How has the social media revolution changed the way a popular series is made? Wendy meets Samuell Benta, writer, director and star of his own show, and there's not a television in sight.

Do the preparation task first. Then watch the video and do the exercises to check your understanding. Remember you can read the transcript at any time.

Preparation: matching
Match the vocabulary with the correct definition and write a–h next to the numbers 1–8.

1. a device a. websites or application that allow users to share and create content such as ideas, pictures, videos, messages, etc. with online users
2. the film crew b. an object or machine that is made for a specific purpose
3. a dedicated following c. the group of people involved in producing a film
4. the main protagonist d. to introduce a new product or service
5. social media e. loyal and supportive fans
6. to launch f. the main character
7. word of mouth g. comments from viewers
8. audience feedback h. informal advertising when one person tells another person about a product or service

1. Check your understanding: multiple choice
Circle the best option to complete these sentences.

1. Devices like mobile phones have created a tempting distraction / an easy way to get directions / a media revolution.
2. All about the McKenzies is a documentary / comedy series / game show.
3. All about the McKenzies is cheaper to make than normal TV / expensive to film but cheap to distribute / filmed on mobile phones.
4. Samuell's programme started as an idea on Facebook / a video he made with his friends / an advert for his website.
5. Al from Vice magazine thinks that using online media is no different to being a classic publisher / allows you to be closer to your audience / is the future of film and television.
6. They are currently filming series one / two / three.

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7. The cast and crew of *All about the McKenzies* say that social media helps them find work / advertise the programme / find new staff.

8. Wendy says that the thousands of new programmes available online mean you have to choose the best ones for you / spend a lot of time watching them / have a powerful internet connection.

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2. Check your vocabulary: gap fill - prepositions

Complete the gaps with a word from the box.

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1. Wherever we are, thanks ___________ devices like these, we can all feel connected.
2. What’s unusual here is that this programme isn’t being made ___________ TV.
3. *All about the McKenzies* was launched ___________ YouTube.
4. With the help of social media sites like Twitter and Facebook, it has built ___________ a dedicated following.
5. So tell me ___________ *All about the McKenzies*.
6. *Vice* started twenty years ago ___________ a magazine but has become one of the leading youth brands in the world.
7. I get 80% of my work through social media. It’s all word ___________ mouth.
8. I can put pictures of my work so that, you know, if it’s something they like, they can get in contact ___________ me.

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**Discussion**

Would you like to be involved in making a show?  
What kind of programme would you make?  
What would your role be?