

# UNIT 10

## HERE AND NOW

### 1 BEFORE YOU WATCH

**a** What do you think the words mean? Match the words (1–3) with their meanings (a–c).

- |              |  |
|--------------|--|
| 1 vlogger    | a someone who looks at and likes a person's social media posts and online videos |
| 2 follower   | b someone who makes and shares videos online                                     |
| 3 influencer | c someone who has a lot of online followers and helps companies sell things      |

**b**  Work in groups. Ask and answer the questions.

- 1 Who do you follow online? Why do you follow them?
- 2 Think of an online video you recently watched. What did it show? Did you like it?

**c** What is the topic of each video? Match pictures 1–5 with the words in the box. Some words are not used.

a music lesson clothes shopping a swimming lesson working at home  
healthy food makeup old buildings fitness exercises



1 \_\_\_\_\_



2 \_\_\_\_\_



3 \_\_\_\_\_



4 \_\_\_\_\_






5 \_\_\_\_\_

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### 2 WHILE YOU WATCH

- a**  Watch the video. Check your answers in 1c.
- b**  Watch again. What does the video say about these people and things? Choose a or b.
- |                  |  |  |
|------------------|--|--|
| 1 vloggers       | a their videos are usually interesting     | b they often talk about their hobbies    |
| 2 influencers    | a people always believe what they say      | b they can make money from online videos |
| 3 presents       | a companies often send them to influencers | b they are usually expensive             |
| 4 Lisa Banholzer | a she wears cheap clothes                  | b she makes money from sharing videos    |
- c**  Watch again. Listen carefully and underline the words you hear.
- Vloggers make videos about different *topics / subjects*.
  - They *place / put* the videos online.
  - Some vloggers *get / find* a lot of followers.
  - The followers want to *buy / get* the same things as the vloggers.
  - Influencers can *get / make* money from vlogging.
  - Companies want the influencers to *share / show* the presents online.

### 3 AFTER YOU WATCH

- a** Plan your own vlog. Choose a topic from 1c or one of the topics below.

a hobby or an interest   something you know how to do   a place you know  
something you study or do for work   something you like

- b** Write notes about your vlog. Add your own ideas.

My topic is ... (*what?*) \_\_\_\_\_

I chose this topic because ... (*why?*) \_\_\_\_\_

In my vlog, I will ... (*do what?*) \_\_\_\_\_

I will make the vlog in ... (*where?*) \_\_\_\_\_

- c**  Work in groups. Take turns talking about your vlog idea.

My topic is how to make pizza.  
I chose this topic because  
I like pizza and sometimes  
make it at home. In my vlog,  
I will show how to ...

- d**  Choose the best vlog idea in your group. Tell the class.