

Word on the Street

Social Media Revolution

Exercises

Answers are at the end of this support pack.

Activity 1

Watch Wendy's documentary about social media. Choose the correct option to complete each sentence.

- 'All About The McKenzies' is ...
 - a soap opera.
 - a comedy.
 - a documentary.
- You can watch 'All About The McKenzies' ...
 - on DVD.
 - on TV.
 - on the internet.
- At the moment, the ... series of 'All About The McKenzies' is being filmed.
 - first
 - second
 - third
- 'All About The McKenzies' is about a black British family living in ...
 - London.
 - Birmingham.
 - Manchester.

- Al Brown talks about how 'Vice' uses social media to ...
 - advertise.
 - find out what its audience wants.
 - get news stories.
- The cast and crew of 'All About The McKenzies' tell Wendy how social media help them to ...
 - get work.
 - advertise the programme.
 - recruit people.

Activity 2

Read the extract from the documentary and find more words connected with the topic of TV and film. Add them to the list.

There are lights, a camera, actors and a film crew. But what's unusual here is that this programme isn't being made for television. 'All about the McKenzies' was launched on YouTube. They kept the costs down by filming on cheaper cameras and using a real house rather than an expensive studio. With the help of social media sites like Facebook and Twitter as well as its own website, it has built up a dedicated following. Now they are filming the third series. Not bad when you consider the writer, director and star, Samuell Benta, had never done anything like this before.

TV and film

lights, camera, a _____, f _____
c _____, s _____, w _____,
d _____, s _____

Activity 3

Can you remember the TV and film words from Activity 2? Type in the correct words.

There are l_____, a c_____, a_____ and a f_____ c_____. But what's unusual here is that this p_____ isn't being made for television. 'All about the McKenzies' was launched on YouTube. They kept the costs down by filming on cheaper c_____ and using a real house rather than an expensive s_____. With the help of social media sites like Facebook and Twitter as well as its own website, it has built up a dedicated

following. Now they are filming the third s_____. Not bad when you consider the w_____, d_____ and s_____, Samuel Benta, had never done anything like this before.

Discussion

- What kinds of videos do you enjoy watching on the internet?
- Have you ever seen a series or film that was made for the internet?

Discuss these questions with another student or post a comment on the LearnEnglish website.

Answers

Activity 1

1. b) a comedy.
2. c) on the internet.
3. c) third
4. a) London.
5. b) find out what its audience wants.
6. a) get work.

Activity 2

TV and film

lights, camera, actors, film crew, studio, series, writer, director, star.

Activity 3

There are lights, a camera, actors and a film crew. But what's unusual here is that this programme isn't being made for television. 'All about the McKenzies' was launched on YouTube. They kept the costs down by filming on cheaper cameras and using a real house rather than an expensive studio. With the help of social media sites like Facebook and Twitter as well as its own website, it has built up a dedicated following. Now they are filming the third series. Not bad when you consider the writer, director and star, Samuell Benta, had never done anything like this before.