



臺中市葳格高級中學 115 學年度第一學期課程學習成果內容說明

科別 年級	普通科 二年級	適用班級	甲乙	設計教師	陳曉萍
課程 名稱	英語文				
對應 主題 (單元)	普通型高中英文第三冊 Review I: Be a Successful YouTuber!				
課程 簡述	課程目標	• 跨文本閱讀與資訊彙整：引導學生閱讀數位行銷與自媒體經營相關文章（如 MrBeast 成名歷程分析及 Hootsuite 專文），掌握長文摘要（summarizing）與關鍵字擷取技巧。 • 批判思維與影音分析：藉由觀察國際知名 YouTuber 影音作品，分析其內容特色、優點與限制，培養多媒體文本解讀與評析能力。 • 素養導向專案創作：結合英語企劃寫作（Video Planning Sheet）與口語表達，讓學生合作完成自媒體短片腳本構思，落實語言在真實情境中的溝通與創作應用。 • 同儕互評與深度反思：透過班級影音發表觀摩、同儕互評與自我反思問題引導，提升後設認知及反思力。			
	取材範圍	• 普通型高中英文第三冊 Review I 學習單 • 影音案例：MrBeast "\$456,000 Squid Game In Real Life!" 及學生自選國內外創作者影片 • 延伸英文閱讀專文： ◦ Viral Positivity: Marketing Lessons From MrBeast's Meteoric Rise to Fame ◦ How to Become a YouTuber and Get Paid: 10 Steps to Success			
	教學方式	■小組討論■閱讀策略分析■講述法■其它自媒體影音企劃實作、同儕互評與觀摩			
課程 學習 成果 說明	內容說明	• Task 1（案例解構與分析）：學生透過觀看熱門創作者影片，分析自媒體生態與產業趨勢，練習以英文辨識並條列影片的優勢（Strengths）與改善空間（Weaknesses），並與同儕進行英語口語分享交流。 • Task 2（資訊組織與閱讀理解）：閱讀英文行銷策略短文，練習「抓取關鍵詞組（Key Words/Phrases）」與「段落濃縮摘要（Summary of Paragraphs）」的閱讀策略技巧。			

		• Task 3 (企劃發想與產出實作)：運用小組合作學習，填寫「YouTube Video Planning」英文企劃架構表（包含設定主題、受眾吸引點 Intro、三大核心論點 Ideas、結尾 Call-to-action、關鍵字標籤及配樂選擇），並進行影片產出或腳本展演。 • Task 4 (成果展示與同儕回饋)：觀賞同儕成果，選出心目中的前三名作品並提出具體評價原因，營造真實互動的學習情境。
	學習成果 呈現方式	☒ 學習單 ☐ 課堂作業/考試卷 ☐ 實驗記錄 ☒ 專題/成果簡報 ☒ 企劃書 ☐ 競賽證明 ☐ 時事心得 ☐ 實習作品/心得 ☐ 藝術創作作品 ☐ 小論文 ☒ 文字影音 ☐ 其它_____
	反思內容 呈現說明	請學生具體回答以下四項維度： • 心態轉變 (Before & After)：在執行自媒體企劃前對 YouTuber 這一職業的理解是什麼？實際完成企劃與製作後，對自媒體創作背後的专业技能與辛勞有哪些全新的體會？ • 問題解決 (Problem & Solution)：在構思腳本、英語內容表達或小組合作過程中遇到了哪些具體困難？最終採取了什麼方法克服？ • 專業收穫 (Core Takeaways)：透過本單元英文長文摘要策略，學到了哪些有助於提升英語閱讀與組織資訊的方法？ • 未來建議 (Suggestions)：若未來要真正營運自媒體頻道，你會給自己或有志成為 YouTuber 的同儕提出哪些具體的執行策略與建議？
	上傳這份學習 成果期望學生 對應多元能力	☒ 閱讀理解 ☒ 寫作表達 ☐ 計算能力 ☒ 外語能力 ☒ 文字創作 ☒ 文書處理 ☐ 抽象推理 ☐ 數學推理 ☐ 圖形推理 ☐ 藝術創作 ☐ 空間理解 ☐ 機械推理 ☐ 科學能力 ☐ 操作能力 ☒ 組織能力 ☐ 助人能力 ☒ 說服推廣 ☒ 領導協調
	繳交日期	<u>115</u> 年 <u>12</u> 月 <u>30</u> 日前

Review I

Be a Successful YouTuber!

YouTube, an online video-sharing platform with about 2 billion users at a record high in 2022, earns most of the money from advertising revenue (收益). As one of the most visited websites, according to Forbes, YouTubers producing videos there altogether made about \$300 million in 2021 with more views on their YouTube channels and the advertising revenue generated from their videos. Therefore, a lot of people want to become a YouTuber, because it seems like a fun and profitable career. However, there is a long journey of hard work behind an established YouTuber. Now, let's accomplish the tasks!

Task 1: YouTubers

1. Before starting this task, share with the class what a YouTuber is to you and what video content you are interested in.

YouTuber to You	Video Content That You Are Interested In

2. To become a popular YouTuber, you can learn from MrBeast.

Watch the video “\$456,000 Squid Game In Real Life!” and complete the table as follows.

<https://www.youtube.com/v/0e3GPealTyg>



Name of the YouTuber	
Content	
Strengths	1. _____ 2. _____ 3. _____
Weaknesses	1. _____ 2. _____ 3. _____

3. After finishing the table, take turns sharing your answers with a partner. When you share, you can use the following pattern or create your own dialogue.

A: From the video, what is the YouTuber’s name?

B: The YouTuber’s name is . . .

A: Then, what’s the video about?

B: The video is about . . .

A: What are the strengths of this video?

B: The strengths are listed as follows. First, it shows . . . Second, it has . . .

Third, it makes . . .

A: Then what are the weaknesses of this video?

B: Well, I think this video can be better if . . .



Task 2: Successful YouTubers in My Eyes

1. There are some important lessons we can learn from MrBeast. Let's read this article "Viral Positivity: Marketing Lessons From MrBeast's Meteoric Rise to Fame."

Organize the content in the table below. First, write down the key words or phrases, summarize the paragraph, and then underline the key words or phrases you used. The first one has been done for you.

<https://bettermarketing.pub/viral-positivity-marketing-lessons-from-mr-beasts-meteoric-rise-to-fame-970936cacdce>

Title of Each Paragraph	Key Words/Phrases	Summary of the Paragraph
1. Start Whatever You Are With Whatever You Have	• started at 13 • took 6 years to go viral • first videos, 1,000 views per month • 11 million views in the first 2-3 days • a period of 7 years	It took MrBeast a long time to become famous and successful.

2. Now, pick another two YouTubers' videos to watch and complete the table below.

YouTubers in Your Eyes

Name of the YouTuber		
Content		
Strengths	1. _____ _____ 2. _____ _____ 3. _____ _____	1. _____ _____ 2. _____ _____ 3. _____ _____
Weaknesses	1. _____ _____ 2. _____ _____ 3. _____ _____	1. _____ _____ 2. _____ _____ 3. _____ _____

3. After finishing the table, take turns sharing your answers with a partner. Remember to write down the information about the YouTubers your partner shared.

YouTubers in Your Partner's Eyes

Name of the YouTuber		
Content		
Strengths	1. _____ _____ 2. _____ _____ 3. _____ _____	1. _____ _____ 2. _____ _____ 3. _____ _____
Weaknesses	1. _____ _____ 2. _____ _____ 3. _____ _____	1. _____ _____ 2. _____ _____ 3. _____ _____

Task 3: How to Be a Successful YouTuber

1. If you want to become a YouTuber, there are some things that need to be prepared in advance. From the videos you pick in Task 2, what do you think you need to do to get there? Brainstorm 5 possible steps.

1.
2.
3.
4.
5.

2. Now, read the article “How to Become a YouTuber and Get Paid: 10 Steps to Success” to learn steps for being a successful YouTuber. Fill in the table below with the information you get from the article. First you need to write down the title of each step and summarize the content in that paragraph. The first one has been done for you. <https://blog.hootsuite.com/how-to-become-a-youtuber/>



Steps	Title	Summary
1	Pick a niche.	You can use something you are good at to be the focus of each video.
2		
3		
4		
5		
6		
7		
8		
9		
10		

Task 4: YouTube Video Planning

1. Since you have learned the steps to become a YouTuber, it's time to create your first YouTube video. In this task, you may need to work with a partner or work in groups to create the video. Let's make an outline first.

Video Title		Decide the topic of your video and give it a title.
Guests (Additional)		Are you going to invite guests for your video? If not, just mark "X."
Length		How long is this video expected to be?
Keywords		Use hashtags to boost the reach.
Introduction (Intro)		Awaken the curiosity or interest of your audience.
Idea 1		Talk about the first idea.
Idea 2		Talk about the second idea.
Idea 3		Talk about the third idea.
Ending		Wrap up the video.
Background Music		Choose a perfect music for your video.

2. After finishing this table, create and upload your own YouTube video and share the link with your classmates. The link of my video: _____

Recall what you have learned in Task 2 and 3 while watching, choose top 3 you like most, and write down the reasons.

Ranking	Title of the Video	Creator	Reasons
1			
2			
3			

2. Watch the videos that are created by your classmates.

Reflection

Before you start the project, what did you think about it ?

After you finished it, how did you feel afterward?

**Did you encounter any problems or difficulties
while working on this project?**

How did you deal with it?

**After working on the project,
have you come up with any suggestions for being a YouTuber?**
