

Social media revolution: Video UK – exercises

How has the social media revolution changed the way a popular series is made? Wendy meets Samuel 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 applications 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.

- Devices like mobile phones have created a tempting distraction / an easy way to get directions / a media revolution .
- All about the McKenzies* is a documentary / comedy series / game show .
- All about the McKenzies* is cheaper to make than normal TV / expensive to film but cheap to distribute / filmed on mobile phones .
- Samuell's programme started as an idea on Facebook / a video he made with his friends / an advert for his website .
- 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 .
- 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** .

2. Check your vocabulary: gap fill - prepositions

Complete the gaps with a word from the box.

for	to	on	up
about	with	of	as

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.

Discussion

Would you like to be involved in making a show?

What kind of programme would you make?

What would your role be?