

UNIT 8

INFORMATION

1 BEFORE YOU WATCH

a Look at the pictures of different kinds of technology equipment. Imagine you want to create online videos and can only choose four items to buy. Check (✓) the four things you would choose and give a reason for your choices.



☐ DSLR camera



☐ tripod



☐ microphone



☐ camera lenses



☐ studio lighting



☐ video editing software



☐ selfie stick



☐ headphones

b Discuss your four items with a partner. Say why you chose them. Are your choices the same or different?

2 WHILE YOU WATCH

a Watch the video about *vloggers* (video bloggers) in Cuba. Answer the questions.

- Do you think the vloggers use any of the equipment in 1a? Why / Why not?
- How have the vloggers been successful? Choose a–f. There is more than one answer.

They have ...

- | | |
|--|-------------------------------------|
| a made a lot of money | d gained a lot of subscribers |
| b become well known outside of Cuba | e learned to make interesting vlogs |
| c traveled around the world to meet fans | f developed expert technical skills |

b Watch again. Answer the question for each vlogger. Choose 1–8. There is more than one answer for each.

Which vlogger ... ?

- | | |
|--|---|
| 1 wanted the support of local people when they started | 5 gives Cubans good style ideas |
| 2 shows people from around the world the beauty of Cuba | 6 walked on foot to upload videos online |
| 3 doesn't want people to see only the difficulties of vlogging in Cuba | 7 had mostly subscribers from outside of Cuba when they started |
| 4 believes that Cuban vloggers put a lot of effort into their vlogs | 8 started with fewer than five followers |




Frank Camallerys _____



Pedro Veitia _____



Emma Lopez _____


c  Complete the sentences with the correct word you hear. Use the preposition form (*in, at, around*, etc.). Watch again and check your answers.

- 1 "These young YouTubers have reached thousands _____ people _____ the world."
- 2 "Internet cafés didn't open _____ the island _____ Cuba _____ 2013."
- 3 "He's just one _____ about 50 YouTubers _____ Cuba who started out this way."
- 4 "Internet access _____ most Cubans is only possible _____ a pay-by-the-hour Wi-Fi system."
- 5 "But _____ my followers, only a small percentage lives in Cuba."
- 6 "We want to be recognized _____ our work."

3 AFTER YOU WATCH

a The Cuban vloggers were successful without using a lot of technology. Think of a vlog that you like or would like to create. What features do you think make a successful vlog? Choose from the ideas below and think of your own.

- | | |
|--|--------------------------------|
| 1 what the vlog talks about (content) | |
| • a social or environmental issue you think is important | • a hobby or interest you have |
| • _____ | • _____ |
| 2 how the content is delivered (structure) | |
| • do a demonstration ("how to") of something | • tell a story |
| • _____ | • _____ |
| 3 what the vlog looks like | |
| • indoor or outdoor videos (or both) | • short videos put together |
| • _____ | • _____ |
| 4 the length of each vlog post | |
| • one minute | • two minutes |
| • _____ | • _____ |
| 5 how often content is uploaded | |
| • every day | • once a week |
| • _____ | • _____ |
| 6 keeping in touch with followers | |
| • social media | • email |
| • _____ | • _____ |

b  Work in small groups. Take turns telling your ideas. Are there any similarities or differences? As a group, create a list of features that you think make a successful vlog. Give reasons for your choices.

c  Tell the class your group's list of features and the reasons. Do other groups have similar or different ideas?