

Social media

PART 1 – Ashlie & Stephen

Ex. 1 Watch two short films about Ashlie and Stephen trying to make a popular video channel. Prepare to talk about what happened during their attempts and actions.

Social Media – Scene 1

Link to the video: <https://learnenglish.britishcouncil.org/general-english/video-series/word-on-the-street/social-media/social-media-scene-1>

1. What was Ashlie doing? What was she wearing? What did she look like?
2. Was Stephen helpful to her?
3. What was Stephen's opinion on Ashlie's video?
4. What kind of advice did he give her?
5. Who is Jess? How did she start her channel of videos?
6. What advice did Jess give Ashlie to get more people interested in watching videos?

Social Media – Scene 2

Link to the video: <https://learnenglish.britishcouncil.org/general-english/video-series/word-on-the-street/social-media/social-media-scene-2>

1. Where were Ashlie and Stephen?
2. What were they doing?
3. What did they do to encourage the dog to do some tricks?
4. Was Stephen successful in being a film director?
5. How was Stephen feeling after hard work?
6. What did Ashlie decide to do?
7. What was the result of it?

PART 2 – Social Media Revolution

Ex. 2 Watch the video and prepare answers to the questions below.

Link to the video: <https://learnenglish.britishcouncil.org/general-english/video-series/word-on-the-street/social-media/social-media-revolution>

1. What is a media revolution?
2. What is series 'All about the McKenzies' about?
3. How did the producer of this series keep the costs down?
4. How did Samuell get started with this series?
5. What was the role of social media in this project?
6. What are traditional media doing currently?
7. How important are social media to actor's careers?
8. How many programmes are now available online now? Is it good or bad?

Glossary:

- recognisable
- to spoil
- to carry on
- to put somebody off
- vibrant designs
- to wander around in the background
- entertaining
- hilarious
- a webcam
- switch to
- adorable
- be passionate about something
- to go through a hoop
- bossy
- to upload a video
- to post a comment
- devices
- post an advert
- multiply rapidly
- respond to audience feedback
- word of mouth
- arrival of social media