



Going viral

Lesson code: JS2F-JTQB-ESPT-4

ADVANCED

1 Before you watch

Match the underlined words and expressions to their definitions below:

1. Rebecca thought only a few of her friends would watch her Youtube video, but much to her surprise it suddenly went viral.
 2. He is a celebrity now, but he didn't set out to become famous.
 3. The video sprouted up out of nowhere.
 4. The video was picked up by a well-known blogger.
 5. The video was shot in his back garden.
 6. Instead of waiting for someone to green-light her idea, she decided to start the project by herself.
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- a. became extremely popular in a very short time
 - b. filmed/recorded
 - c. give permission
 - d. learned about
 - e. start an activity with an objective
 - f. suddenly appeared

2 Watching

You are going to watch Kevin Allocca, the trends manager at YouTube, talk about how and why online videos go viral. Watch the talk and put T (True) or F (False) next to each of the statements below:

1. Over 48 hours of video are uploaded to YouTube every minute.
2. Bear Vasquez's video was shot in Yosemite National Park.
3. Bear Vasquez's video was viewed 33 million times.
4. Bear Vasquez was trying to become a star.
5. Rebecca Black's video "Friday" was seen nearly 200 million times.
6. Rebecca Black's video did not become popular because of bloggers.
7. There are 5000 parodies of Rebecca Black's video.
8. The video "Nyan Cat" has been viewed nearly 40 million times.
9. Casey Niestat's video was seen five million times.
10. The singer Justin Bieber first became famous on YouTube.



3 Checking understanding

Why do online videos go viral? Summarise Kevin's talk. Use the terms and ideas below:

- 'tastemakers' (bloggers, Twitter, etc.)
- community participation (remixes, parodies, etc.)
- unexpectedness

4 Techie words

Complete the sentences from the talk with the words below.

geeky

looped (x2)

posted

uploaded

1. Bear Vasquez _____ this video that he had shot outside his home in Yosemite National Park.
2. "Nyan Cat" is a _____ animation with _____ music.
3. what's important here is the creativity that it inspired amongst this techie, _____ Internet culture.
4. Over two days of video get _____ every minute.

5 Talking point

Discuss any of the following questions:

1. How much time do you spend watching videos on Youtube? Which types of videos do you watch? Which videos do you avoid? Why?
2. What do you think of the popularity of the videos presented in the talk?
3. Can you think of any other videos which have gone viral in your country? How do you think they became popular?
4. How easy do you think it is to become a Youtube star?

6 Flashcard review

Don't forget what you learned in this lesson! Go to www.linguahouse.com, click 'Learning English' and enter Lesson code: JS2F-JTQB-ESPT-4.

