


- 1  2.23 Read the text. Who is Jamal Edwards and why is he famous today? Read and listen to the text and check your answers.

## A SUCCESS STORY

Jamal Edwards is the boss of a music YouTube channel, and he even received an **award** from the Queen for his services to music. So, what's his story?

Jamal was born in England in 1990. At sixteen, with a video camera, he uploaded a video of **foxes** and received 1,000 visits! Soon he wanted to combine his love of filming with his passion for grime – a type of hip hop music.

Jamal began filming some grime artists when they were **performing** in the street and at concerts. After his posts, thousands of people watched and downloaded the videos.

In 2007 he created his own online TV station, SBTv. First, he added live concerts and interviews with musicians to grime music videos. Later, he started including different types of music to attract more **viewers**. The **strategy** worked, and today, SBTv is very popular among young people.



- 2 Match the **blue** words in the text with definitions 1–5.

- 1 people who watch videos or TV
- 2 playing music and/or singing for people
- 3 wild animals that are similar to dogs
- 4 a plan
- 5 a prize or medal for an important achievement

- 3 Read the text again and answer the questions.

- 1 Why did Jamal receive an award?
- 2 What were Jamal's two hobbies when he was sixteen?
- 3 Why were Jamal's grime videos successful?
- 4 Why did Jamal decide to create his own TV station?
- 5 What did Jamal do to increase the number of SBTv viewers?

- 4  **YOUR CULTURE** Write about a young entrepreneur in Việt Nam. Complete the table and use the internet to help you.

Name:	
From:	
Born:	
Business:	
How he / she became successful:	

- 5  **USE IT!** Work in pairs. Tell your partner about your young entrepreneur in exercise 4.