

## Unit 1: What is Social Media? The Basics

### 1. Pre-reading Exercise

1. Rank these social media sites from 1 to 6 in terms of global usage:

\_\_\_ Youtube \_\_\_ Facebook \_\_\_ Amazon \_\_\_ Wikipedia \_\_\_ eBay \_\_\_ Twitter

2. Which of these social media sites do you use? How often do you use them?

3. How would you define social media?

### 2. Vocabulary match the words with their definitions

- |                |     |   |
|----------------|-----|---|
| a) interaction | ___ | a tool or device used for a task                    |
| b) broad       | ___ | just; only  |
| c) complex     | ___ | communication (with s.o. or sth)                    |
| d) dynamic     | ___ | made of many different things or parts; complicated |
| e) element     | ___ | constantly changing (positive meaning)              |
| f) instrument  | ___ | wide, large   |
| g) impact      | ___ | a necessary or typical part of sth                  |
| h) merely      | ___ | a powerful effect                                   |

Now fill in any blanks possible:

Nouns	Verbs	Adjectives	Adverb
interaction			xxxxxx
	xxxxxx	complex	xxxxxx
impact		xxxxxx	xxxxxx
instrument	xxxxxx		
xxxxxx	xxxxxx		merely

### 3. While reading

Find a phrasal verb (two words) that means "to be part of". \_\_\_\_\_

Find a phrasal verb (two words) that means "become popular or successful". \_\_\_\_\_

### 4. Discussion questions:

- 1) What types of social media listed in the article do you use?
- 2) What social media websites do you use? How often do you visit them?
- 3) What are the advantages of a traditional website (such as a news website) using social media elements?

## 5. Phrasal Verb Focus

1. Match the meaning of **move on** with its use in the example sentences:

- a) to leave a place when told to do so
- b) to leave one place and travel to another
- c) to stop doing/discussing something and start doing/ discussing something different
- d) to continue your life after a bad experience

\_\_\_ They stayed for only a few days before moving on.

\_\_\_ Let's move on to the next question.

\_\_\_ It's been a nightmare, but now I just want to forget about it and move on.

\_\_\_ We moved on, as requested.

2. Match the meaning of **take off** with its use in the example sentences:

- a) to remove clothing
- b) to start flying
- c) to become popular or successful
- d) to leave suddenly
- e) not go to work or school

\_\_\_ Take your shoes off before coming inside.

\_\_\_ That Internet business has really taken off.

\_\_\_ I feel a bit sick, so I'm going to take the day off.

\_\_\_ The party is over. We had better take off.

\_\_\_ My flight took off 30 minutes late.

## Article: What is social media?

Social media is something we all talk about a lot, but what exactly does it mean? The best way to define social media is to look at the two words that **make up** the phrase: If we define *media* as an \_\_\_\_\_ of communication, like a newspaper or a radio, then *social media* would be a social tool of communication.

Regular media is a one-way street where you can read a newspaper or watch a report on television, but you have no ability to give your thoughts on the matter. Social media, on the other hand, is a two-way street that gives you the ability to communicate too. This \_\_\_\_\_ can be as simple as a website asking for your comments or letting you vote on an article, or it can be more \_\_\_\_\_, like recommending movies to you based on the ratings of other people with similar interests. Any website that allows you to interact with the site and with other users can be defined as social media.

Now that we have answered the question of what social media is, we can move on to different types of social media websites that have **taken off** in recent years. Because social media is such a \_\_\_\_\_ term, it covers a large range of websites. But the one common link between these websites is that you are able to interact with the website and interact with other visitors. Here are some types of common social media websites and examples for each:

- *Social Bookmarking.* (Pinterest, Flipboard) Users interact by tagging websites and searching through websites bookmarked by other people.
- *Social News Sites.* (Digg, Reddit) Users interact by voting for articles of interest and commenting on them.
- *Social Networking.* (Facebook, Twitter) Users interact by adding friends, commenting on profiles, joining groups and having discussions.
- *Media Sharing.* (YouTube, Instagram) Users interact by sharing photos or videos and commenting on other users' submissions.
- *Wikis.* (Wikipedia) Users interact by adding articles and editing existing articles.
- *Location based review services* (Yelp, Urbanspoon)

Along with social media giants like Facebook and Twitter, traditionally non-social websites are adding social \_\_\_\_\_ to their webpages. For example, many news websites now allow visitors to comment on the news articles they read.

Social media has had a huge \_\_\_\_\_ on the world we live in. It has changed the way we communicate with others, the way we shop and gather news, even the way we choose world leaders and how we respond to natural disasters. We are no longer \_\_\_\_\_ consumers of media; we are also creators and distributors. The social media world is a \_\_\_\_\_ one and is constantly changing, and we need to keep up with these changes if we want to be effective Internet users.