

# Roads to Fame



## Think and Discuss

1. Would you like to be famous? Why or why not?
2. Do you think it is easier to become famous today than in the past?
3. What kinds of videos do you watch on the Internet?
4. What kinds of videos become popular on the Internet?
5. Have you ever shared videos online? Do you know anyone who has shared videos online? What kinds of videos are they?

Name \_\_\_\_\_ Student ID \_\_\_\_\_

# Going Viral

The tune is simple and the **lyrics** don't **make sense**. But in 2011, 13-year-old Rebecca Black's song became a **sensation**. Black recorded the song as a music video for a small record company. The company posted it on YouTube, but they never **predicted** its popularity. In its first month on line, very few people saw it. Then a popular blogger wrote about the video. He called "Friday" the worst video ever made.

## 200 Million Views

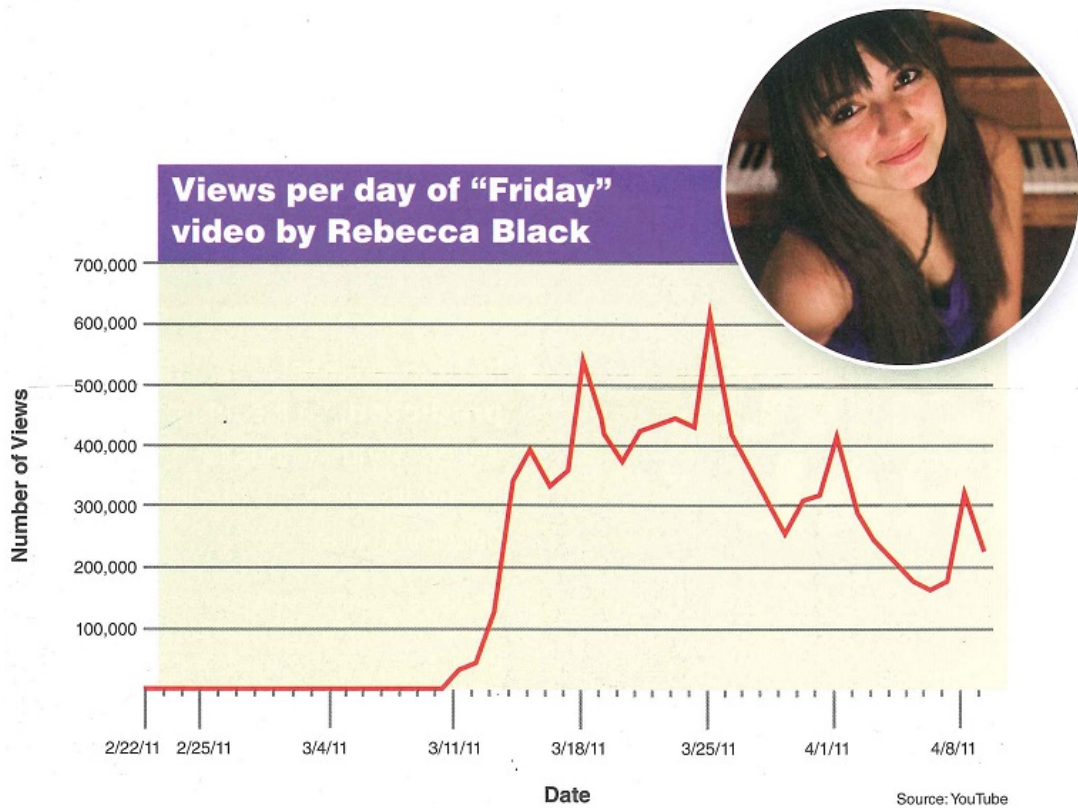
**Suddenly**, the video went viral. Everyone wanted to see if "Friday" was really so bad. People often watched the video on Friday. Soon, other people posted similar music videos, **inspired by** "Friday." For example, a famous comedian **posted** a video called "Thursday." By the end of 2011, "Friday" had over 200 million views. It was one of the most watched videos on YouTube. Black was famous.

## Instant Fame

In the 21st-century, our **definition** of fame has changed. Online video sharing sites like YouTube make it possible for **ordinary** people, instead of movie companies or magazines, to decide who is famous. We all now have more **ownership** of our own pop culture, and no one has to green-light our ideas. You can upload your own videos or publish your own work at any time. However, this fame may not be based on any actual **talent**. You could be famous for being a very bad singer or just doing something **ridiculous**. For some people, this can mean that fame happens when we don't **expect** it or even when we don't want it.

**Realistically**, though, your chances of becoming famous are still **fairly** small. In fact 90% of videos viewed on YouTube are people, like pop stars, who are already famous.

lyrics		inspired by		talent	
make sense		post		ridiculous	
sensation		definition		expect	
predict		ordinary		realistically	
suddenly		ownership		fairly	



### **Scanning for Numbers**

Write T for True or F for False. If the sentence is false, correct it.

- \_\_\_\_\_ 1. Rebecca Black was 13 years old when she made the video "Friday."
- \_\_\_\_\_ 2. By the end of 2011, Black's video had almost 200,000 views.
- \_\_\_\_\_ 3. Ninety percent of videos viewed on YouTube are of people who are already stars.

### **Getting the Main Ideas**

Use information from the article and answer each question.

1. What is the main idea of the passage?
2. Why did Black's video suddenly become popular?
3. How has fame changed in the 21st century?

### **Gettin' Graphy With It**

Look at the graph above. What are the dates when the following events happened?

1. \_\_\_\_\_ "Friday" was posted on YouTube.
2. \_\_\_\_\_ Blogger writes that "Friday" is the worst video ever.
3. \_\_\_\_\_ "Friday" gets 600,000 views in one day.
4. \_\_\_\_\_

## **Meaning from Context**

1. The article explains how Rebecca Black’s video “went viral.” How would you define “to go viral?”

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2. The article says that these days, no one has to “green-light” your ideas. What does “green-light” mean?

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## **Building Vocabulary**

A. Write the correct word in the space below.

1. When something \_\_\_\_\_, it is easy to understand.
2. \_\_\_\_\_ is a special ability that lets you do something well.
3. A \_\_\_\_\_ is the meaning of a word or an idea.
4. To \_\_\_\_\_ something is to say that it will happen in the future.

B. Read about another viral video. Choose the correct word.



“Gangnam Style,” by Korean star Psy, was released in July 2012. He ( **expected** / **inspired** ) the song to be a hit in Korea, but the video for the song also became a worldwide ( **sensation** / **definition** ). While popular in his own country, Psy was ( **ridiculous** / **fairly** ) in the rest of the world. But a week after ( **posting** / **releasing** ) the video, a famous rapper tweeted about “Gangnam Style.” (

**Realistically** / **Suddenly** ), many other famous people ( **predicted** / **posted** ) messages about the video. Millions of people read the posts and went to view the video on YouTube. Within days, “Gangnam Style” went viral. Today, the video has been watched over 2 billion times.

