

INTERMEDIATE UNIT 3

1A Work in pairs. Which types of YouTube videos do you watch? Are there any other types you watch?

funny animals fitness videos tutorials
 movie trailers music/songs pranks
 product reviews sport highlights
 TV programmes video game clips vlogs

B Discuss the questions.

- 1 Which of the following things have you done? Tell your partner about them.
 - uploaded a video
 - commented on other people's videos
 - created your own channel
- 2 Do you prefer watching things online or on TV? Why?
- 3 Which other video websites do you go to?

2A Watch the DVD. Number the things/people in the order you see them or hear about them.

- a) Deep Focus
- b) Charlie McDonnell
- c) Andrew Keen, founder of Audiocafe
- d) Sara Mormino
- e) Christopher Bingham
- f) the Partner Programme

B Work in pairs. What can you remember about each of the people or things in Exercise 2A?

C Watch the DVD again and note one thing about each of the people or things.

- a) _____

- b) _____

- c) _____

- d) _____

- e) _____

3 Match phrases 1–8 from the DVD with the things they refer to a)–h).

- 1 a billion-dollar company, founded in 2005
 - 2 15,000 subscribers
 - 3 state-of-the-art
 - 4 a student common room
 - 5 an opportunity to form a film crew and make bigger stuff
 - 6 an opportunity to produce better quality content and increase revenue from advertising
 - 7 economic winners
 - 8 a very bad thing for the professional creative community
- a) the amount partners need to be able to use the studios
 - b) what the content creators get out of the programme
 - c) what YouTube gets out of the programme
 - d) YouTube
 - e) the internet
 - f) the filming equipment at the studios
 - g) what the YouTube studios are like
 - h) people who sold the equipment in the nineties

4A Work alone. Choose one of your favourite short videos on YouTube and answer the questions.

- What type of video is it?
- What happens?
- Where is it set?
- Why do you like it?

B Work in groups. Ask and answer questions about the video you chose and show it to your group if you can. Choose the best video in your group.

C Describe and/or show the winning video to the class.

