

Viral sensation Doggface on the video that gave 2020 some joy

Level 3 • Advanced

1 Warmer

Put these internet video topics in order from 1 (the one you like the most) to 5 (the one you like the least).

- _____ a. cute animal videos
- _____ b. music videos
- _____ c. car videos
- _____ d. videos of exotic places
- _____ e. sports videos

2 Key words

Fill the gaps in the sentences using these key words from the text.

embroidery
merchandise

beanie
precarious

viral
carefree

jaded
remake

shift
commute

- If an internet video goes _____, it is watched by a very large number of people in a short space of time.
- A _____ person is happy and relaxed and doesn't worry about things.
- If you feel _____, you no longer feel enthusiastic or excited about things, especially because you have been disappointed by your many experiences of them.
- A _____ is a film that uses the same story as one made before.
- When people _____, they travel regularly to and from work.
- A _____ is a period of work time in a factory, hospital or other place where some people work during the day and some work at night.
- If you have a _____ existence, it is likely to change or become dangerous without warning.
- _____ is the activity of decorating cloth with coloured stitches.
- A _____ is a small round hat that fits tightly to your head.
- Branded goods used to promote someone or something are known as _____.

3 Find the information

Find the following information in the text as quickly as possible.

- How many people have viewed Nathan Apodaca's video?
- What does he plan to do with the money he has earned from the video?
- How long does the video clip last?
- How many likes has the video received on TikTok?
- What did Apodaca teach himself?
- What was he drinking in the video?

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'I'm just coasting': viral sensation Doggface on the video that gave 2020 some joy

Nathan Apodaca was commuting to work from his trailer after his car broke down when everything just drifted into place

Max Benwell

23 October, 2020

- 1 A few weeks ago, Nathan Apodaca, also known as @420Doggface208, was working in a potato factory in Idaho – until his life took a sudden turn with a single TikTok video. If his name still doesn't ring a bell, you need to watch this extremely viral video of him longboarding to Fleetwood Mac's song "Dreams" while sipping on a bottle of cranberry juice.
- 2 In a year as rough as 2020, Nathan's carefree embrace of life resonated across the internet, brightening its otherwise tired and jaded corners. At the time of writing, his video has been viewed more than 60m times and received more than 10m likes on TikTok. Within days, Ocean Spray sent him a new truck. A GoFundMe set up for him raised more than \$10k. "Dreams" re-entered the charts. Mick Fleetwood, Shakira, Jimmy Fallon and even Stevie Nicks have posted remakes of his video. He's now looking to buy a house.
- 3 On the morning Nathan made the video, he was commuting from his trailer, where he's been dealing with problems with his water supply and with power cuts. Then his car broke down, which forced him to hit the road on his longboard. He arrived only a few minutes before his shift at his local potato factory was due to start. He said he considered deleting the clip and getting on with his day, especially as phones are prohibited on the factory floor. But he got it up just in time. By the end of his second break, it already had 2m views.
- 4 On the one hand, you have the American dream in a 25-second clip but, on the other, a story of how precarious life can be for so many Americans, where a safety net comes in the form of being able to raise money from strangers.
- 5 Nathan already had a small but decent following on TikTok before his big hit and had taught himself embroidery on dollar-store beanies so he could sell his merchandise with his Doggface logo on. Now he has his own official Halloween costume that's selling on his site at \$68, and he hasn't had to go near a single stitch. What can such a

dizzying experience with fame and virality be like? I spoke to Nathan to find out.

- 6 **Tell me about your emotional journey starting from when you made the video. It seems like that was a pretty bad day to start with.**
It was just a regular day. My car breaking down happened to me almost every other day. So that's why it was so easy for me to get my board, get my juice and just take off. Stuff happens. Let's just figure it out. And everything worked in line: the song, the scenery, everything just came in line. It was perfect. I posted it and didn't think it was going to blow up as much as it did, but I'm thankful that it did. I was able to talk to Mick Fleetwood, I was able to get a car and truck out of this. It was just insane.
- 7 **What's been the best part so far?**
Honestly, just the reaction I've been getting from everybody, the love and parodies and seeing everyone doing it.
- 8 **Have there been any bad parts?**
I've been getting little hate comments and stuff, people saying they don't understand it. But I always just live my life on the coast, you know? Just coasting.
- 9 **What was your life like before this? And with your sudden fame, do you feel like you've shifted away from whatever your past life was?**
I feel the same. I have no problem going back to the warehouse and work. That's what I do. I'm a worker. I've always worked.
- 10 **There's a lot of people out there who have seen your video who are probably having similar issues to the ones you were facing in your life. Is there anything you'd say to them, now that so much has changed for you?**
I know it's rough, you know what I mean? Everywhere everybody has their own problems, their own situations and things you can do to get yourself out of it. There's people to help. There's always people to reach out to.
- 11 **What's your dream outcome from all of this?**
To be honest, I just really want to be able to have a house for me and my family, and to be able to get my mum into a house or something. And then basically, just live life and relax and chill. If I'm still doing videos, that's cool. There's a lot of things out there that I'm trying to reach out to, trying to grab hold of so I don't have to go back to the warehouse. But like I said, if it happens, it happens.

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4 Comprehension check

Choose the best answer according to the text.

1. Why was Nathan Apodaca going to work on a longboard?
 - a. because that's his favourite way to travel
 - b. because his car had broken down
 - c. because he wanted to make a video using the longboard
2. How long did it take for the video clip to get two million views?
 - a. two weeks
 - b. a few days
 - c. a few hours
3. What is Doggface?
 - a. Apodaca's online name and the name he uses on his merchandise
 - b. the name of his official Halloween costume
 - c. the name of the potato factory where he used to work
4. What has he already got from the video clip?
 - a. a house for his family
 - b. a house for his mother
 - c. a car and a truck

5 Find the word

Find the following words and phrases in the text. The paragraph numbers are given to help you.

1. a three-word verb phrase meaning *sound familiar to you although you cannot remember the exact details* (para 1)
2. an adjective meaning *difficult and with a lot of problems* (para 2)
3. a verb meaning *produce an emotional effect on people* (para 2)
4. a compound noun meaning *a period when the electricity supply stops* (para 3)
5. an adjective meaning *making you feel confused* (para 5)
6. an adjective meaning *very stupid or crazy* (para 6)
7. a verb meaning *do something or happen in a way that is not planned* (para 8)
8. a verb meaning *relax* (para 11)

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6 Phrasal verbs

Match the phrasal verbs from the text with their meanings.

- | | |
|-----------------|--------------------------------------------|
| 1. break down | a. be able to solve a problem |
| 2. reach out to | b. get much bigger quite suddenly |
| 3. get on with | c. stop working |
| 4. figure out | d. leave |
| 5. blow up | e. continue to do something after stopping |
| 6. take off | f. ask someone for help |

7 Phrases with prepositions

Complete the phrases from the text using prepositions.

- _____ the time of writing
- _____ the factory floor
- just _____ time
- _____ the form of
- _____ the end of his second break
- grab hold _____

8 Discussion

Discuss the statements.

- Nathan Apodaca's story is an inspiration to others.
- It's crazy that someone can make so much money from a video.
- 2020 has been the worst year for hundreds of years.