

Influencers and us

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Teacher Sheet

Task

Your students will be given the following task.

You will create, in groups, a mind map on the theme of influencers. This mind map should help you get an understanding of this current phenomenon and identify the intentions behind influencers' videos.

To do this, you will observe influencers' videos and analyse them.

Websites

Influencer's videos are published on different platforms: YouTube (<https://www.youtube.com/>), Instagram (<https://www.instagram.com/>), TikTok (<https://www.tiktok.com>), Snapchat (<https://www.snapchat.com>). Videos can be produced in different languages (and are sometimes multilingual), which is why the phenomenon is known and accessible to learners of different languages.

Various mind map tools can be explored.

CEFR level - For B1 level and above

Objectives

Digital citizenship and literacy

	Dimensions covered by the task	Specific (potential) objectives
Digital citizenship	Informed	Know what an influencer is.

	Critical	Adopt a reflective stance towards what is seen.
Meaning-making literacy	Media literacy	Understand this digital genre (video) and its characteristics. Identify the intentions behind the influencers' videos.
Meaning-making literacy-	Information literacy	Finding, evaluating, selecting and organising information.

Main language activities

- Oral reception: understanding and evaluating the videos.
- Written production: producing a mind map

Possible steps

- Ask learners about their own media practices: what sites and social media do they use? Do they know and follow influencers? Why do they subscribe to their accounts? Have they ever been convinced by an influencer and, if so, why?
- Try to work out a definition together, for example: “influencers are people who try to exert influence on their followers, on what they buy or on the way they think”.
- Watch some influencers' videos pre-selected by the teacher. Videos can be selected based on a range of criteria: topic, number of followers, date of publication, genre, etc. It is also possible to compile a list of videos, in different languages, based on suggestions made by learners.
- Then divide learners into groups and ask them to do a triple analysis of the videos:
 - What themes do they focus on? For example: beauty, sport, information, entertainment, environment, travel, etc.
 - What genre do they fall under? For example: vlog, tutorial, sketch, parody, unboxing, “draw my life”, stories, live videos, “Let's play”, etc.
 - And finally, what is the intention of the authors? For example: sell, convince, amuse, inform, raise awareness, etc. Are there genres that are linked to specific themes and intent? (e.g. unboxing + beauty + selling, tutorial + beauty + informing).
- Establish, in groups, a mind map using all the information gathered.

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Student Sheet

Task

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CEFR level - For B1 level and above

Objectives

Digital citizenship and literacy

While completing this task, you can:

- learn about an important current societal topic: influencers;
- learn more about the characteristics of various popular types of videos on social media;
- identify the true intentions of influencers and understand the techniques they use to convey their messages.

Hints

Keep in mind who you are addressing

Your target audience is your peers within your institution who — unlike you — have not yet necessarily investigated the phenomenon of influencers and their intentions in depth. Your aim is to inform them.

Work on the language-related aspects

To create your mind map, it may be useful to revise the vocabulary linked to videos and films.

For you to think about

While completing this task, you can consider the following elements:

- What characterises influencers? Try to define the term.
- What characterises influencers' videos?
- Is there common ground in these videos?
- Does the platform (e.g. Instagram, YouTube, Discord) influence the video genre? If so, how?
- Have you ever thought about the (communicative) intentions of influencers before?
- Who produces these videos? For whom? And with what (communicative) intention?
- Will this activity influence your perception of influencers' videos?