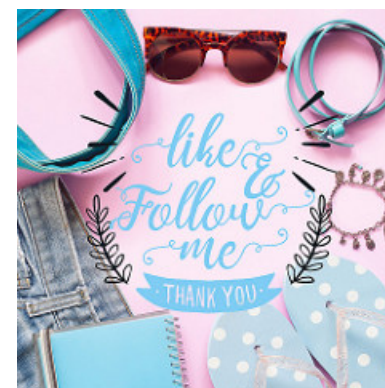


Image by Free Images in [Flickr](#). CC license

Most people probably follow Rowling on Twitter for the new [dropdown] she drops about her massively successful Harry Potter franchise. But more recently, she has emerged as a fierce critic of global populism, [dropdown] down figures like U.S. President Donald Trump and former U.K. Independence Party leader Nigel Farage like only a best-selling author can. Perhaps the best demonstration of her power came earlier this month, when Trump suggested, via Twitter, that the mayor of London was wrong for telling citizens to stay calm after the June 3 terror attack. Rowling's direct response — "It's called 'leadership', Donald. The terrorists were dead 8 minutes after police got the call. If we need an alarmist [dropdown], we'll call." — received more than twice as many likes and retweets as Trump's original message.

Yao Chen

It takes [dropdown] to speak freely in China, especially when you have a lot to lose. That hasn't stopped the 37-year-old actress, who with 79 million followers is the most popular person on Weibo. She has long been outspoken on the Chinese social media platform, most recently to shine a spotlight on the global refugee crisis. Shortly thereafter, the United Nations High Commissioner for Refugees re-appointed her as the agency's Goodwill Ambassador, crediting her with bringing refugee issues "into the consciousness of millions of Chinese people."

BTS

Overtaking Justin Bieber and Selena Gomez to spend 27 consecutive weeks [dropdown] Billboard's "Social 50" chart, which tracks popularity across different platforms, would be an impressive [dropdown] for any artist. It's especially so for BTS, a Korean boy band — the full name, Bangtan Sonyeondan, loosely translates to "bulletproof boy scouts" in English — whose seven members have managed to cultivate a virtual fanbase that could give the Beyhive a run for its money. In 2016, the so-called BTS Armypropelled Wings to No. 26 on the Billboard 200 — the highest-ever [dropdown] for a K-pop album — and earlier this year, they helped BTS win Top Social Artist at the Billboard Music Awards. During their [dropdown] speech, band member Rap Monster (real name: Kim Nam-joon) gave credit where credit was due: "This award belongs to [everybody] around the world who shines the love and light on us," he said.

Donald Trump

The president once claimed that people consider him "the Hemingway of Twitter." But he may be more like the platform's O. Henry: undone with an ironic [dropdown]. The itchy Twitter finger that propelled him to the White House now appears to be hurting his presidency. An unsubstantiated accusation that he was wiretapped ended up irritating British intelligence. A reference to possible tapes of his conversations with fired FBI Director James Comey raised eyebrows. (Trump later said he didn't record conversations with Comey.) Old tweets have been scrutinized by skeptical judges and recirculated online when Trump has contradicted a past position. But in spite of — or perhaps because of — the seemingly endless drama, Trump is now the most-followed world leader on Twitter, giving him a tool that's highly effective at getting his message out on his own terms.

Bana Alabed

When a 7-year-old girl tweets that she's scared of dying in a bomb strike, the world takes notice. So, it was with Alabed, whose everyday dispatches from rebel-held East Aleppo ("bombs falling now like rain," "my brothers are very scared, and I don't want that") raised awareness about the horrors of Syria's Civil War at a time when few journalists could even access the region. Although Syrian President Bashar al-Assad initially dismissed the account — which is run by Bana's mom, Fatemah — as anti-government "propaganda," it nonetheless drew widespread coverage, turning Alabed into a [dropdown] for Syria's thousands of struggling children. Her story has a happier ending than most: In December 2016, she and her family were evacuated to Turkey, where they're now living as refugees. She recently signed a book deal with Simon & Schuster.

Katy Perry

At a time when so many celebrities use social media to burnish their reputations with airbrushed photos and [dropdown] captions, Perry is blazing a trail by ditching her script — at least for a weekend. During her recent 96-hour livestream on YouTube, Perry underwent therapy, practiced transcendental meditation and yoga and even slept while cameras were rolling. It may have been promotional (for Perry's new album, Witness), but it was the closest any major entertainer has come to giving fans the kind of "real" intimacy that social media purports to provide. Although the livestream received its fair share of [dropdown], it didn't seem to hurt Perry's social impact: She just became the first person to pass 100 million followers on Twitter.

Hudda Kattan

Earlier this year, the New York Times posed a simple question: "Is Huda Kattan the most influential beauty blogger in the world?" The answer just might be yes. Unlike most of her contemporaries, the Iraqi-American makeup [dropdown] eschews YouTube in favor of Instagram, where she regularly treats her 20 million followers to high-glamour tutorials, makeup memes and viral beauty [dropdown]. And that massive online footprint helps her sell make-up in real life, as well: her Huda Beauty line, comprising false lashes, lip gloss, liquid lipsticks and more, is now available everywhere from vending machines in Dubai to Sephora locations around the world.

Source: <http://time.com/4815217/most-influential-people-internet/>

Most influential people on the Internet

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Do it yourself

Now, read the text again and match the statements to each of the names according to the information in the text. Some names appear more than once.

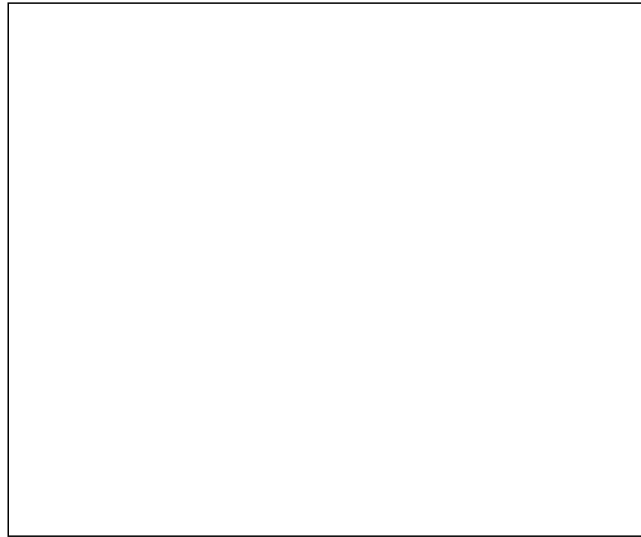
▼	This person ran the risk of using freedom of speech to talk loud and clear about social issues.
▼	This person's comments on social media seem to be backfiring.
▼	This person does not bite his/her tongue when expressing his/her ideas about politics and current issues.
▼	This person's words gave a good account of personal experiences at a situation where not many could transmit first hand information to the rest of the world.
▼	This person can take advantage of his/her vast number of followers in order to spread his thoughts around.
▼	This person has used social media in order to become richer.
▼	This person became the epitome of a whole political and social situation.
▼	This person streamed his/her daily routine, which boosted his/her number of followers on social media.

Comprobar **Mostrar retroalimentación**

Yao Chen	This person ran the risk of using freedom of speech to talk loud and clear about social issues.
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Katy Perry	This person streamed his/her daily routine, which boosted his/her number of followers on social media.

Get Listening

What do you need in order to become an influencer? Watch this video to find out:



Video in [Youtube](#)

Culture counts

Not that long ago, we lost an influencer.

Think of how many people we don't think of as influencers have a huge impact on our lives.

The Theory of Everything trailer

Video in [Youtube](#)

Video in [Youtube](#)

Needless to say, that Stephen Hawking was a great science influencer. Click on [Space.com](#) to learn more about him.
He was also a controversial figure due to his ideals.

Get Talking

Share your ideas on this great man with your peers.

What did you know about him?

Have you seen *The Theory of Everything*?

Have you seen him perform in other programs? Which ones?

Do you think he had a sense of humor?

Do you think he had a sense of humor?



Moving on

Real World English

Watch the videos below. They are connected to influencers and social media.

Pay particular attention to the expressions and language that is used.

Prepare yourself to discuss those ideas practising the language you have been exposed to.

Keep track of the language for your exam, both the presentation and the interaction.



Video on [Youtube](#)

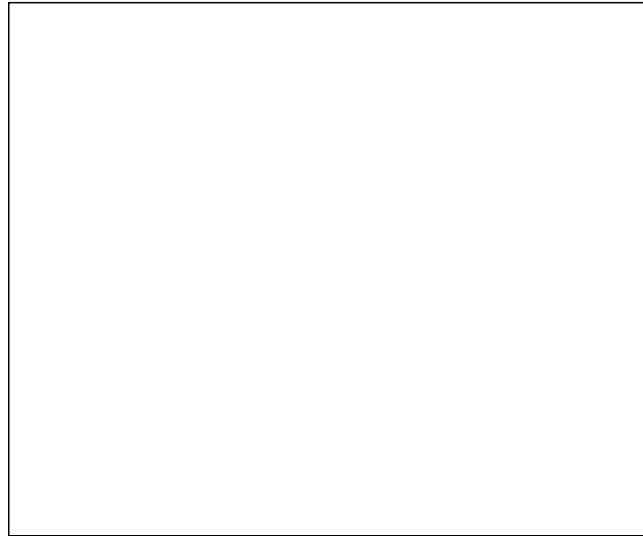
Get Thinking

The presenter reviews the following ideas:

- [Generation Z](#) may not be able to interact in the real world, it may even lose its ability to use sarcasm
- Social media is not going to disappear, rather, it is moving forward another step which may imply a next generation "social life"
- We may have to redefine "meaningful friendships"
- The social landscape has not been altered "yet"
- Social media isn't just frivolous. It has helped [topple](#) a dictator, organize a protest and even solve a crime.

Get Talking

Comment on the above ideas with your peers. Try to use the language that you have listened to.



Video in [Youtube](#)

Get Thinking

The presenter reviews:

- Generation Z
- Messaging and Chat bots
- Investing in influencer marketing
- Instagram stories
- Video taking center stage

Do you know what a [bot](#) is?

How often do you encounter a bot?

Get Talking

Share your thoughts on the five trends.

Do you agree or disagree with the trends? Why or why not?



Video in [Youtube](#)

Get Thinking

The women that speak about "microinfluencers" go over the following issues:

- being more relatable
- being smaller and more intimate
- people not understanding the work that is behind the scenes
- creating your aesthetic and [niche](#) (remember the difference in BrE and AmE pronunciations)
- being authentic and true to themselves
- responding to followers

Get Talking

Share your opinion on the character traits of a "microinfluencer" with your peers.

Are you an influencer? How so?

What would your niche be?

Get Thinking

Television has always been a source of controversy. In the past, it was about how many hours children spent on watching TV and becoming a couch potato. There has been an obvious switch with the onset of the digital age, but, are the problems still the same regardless of whether you watch traditional TV or online TV?

- Do you watch online TV? If so, what are your favorite shows?
- What differences can you see between traditional TV and online TV?
- Is there a specific type of audience for online TV?
- What online TV providers do you know?
- In your opinion, what are the pros of online TV?
- Do you think in 10 years' time most people will have changed the way they watch TV?



Video in [Youtube](#)

Do it yourself

Get Reading

Read the text and say if the statements below are True or False

Annual report uncovers generation gap

Teenagers and children are watching a third less broadcast TV on traditional sets than they were in 2010, as the shift to digital viewing and the rise of services such as Netflix and Amazon gathers pace.

There is a "widening gap" between the viewing habits of younger and older viewers watching on traditional TV sets, said Ofcom. This was demonstrated by the horror of more mature audiences at the recent news that [Blue Peter](#), once the staple of teatime viewing, had managed a dreaded "zero" audience rating with a repeat of a recent broadcast.

Viewing of broadcast TV by children (four to 15 years old) and 16- to 24-year-olds fell 33% between 2010 and last year, and about 9% compared with 2015, according to the broadcasting regulator.

According to Ofcom, children on average watched 101 minutes of "traditional" TV a day last year, while 16- to 24-year-olds watched 114 minutes – far less than the average viewer, who watches 212 minutes a day. Even that figure is down 12% since 2010.

The Ofcom report charts the growing generational divide in traditional TV viewing, with the amount watched rising significantly with the age of the audience.

Those most loyal to the traditional TV set are the over-65s, who have marginally increased viewing between 2010 and 2016 by one minute per day – the only group to do so. At 344 minutes viewing per day on average, pensioners clock up more than triple the amount of traditional TV viewing of children and younger viewers.

Ofcom's report found that the viewing of on-demand TV on different devices – whether on the BBC iPlayer or ITV Player, or Netflix and Amazon – is becoming increasingly popular.

The report offered no firm figures, estimating that viewers at a "pre-family stage" of life could be watching about 2.5 hours a day of on-demand TV, but said such viewing was going some way to bridge the fall in traditional TV watching.

YouTube is also popular with younger audiences, with some stars enjoying followings of millions of subscribers.

Earlier this week, even as Blue Peter was suffering the ignominy of a zero rating, the BBC acknowledged the rapid change in viewing, announcing a major boost in investment in children's content and an increased focus on online. By 2019-20, the BBC children's budget will reach £124.4m, with about a quarter of that spent on online content. The BBC intends to continue to back its existing children's channels, CBBC and CBeebies.

Last year, the corporation scrapped the youth-focused BBC3 TV channel in favour of an online-only offering, which saved £30m annually, citing the change in the viewing habits of its core audience. It has also pledged to step up investment in the iPlayer to keep up with audience demand and digital rivals such as Netflix and Amazon.

Ofcom's annual report into the state of British broadcasting also found dissatisfaction with what is on the box. Its study on viewer attitudes found that three in 10 (29%) of those surveyed felt programme quality worsened last year. "The main reasons for the drop in quality were: more repeats, a lack of variety and an overall lack of quality," said Ofcom. "It is older adults (aged 55 and over) who are more likely to feel that TV programme standards had worsened in the past 12 months."

To say that television has changed in the past 10 years would be a massive understatement. The introduction of streaming has had a huge impact and the idea of on-demand television may be something of a revelation for some, but to me and my generation, it is more of an expectation.

For 16-year-olds like me, television has been elbowed aside by smartphones, Xboxes and streaming services. I'm an avid user of social media, YouTube and Netflix in a desperate attempt to see every post and watch every series my friends always gush about. Perhaps it is this sort of "busy lifestyle" young people choose that results in TV being discarded, as the phone replaces the remote. It was mainly as I got older and hit my teenage years that platforms like Netflix began to influence my life, as I started another series that would take me weeks to finish. The average teenager is so accustomed to binge-watching series that it has evolved into a necessity, and perhaps the key feature TV is missing.

Now, TV is hardly ever considered as the world of online gaming, streaming and posting seems to occupy the lives of my generation. Those who choose to continue watching TV miss out on the conversation about The Walking Dead at lunch, or the inside joke that only Skins viewers may get.

Television and media moves so quickly, and with cable TV you simply fall behind. In the life of your typical teenager, that concept is fatal. If traditional TV wishes to find viewers among my generation, they have to be able to keep up – even if it does mean taking a leaf out of Netflix's book.

Source: <https://www.theguardian.com/tv-and-radio/2017/jul/07/ofcom-young-people-watch-a-third-less-broadcast-tv-as-they-move-online>

1. Younger and older audiences have recently shifted from traditional to digital TV.

☐ Verdadero ☐ Falso

Falso

There is a "widening gap" between the viewing habits of younger and older viewers.

2. Pensioners in Britain are the most faithful to traditional TV.

☐ Verdadero ☐ Falso

Verdadero



Image by ITU Pictures in Flickr. CC license

Those most loyal to the traditional TV set are the over-65s.

3. The viewing of on-demand TV is going to cause a decline in traditional TV watching.

☐ Verdadero ☐ Falso

Falso

The report said the viewing of on-demand TV was going some way **to bridge** the fall in traditional TV watching.

4. The BBC has tried to combat the increase of the viewing of on-demand TV by investing in children's programmes.

☐ Verdadero ☐ Falso

Verdadero

The BBC acknowledged the rapid change in viewing, announcing a major boost in investment in children's content.

5. The BBC has applied changes to its television services taking into account its viewers' requests.

☐ Verdadero ☐ Falso

Verdadero

The BBC scrapped the youth-focused BBC3 TV channel in favour of an online-only offering, citing the change in the viewing habits of its core audience. It has also pledged to step up investment in the iPlayer to keep up with audience demand.

6. Youngsters nowadays prefer watching online TV on their phones than watching traditional TV.

☐ Verdadero ☐ Falso

Verdadero

Young people's choices result in TV being discarded, as the phone replaces the remote.

7. In general, audiences feel that cable TV is becoming obsolete.

☐ Verdadero ☐ Falso

Falso

It is mainly teenagers who think that way, "if traditional TV wishes to find viewers among my generation they have to be able to keep up".

FOCUS ON

Good reasons to take notes

- Notes are a useful record of key information, and the sources of that information.
- Notes inscribe information kynesthetically and help you remember what you heard.
- Taking notes helps you to concentrate and listen effectively.
- Selecting what to note down increases your understanding.

• Selecting what to note down increases your understanding.

Listen to this video and take notes of the most important information. Concentrate on the pros and cons of both streaming and traditional TV.



Video in [Youtube](#)

Get Writing

Read the [notes](#) one of our students took on "How Netflix is killing traditional TV". Use those notes to write an opinion essay of 250 to 300 words on the your views of traditional TV versus online TV.

FOCUS ON

Real World English

EXPRESSING KNOWLEDGE AND LACK OF IT

How do you say you know something, other than saying "I know"?

- To be knowledgeable about something (knowing a lot about many different subjects or about one particular subject)
- To be informed (having a lot of knowledge or information about something)
- To be clued up about something (informal: knowing about a particular subject)
- To be conversant with something (formal: if you are conversant with something, you know about it and understand it)
- To be au fait (to be informed of the most recent facts or information about something)
- To be acquainted with something (to know about something)
- To be familiar with something (you know about something because you have learnt about it or experienced it before)

Source: <https://www.macmillandictionary.com/thesaurus-category/british/known-and-knowing-about-something>

How do you say you don't know anything, other than saying "I don't know"?

● I have no idea/I haven't (got) a clue/I haven't the faintest (foggiest) idea

These expressions are used when you have no information and you cannot guess the answer to a question

'What time does the film start?' 'I have no idea. Why don't you call the cinema?'
'Would you by any chance know where St James's Street is?' 'I haven't (got) a clue. Sorry.'
'Could somebody please explain how this happened?' 'I haven't the faintest idea.'
I'm sorry I haven't a clue.

● How should I know?/Don't ask me/Search me

These expressions are used when you do not know something, and you feel annoyed that someone is asking you about it.

'Who left this mess on the table?' 'How should I know? I've only just come home.'
'What time did she say she was catching her train?' 'Don't ask me. I'm always the last to know.'
'Why didn't he ask you for the keys?' 'Search me. I'm not a mind reader.'

● Who knows?/It's anyone's guess

These are used for saying that you don't know something because it is impossible for anyone to know it:

'Will they ever find the missing aircraft?' 'Who knows? The search been going on for such a long time now.'
'How the situation will develop from here is anyone's guess.'

● Your guess is as good as mine

This is used for saying that you know as little about something as the person who asked you about it

'Do you think we will be able to book the restaurant for Friday?' 'Your guess is as good as mine.'

● Not as far as I know

We use this to say that something may be true, but you do not have enough information to know whether it is or not

'Has Clive left the company? I haven't seen him for ages.' *'Not as far as I know, but I haven't seen him recently either.'*

● It beats me

This is a rather informal expression to say that you do not know or understand something. "It" is often left out.

'Why did he do such a stupid thing?' 'It beats me'

Source: <https://englishwithatwist.com/2014/03/31/english-skills-7-ways-of-saying-i-dont-know/>

Moving on

Get Writing

Choose 5 expressions from the above list. Write your own conversations using the expressions of your choice. Record yourself and listen to your recording. Do you sound convincing? Check your sentences with your peers and/or your tutor to review correctness.

Get Talking

Here's an example:

- a. *I've been invited to a concert this weekend. Do you want to tag along?*
- b. *What sort of concert?*
- a. *It's a jazz concert in the park in the Jebel Ali district. Do you know where it is?*
- b. *Nope, not the foggiest.*
- a. *Don't worry, I'll come and get you.*

00:00 00:19

5. 21st century schools

Get Thinking

Read the following excerpt from an online article:

A dramatic shift is sweeping through our schools. The signs are all around us. Third graders texting on their cell phones. Kindergarteners who can navigate an iPod Touch better than we can. Middle schoolers who already have an Internet following on their blog or YouTube channel.

These are not the same 21st century learners we came to know over the first decade of the new millennium. For these students, simply watching videos or images during class, playing an Internet multiplication game, or even taking turns at an interactive whiteboard is no longer enough.

These new 21st century learners are highly relational and demand quick access to new knowledge. More than that, they are capable of engaging in learning at a whole new level. With the world literally at their fingertips, today's students need teachers and administrators to re-envision the role of technology in the classroom. We must increasingly put technology into the hands of students and must trust them with more progressive technology use.

It is no longer sufficient for students to have less access to technological tools than the teacher, nor is it enough for any one suite of software to serve as the zenith for technology mastery. For student performance to approximate student potential, students need access to a constantly evolving array of technological tools and activities that demand problem-solving, decision-making, teamwork, and innovation.

Adapted from: <https://www.naesp.org/principal-januaryfebruary-2012-technology/technology-integration-new-21st-century-learner>

- What ICT (Information and Communication Technology) do you find useful when learning English?
- Are there any specific apps you like to use?
- Are you an iPhone or an Android person?



Image by ITU Pictures in Flickr. CC license

FOCUS ON

Read the following information about classroom apps, you will need it for the following task:

Educators love simple tools that they can use in multiple ways. **Skype** is a great way to virtually bring experts into the classroom and to help students make real-world connections to what they're learning.

<https://www.skype.com/en/>



Image in Wikimedia Commons. CC license

Similarly, **Google Hangouts** is a great tool for connecting with other educators, students and classes. It's easy to integrate with other Google products like Google Calendar and easy to send notifications inviting people to the conversation.

<https://hangouts.google.com/>



Image in Wikimedia Commons. CC license

Kahoot! allows teachers to create quizzes that are more fun and interactive than what can be done simply in Google Forms. It also allows teachers to customize quizzes for students' needs, changing details down to a very granular level. It is Web-based and free.

<https://kahoot.com/>



Image in Wikimedia Commons. CC license

Powtoon is a web-based tool that allows students to create animated presentations. It has a steeper learning curve than some tools, but the



presentations. It has a steeper learning curve than some tools, but the payoff is pretty cool. There is a free version and an expanded educator version.

<https://www.powtoon.com/home/>

Prezi is a free presentation tool. You can add interactive charts, infographics, and maps to the text of your presentation.

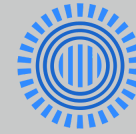
<https://prezi.com/login/>

Quizlet is a mobile and web-based study application that trains students via flashcards and various games and tests. As of August 2017, Quizlet has over 140 million user-generated flashcard sets and more than 20 million active learners.

<https://quizlet.com/>

POWTOON

Image in [Wikimedia Commons](#). CC license



Prezi

Image in [Wikimedia Commons](#). Free Cultural Works license

Quizlet

Image in [Wikimedia Commons](#). GNU Free Documentation Service

Sources: <https://ww2.kqed.org/mindshift/2015/07/29/teacher-recommended-50-favorite-teaching-apps/>

<https://en.wikipedia.org/wiki/Quizlet>

Two other tools are [quiziz.com](#) and [menti.com](#).

Get Talking

With a partner, talk about how the teaching of English has changed since you started learning the language.

- Did you use to learn with the help of technology?
- Have you ever used any of the apps in the previous section in order to practice English? If so, what are the benefits you have found in using them? Which of the apps above would you recommend using and why?
- Do you know of any other apps that can help students improve their English? Use some of the language in **section 4.** to say whether you knew about these apps or you didn't. Talk for about 5 minutes.



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Mediation

Your teacher has shared this [infographic](#) with your class in an effort to show the students how the use of technology can help when working in groups. You have used some Google Apps before and don't have trouble understanding the infographic; however, the student sitting next to you is totally lost. Explain the content of the infographic to your classmate. Use your own words and avoid reading straight from the text.

Language Mechanics

PHRASAL VERBS

A phrasal verb is a verb that is made up of a main verb together with an adverb or a preposition, or both. Typically, their meaning is not obvious from the meanings of the individual words themselves. For example:

She has always looked down on me.

Fighting broke out among a group of 40 men.

I'll see to the animals.

Don't put me off, I'm trying to concentrate.

The report spelled out the need for more staff.

For instance, in the first example, the phrasal verb 'to look down on someone' doesn't mean that you are looking down from a higher place at someone who is below you; it means that you think that you are better than someone.

Transitivity

Phrasal verbs can be intransitive (i.e. they have no object):

We broke up two years ago.

They set off early to miss the traffic.

He pulled up outside the cottage.

or transitive (i.e. they can have an object):

The police were called to break up the fight.

When the door is opened, it sets off an alarm.

They pulled the house down and redeveloped the site.

Word order

The verb and adverb elements which make up intransitive phrasal verbs are never separated:

✓ *We broke up two years ago.*

X *We broke two years ago up.*

The situation is different with transitive verbs, however. If the direct object is a noun, you can say:

✓ *They pulled the house down.*

[direct object]

✓ *They pulled down the house.*

If the object is a pronoun (such as it, him, her, them) , then the object always comes between the verb and the adverb:

✓ *They pulled it down.*

[direct object]

X *They pulled down it.*

Phrasal verbs are one of the most difficult aspects for learners of the English language. There are three main reasons for this:

- In many cases the meaning of the phrasal verb cannot be deduced from its elements, i.e., it is being used idiomatically. For example: a learner who knows that to tick is to make a checkmark may have difficulty in understanding the sentence "The teacher ticked off the student for being late", in which the phrasal verb to tick off means to reprimand or to express disapproval.
- Many phrasal verbs are polysemous; i.e., they have more than one meaning. The phrasal verb *to put down* has the literal meaning of putting something down on the table or floor. But it also has the idiomatic meanings: to make someone feel small, to criticize and humiliate them; to stop, quash, put an end to, as in the sentence "The police put down the riots with unnecessary brutality".
- There are difficulties particularly with the position of the particles in a phrasal verb. Look at the following examples:

She put down the baby.
She put the baby down.
The teacher put the student down.
The teacher put down the student.

[Here](#) are some quizzes to test your knowledge of phrasal verbs.

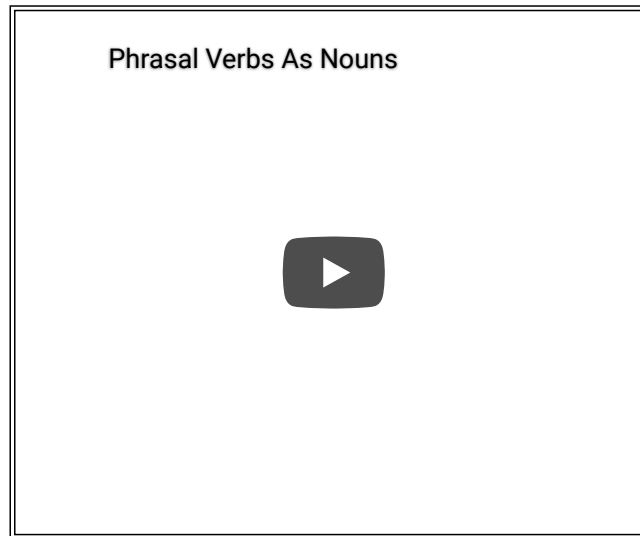
Here is a [pdf](#) with extra phrasal verbs activities.

Sources: <https://en.oxforddictionaries.com/grammar/phrasal-verbs>

<http://esl.fis.edu/vocab/phrasal/phrasal-important.htm>

PHRASAL VERBS THAT BECOME NOUNS OR ADJECTIVES

Watch the following video to learn how to turn a phrasal verb into a noun or adjective:



Video on [Youtube](#)

To sum up:

Nouns based on phrasal verbs

- The plural is formed by adding -s to the particle, not the verb, e.g. break-ins.
- Verb + particle noun forms are sometimes written with a hyphen, e.g. break-in, check-in, and sometimes without a particle, e.g. dropout, checkout.
- Nouns with -out and -over are usually written as one word, e.g. dropout, lookout, changeover, leftovers.
- Nouns with -in, -up and less common particles usually have a hyphen, e.g. mix-up, put-down, run-through.
- In pronunciation, the stress is on the verb, not the particle.

Adjectives based on phrasal verbs

Some participle adjectives are written with a hyphen (make-up), some without a hyphen (fixed up), and some as one word (rundown). We make exceptions for phrasal adjectives beginning with -ly adverbs. These are conventionally not hyphenated.

Source: <http://grammarist.com/grammar/phrasal-adjectives/>

How good are you at phrasal verbs? Click [here](#) and take the test.

Properly Speaking

Tone Units in English

A tone unit is a chunk of speech. It can be as small as a single word, or as long as a sentence. Two identical sentences may be comprised of differing numbers of tone units when spoken, based on the **intent** or **emotional state** of the speaker. It's important to learn to distinguish these units because they give subtle meanings and help organize a conversation.

There is no single determiner as to where these units begin and end or how many a single sentence contains. Some clues are:

- begin with faster speech, and end with slower speech
- include a single pitch word
- end with a pitch boundary

Click [here](#) for a sample sentence.

Review the concept of chunking and how to do it by watching the two videos below.

Part One.



Video in [Youtube](#)

Part 2.

How To Use English Rhythm & Intonation: ...



Video in [Youtube](#)

Listen to the way this speaker "chunks" or breaks up the sentences. Would you break them up the same way?

00:00  00:43

- *Adam waited patiently for the train to arrive.*
- *Danny and Zack took the bus home after a long day at school.*
- *Even though the nachos were covered in Monterrey cheese, they didn't taste quite like my mother's.*
- *Unless Richard finishes his Latin homework, he won't be allowed to go to the performance.*
- *While Abby slept on the couch in front of the television, her husband cooked dinner and laid the table.*

Top tips

Get Talking

As was mentioned in the videos, it is all about practice.

Do you remember what [subordinate](#) clauses are? They were longer, more sophisticated sentences.

Write a list of 10 long sentences. Read them out, record yourself. You can use your cell phone!

(You can use an [online converter](#) to convert your audio files to mp3, so you can share them.)

Share your sentences with your peers. Did they "chunk" them in the same places you did?

What does your tutor have to say about your "chunking"?



Image by Anonymous in [Openclipart](#). [Public Domain](#).

We established a number of expected results at the beginning of this lesson. Click [here](#) and download the outcomes list. In the blank columns, fill in your trouble areas or areas you need to work on. Pay special attention to

- Vocabulary: online social media bios (posterchild, debut, tidbits, hacks, mogul, mockery, feat, pithy, blowhard, smacking, twist, atop, gumption, acceptance); Phrasal verbs.
- Grammar: Transforming phrasal verbs (transitive and intransitive), How phrasal verbs can be polysemous (examples), Brief overview of subordinate clauses
- Pronunciation: Tone units or chunks
- Functions: Expressing knowledge or lack thereof
- Culture: Stephen Hawking

Don't forget to organize all of your outcomes pages to focus on your weaknesses as you prepare for your exam. There is only one more unit to go!



Contenidos y recursos educativos de Andalucía



(<http://www.juntadeandalucia.es/educacion/web-permanente>)

(<http://www.juntadeandalucia.es/index.html>)

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