

WHY ARE YOUTUBE STARS POPULAR?

A Youtuber is a person who has his or her own channel in the Youtube website. British Youtuber Zoella has just reached the milestone of 10 million subscribers to her main YouTube channel, but she has a long way to go to catch its most popular creator PewDiePie, who is about to pass 42 million. They're just two of the most prominent YouTube stars.

How have these YouTubers become so popular? It can seem surprising to people who don't usually follow them.

However, the top YouTube stars aren't just popular: they are genuinely influential figures for their young fans. The magazine Variety has been confronting its readers with that fact since 2016. That year, it published a survey of 13-19 year-olds in the US asking about the celebrities that have a real influence in them. The survey showed that YouTubers were more influential than actors or musicians.

One of the key things to understand about the popularity of YouTubers is that they look like ordinary people and this is what makes them so appealing. Many YouTube stars base this sense of connection in the way they talk to their fans in videos. By necessity, an early YouTube video started out as a format with a person talking into a webcam, often close to the camera and filming in their bedroom. It created a sense of intimacy, and one that many YouTube stars have tried to maintain even as they got better cameras and equipment. But it even extends to the way how many of them address their audiences.

The key thing to understand about YouTube stars is that the content of their videos – whether it's Let's Play game commentaries, makeup tutorials or just their thoughts– is only one half of their appeal and the connection to their audiences is the other: they have grown up with the tools to create and strengthen that connection, and many will use that as their anchor to keep their feet on the ground.

Adapted from <http://theguardian.com>

READING COMPREHENSION

Add TRUE or FALSE and copy the evidence from the text to support your answer.

1. The magazine Variety made an inquiry about teenagers' tastes in music in 2016.
2. One of the reasons why YouTube stars are so popular is because they seem normal people.
3. Many YouTube stars have changed the way they talk to people after the success of their first videos.
4. The content of the videos is the only reason for Youtubers' success.

LEXICON. Find words or phrases in the text that mean the same as these given.

1. Significant event: 3. Tempting, attractive:
2. Analysis, study: 4. Make stronger:

PHONETICS.

1. Is the "-ed" pronounced /t/, /d/ or /ɪd/ in "started"?
2. How is the "a" pronounced in "catch", /ʌ/, /ɑː/ or /æ/?
3. Is the "-s" pronounced /s/, /z/ or /ɪz/ in "extends"?
4. Write a word from the text that includes the sound /ʃ/ as in "British".