

Wanna be a star

In this unit you are going to

- talk about *YouTube* stars (*Speaking A2*)
- give advice (*Speaking A2*)
- write an argumentative text on the pros and cons of being a teenage millionaire (*Writing B1*)
- read biographies of different *YouTube* stars (*Reading A2/B1*)
- listen to an interview with a teenage *Yahoo* millionaire (*Listening A2/B1*)
- practise trouble-free grammar:
Passive constructions (*Language in use A2*)
Conditional I and II (*Language in use A2*)
- boost your vocabulary: Giving advice
Collocations with *make, do, have*

Warm-up

Talking about teenage *YouTube* stars

PewDiePie, Macbarbie07, LeFloid, Tyler Oakley and Sawyer Hartman are stars of a less traditional kind. They are part of the *Generation YT (YouTube)*, attracting millions of subscribers and making lots of money.



Get in pairs and answer the following questions. Use the phrases from the LanguageBox.

- What do you use *YouTube* for?
- What are positive and negative aspects of *YouTube*?
- What are *YouTube* stars and what do they do?
- How do they make money?
- Are you a subscriber of one or more *YouTube* channels? If yes, name them and say what you like about them. If not, what does a channel need to offer for you to subscribe?

LanguageBox

I use *YouTube* for listening / watching / getting / ...

In my view the positive aspects of *YouTube* are ...

Talking about the negative aspects of *YouTube*, it can be said that ...

YouTube stars are ... who ...

I have subscribed to ... channels and my favourite is ... because ...

I have not subscribed to any channel yet because ...



Get in groups of three and answer the following questions.

- 1 What does it take to be successful on the WWW?
- 2 Name ways in which you can make money online. Which one do you think will be the most promising in the future?
- 3 Name people who have become successful because of the Internet and say what has made them famous.
- 4 What is the secret of success of *YouTube* in your view?
- 5 Name some negative aspects of sharing your life on social networks such as *Instagram*, *Facebook*, *YouTube* etc. with regard to your working life.



Language in use

Describing an action

Trouble-free grammar: Passive constructions

(Grammar reference ⇨ p. 163)

We use **passive constructions** to describe processes and to give instructions. Furthermore, passive constructions are often used in newspaper articles.

am/is/are	} + past participle (3 rd form of the verb)
was/were	
have been/has been	
will be	

YouTube **is used** by more than 1 billion people every month.


YouTube **was created** in 2007.

The *YouTube* channel **has been subscribed to** by more than 32 million users.

100 hours of video material **will be uploaded** by the administrator.



1 Read the short extract on PewDiePie (pronounced: PEW-DEE-PY). There are nine passive constructions in the text. Underline them. Then compare your results with a partner.

 1 Felix Kjellberg alias PewDiePie was born on October 24, 1989, in Sweden. He is a non-traditional star on *YouTube*. Games of the horror and action genre are commented on by him and these reactions and comments can be viewed by his followers. His fans are referred to as the “Bro Army”, each fan is a “Bro” and his videos finish with a “Brofist”.

Within just one year his channel had grown from 3.5 million to 19 million users in 2013. Since August 2013, his channel has been subscribed to by more than 32 million users. In November 2014 *PewDiePie’s* videos were viewed 6.6 billion times.

According to *The Wall Street Journal* PewDiePie made approximately four million dollars in 2013. He is much more than a *YouTube* star. He uses

his fame and money to support charities. Amongst others, the St. Jude Children’s Research Hospital and World Wildlife Fund are supported by him. He also started a “Water Campaign” where



20

25

money can be donated to bring clean drinking water to developing countries. In two other charity campaigns \$ 446,462 and \$ 630,000 were raised by him.

Although he is originally from Sweden he moved to the United Kingdom because the Internet connectivity is better there.



2 Get in pairs and answer the following questions.

- 1 Why do you think PewDiePie has become so enormously successful?
- 2 What type of videos do you usually watch on *YouTube*?
- 3 If you were a *YouTube* star, what would you show to the world?

VocabBooster

1	to clear one's debts	
2	encouragement	
3	entrepreneurship	
4	to get something going	
5	loan	
6	relentless	
7	reputation	
8	to sacrifice	



Read through the text and match the headlines (A–I) with the paragraphs (1–7). Write the correct headline of each paragraph in the blank grid. There is one headline you do not need to use. The first example (0) has been done for you.

- A They were born sellers
- B They were told they would not be successful
- C ~~25 self-made teenage millionaires have these 7 things in common~~
- D Hard work and being relentless
- E Family support and encouragement
- F School is more important than your own ideas
- G Start with something manageable
- H Sacrificing one's childhood
- I They kept personal and business lives separate



0 25 self-made teenage millionaires have these 7 things in common

Nick Tart and his business partners are only 22, but they have already become experts in Generation-Y entrepreneurship. 25 self-made 6-figure+ teenage entrepreneurs were interviewed, and they have seven similar character traits. Here is what separated these successful teens from their ordinary classmates.

1

Most of the 25 teenage millionaires funded their own projects and they were supported emotionally by their families. If they took a loan they paid it back as soon as possible. Emil Motycka received USD 8,000 to buy his own lawn mower and start his commercial lawn mowing business. Within one year he had cleared his debts.

2

One thing they all have in common is that they started with an idea they were able to do. Whatever they did was simple but this helped them to build a good reputation and to get their business going.

3

Most entrepreneurs make a lot of mistakes but the important thing is that they learn from them and keep going. The 18-year-old Adam Horowitz is no exception. Within 3 years he had created 30 websites before he became successful. Eventually he sold his first 6-figure product, and then another one, and another one.

- A They were born sellers
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4

While most teenagers hang out with their friends, the self-made millionaires do not have time for that. Their first priority is to make money. Emil Motycka could not come to most of his friends' pool parties because he had to mow lawns. His friends could not understand him but today he owns his own house. There he parties with his friends and they are really happy about that.

5

Catherine Cook, who founded *MyYearbook.com*, was told that she would never make it, but one year later she got an offer to sell her networking site. She refused and she was told that it was a big mistake. She quickly proved them wrong. *MyYearbook.com* now has 22 million users.

6

Young entrepreneurs also don't want their friends to know they have a lot of money because people take advantage of them. Andrew Fashion, an entrepreneur who earned \$2.5 million and blew it all by his 22nd birthday, learned this the hard way. His friends lived in his house but wouldn't pay him rent, and when he bought a car for a friend, he crashed it. These teens have learned the hard way that not everyone is trustworthy.

7

Keith J. Davis sold bubble gum to classmates, something that was forbidden by teachers. Another one sold *Pokemon* cards because he realised that people would pay a lot of money for them. These young millionaires started selling very early and never stopped.

Writing

Positive and negative aspects of being a teenage millionaire



1 Group contest. Get together in groups of four. In the next five minutes try to find as many positive/negative aspects of being a teenage millionaire as possible. Write them into the grid. The group with the most points wins.



positive aspects	negative aspects



Now write an argumentative text including as many positive and negative aspects as possible. Use the phrases from the LanguageBox. Don't forget to find a suitable headline. Write about 220 words.

LanguageBox

Talking about the advantages and disadvantages of ... we can say that ...

Generally speaking, there are more positive/negative aspects.

First of all, I want to discuss the positive aspects of being a millionaire. It is true to say that ...

Second, another major advantage is that ...

Furthermore, it is also good that ...

On the other hand, there are many disadvantages as well, for instance, ...

The fact that ... is also quite negative.

Moreover, I should not forget to mention that ..., which is also rather inconvenient.

Finally, ...

All in all, ...

Language in use

What will you do if ... ?

Trouble-free grammar: Conditional I

(Grammar reference ⇨ p. 163)

if + present tense simple, *will* + infinitive

If Pete **works** hard, he **will manage** to become a *YouTube* star.

If the teenagers **do not concentrate on** their business, they **will not be** successful.

What **will happen** if Maria **makes** the deal?

Complete the sentences.

- 1 If you want to start a business,
- 2 If, he will not be able to support charities.
- 3 If I get a *YouTube* deal, I
- 4 If my parents do not allow me to join my friends' business, I
- 5 I will be furious if
- 6 If my friend asks me to start up a business with him/her, I
- 7 I will be really happy if
- 8 I will phone you immediately if

What would you do if ... ?

Trouble-free grammar: Conditional II

(Grammar reference ⇨ p. 163)

if + past tense simple, *would* + infinitive

If the young entrepreneur's friends **knew** about his business deal, they **would take** advantage of him.

If Bethany **did not make** videos, she **would not have** so many followers.

What **would you do if you were** a *YouTube* star?

Complete the sentences.

- 1 If I had a lot of followers on *YouTube*, I
- 2 If I were a successful *YouTube* star, I
- 3 If I did not get enough likes, I
- 4 If I got many negative comments on my postings, I
- 5 If no one subscribed to my *YouTube* channel, I
- 6 If I could interview a famous *YouTube* star, I
- 7 If I found an investor, I
- 8 If I had the chance to open a business, I
- 9 If I earned a lot of money, I

Speaking

Giving advice

1

Being part of a team is an essential part of business today. Therefore you need to have certain character traits to make sure a group works well together. Some of them are very important and some of them are not so important.

Have a look at the VocabBooster and then complete the mind maps below. Compare your results with a partner. Give good arguments.

VocabBooster

to speak bluntly

to be a good listener

to be able to take criticism

to be yourself

to be well-dressed

to make friends easily

to be decisive

to be outgoing

to be well-prepared

to be spontaneous

to be helpful

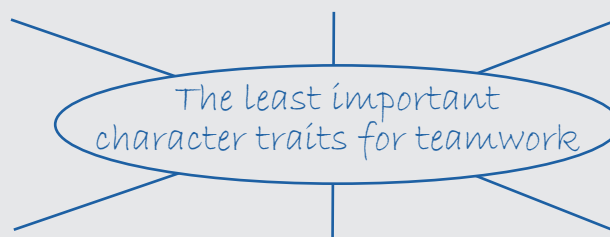
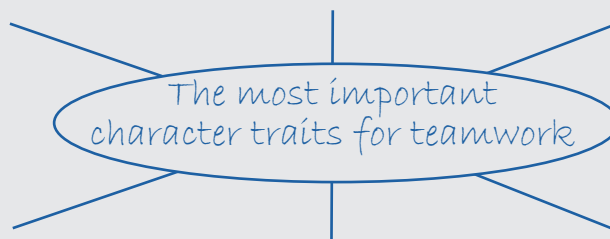
to be self-confident

to be honest

to be ambitious

to be reliable

to be responsible





2 Mini-scenario

Frank wants to start a business even though he is still young. He needs money and therefore he has to present his business plan in front of investors. He has no idea how to behave appropriately. Sarah gives him useful advice on what to say, how to behave and how to dress accordingly.

Get in pairs. One of you is Frank and the other one is Sarah. Finish the dialogue and give useful advice. Use the phrases from the LanguageBox below.

Sarah: Hey Frank! Long time no see. How are you doing?

Frank: Hey there! Great to see you again! I'm doing great. What have you been up to lately?

Sarah: Same old, same old! What about you? A bird twittered me that you want to start your own business. Is that true?

Frank: Yes, that's true. I have this great idea and in two weeks' time I am going to meet important investors. Can you give me some useful advice on how to impress them?

Sarah: I'd love to. Well, the most important thing is that you ...

LanguageBox

I think you should ...

Do not forget to ...

If I were you, I would ...

Keep in mind that ...

It would be a good idea to ...

If you ask me, you should ...

Listening

An interview with the teenage *Yahoo* millionaire Nick D'Aloisio



Track 15

Listen to 17-year-old Nick D'Aloisio on *CNN* talking about how he got his start and his plans with *Yahoo*. Tick whether the statements are true (T) or false (F) and provide the correct answer for the wrong statements.

		T	F	Correct answer
1	Nick is positive about the deal and the possibilities in the future.			
2	Nick will be working in a Luxembourg-based office.			
3	Nick has quit school and is now focussing on various projects.			
4	His app makes it easier for people to view content when they are on their mobile phones.			
5	Nick's parents taught him how to write code.			
6	Nick says that with the focus on mobile phones and good design, people will love these products.			
7	Apple did not feature <i>Summly</i> as app of the week.			
8	Asia's richest man invested USD 300 000 in <i>Summly</i> .			