



# SOCIAL MEDIA

1.0

Août 2017


Dr. KOUADIO BROU PASCAL





# Table des matières

<b>Objectifs</b>	<b>5</b>
<b>Introduction</b>	<b>7</b>
<b>I - Exercice</b>	<b>9</b>
<b>II - READING SPOT</b>	<b>11</b>
A. TEXT.....	<b>11</b>
B. Exercice : Read the text and do the activity below.....	<b>12</b>
C. Exercice : Read the text again and decide if these statements are true or false. Tick TRUE when the statement is correct and FALSE when the statement is not correct .....	<b>13</b>
<b>III - LANGUAGE SPOT</b>	<b>15</b>
A. REFERENCE TO AN INCREASE OR A DECREASE.....	<b>15</b>
B. Exercice : Choose the right answer to fill in each gap.....	<b>16</b>
<b>IV - PRACTICE</b>	<b>17</b>
A. Exercice : Parts of the text below have been erased. Use the sections under the text to complete it meaningfully.....	<b>17</b>



# Objectifs

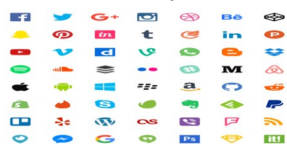
---

By the end of this lesson, students must be able to:

- identify social media
- read a text and answer questions about social media
- refer to an increase or a decrease
- express parallel progression
- write about the consequences of actions done on social media

# Introduction

These symbols are common in today's life. An old person would like to be informed about what each symbol represents.





# Exercise

# I

Brainstorming : Look at the symbols below and identify them

1-Instagram



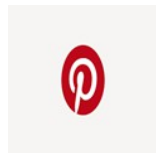
2-



3-



4-



5-



6-



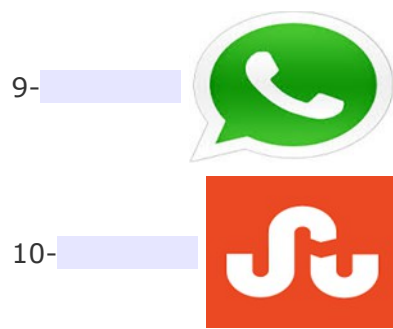
7-



8-



## Exercise





TEXT	11
Exercise : Read the text and do the activity below.	12
Exercise : Read the text again and decide if these statements are true or false. Tick TRUE when the statement is correct and FALSE when the statement is not correct	13

### A. TEXT

Read the text below and do the activities that follow

The value of social media

For digital natives who never knew life before social media, the world seems like it has always been the same but for digital migrants, the present looks nothing like the past. If you were born in the late 1990s onwards, just try to imagine what your life would be like without Facebook, Twitter or Instagram. Does it look appealing to you? Probably not. Your social interaction depends so much on social media and keeping up with friends requires you to be online most, if not all, of the time. This is why your parents and friends probably keep urging you to get away from your computer or put your smart phone down and spend more time with them.

The use of social media has boomed in recent years and statistics show that nowadays, there are almost two billion social network users in the world, most of them teenagers and young adults. According to Statista, a website specializing in statistics, 51% of worldwide Facebook users who make new friends at least once a week are between 18 and 33 years of age

In the UK, for instance, the use of social networks is dominated by the 90% of young people between 16 and 24 years old who are on social media and the 75% of those between the ages of 25 and 44 who use Facebook. Add to this the fact that, in 2014, Facebook and YouTube were the top social media sites accessed by 8–15-year-olds in Great Britain.

What do young users spend their time doing on social media? There are a number of things but the top activities are finding out what friends are doing, sending them messages and knowing what they are watching or listening to. This is for 16–24-year-olds, followed in second place by 25–34-year-olds, who come first in keeping in touch with relatives.

In the midst of this entire buzz about social media, alarming voices warning of the dangers of such a situation can be heard. Some people argue that young people's overuse of social media represents an addiction that threatens their real-life communication skills. Moreover, this addiction can distract them from their studies and affect their concentration, especially given the many cases of use of social media

during class that have been reported. Meanwhile, overuse of social networks by adults can harm their relationships. Other disadvantages include wasting time, identity theft, cyber bullying and crimes against children.

Now, where do you stand in all this? Are you a social media addict? Do you think social networking is worth all the importance people give to it?

© Macmillan Publishers Limited 2016 LESSON SHARE / Reading / Social media

## B. Exercice : Read the text and do the activity below.

Match each word with its synonym or definition. Complete the answers like the example : 1-f

### Words

- 1-digital natives
- 2-digital migrants
- 3-keeping up
- 4-urging
- 5-boom
- 6-user
- 7-worldwide
- 8-for instance
- 9-warning
- 10-argue
- 11-overuse
- 12-threaten
- 13-Moreover
- 14-media addict

### Definitions or synonyms

- a-for example
- b-encouraging
- c-all over the world ; everywhere
- d-menace
- e-dependent on social media
- f-born with modern technology
- g-use excessively
- h-in addition
- i-born before modern technology
- j-stay connected
- k-expand, proliferate, escalate
- l-a person who uses something
- m-alerting, drawing attention



n-give reasons for or against, affirm

**Answers**

**Example : 1-f**

2-  ; 3-  ; 4-  ; 5-  ; 6-  ;  
 7-  ; 8-  ; 9-  ; 10-  ; 11-  ;  
 12-  ; 13-  ; 14-

**C. Exercice : Read the text again and decide if these statements are true or false. Tick TRUE when the statement is correct and FALSE when the statement is not correct**

- 1-Three social media are mentioned in the text.
- 2-There are almost 2,000,000,000 social network users.
- 3-"social networks" is another noun for social media.
- 4-Social media users spend their time making academic researches.
- 5-Excessive use of social networks can endanger users' relationships.

## READING SPOT

<input type="checkbox"/>	1-True
<input type="checkbox"/>	1-False
<input type="checkbox"/>	2-True
<input type="checkbox"/>	2-False
<input type="checkbox"/>	3-True
<input type="checkbox"/>	3-False
<input type="checkbox"/>	4-True
<input type="checkbox"/>	4-False
<input type="checkbox"/>	5-True
<input type="checkbox"/>	5-False





REFERENCE TO AN INCREASE OR A DECREASE	15
Exercise : Choose the right answer to fill in each gap	16

### A. REFERENCE TO AN INCREASE OR A DECREASE

Let's consider this sentence from the text: The use of social media has boomed in recent years (paragraph 2). To boom is to increase greatly, to grow rapidly, to escalate. The contrary of "to boom" is to decrease, to de-escalate, to reduce, to diminish.

**Here are references to an increase or to a decrease**

#### Reference to an increase

**Nouns**----- **verbs**

An increase----- to increase

A rise----- to rise

A growth----- to grow

A climb----- to climb

A doubling -----to double

A trebling -----to treble

**Example:** The number of social media users **has increased considerably** over these years.

#### Reference to a decrease

**Nouns**----- **verbs**

A drop----- -to drop

A fall----- to fall

A decline----- to decline

A decrease-----to decrease

A reduction-----to reduce

We use some phrases to express parallel progression, to say that two things vary together. An increase or a decrease is the consequence of a situation. The cause and the consequence are in parallel progression. We are going to learn how to set this parallel.

#### 1- The more..., the more!

**Example:** **The more** time you spend on Social media, **the more** addicted you become.

**The more** you learn, **the more** progress you make.

2- **The + adjective+ er..., the + adjective + er / The + adjective+ er..., the more.....**

**Example:** **The younger** people are, **the more vulnerable** they are.

- **The younger** people are, **the friendlier** they are.

**3-The less....., the less.....**

**Example:** **The less** time you spend on social media, **the less** addicted you are

## **B. Exercice : Choose the right answer to fill in each gap**

1-The more I use a computer,

a-more I learn

b-the more I learn

c-better I learn.

2-The less effort I make, .

a-less I learn

b-more I lose

c-the less progress I make

3-The  I work, the  I am.

a-hard/happy

b-harder/happier

c-more hard/more happy

4-  wool you put in the pillow,  it is.

a-the more/the less comfortable

b-the more/the more comfortable



Exercise : Parts of the text below have been erased. Use the sections under the text to complete it meaningfully

17

## A. Exercice : Parts of the text below have been erased. Use the sections under the text to complete it meaningfully

**Complete each gap with the suitable group of words :**

**informed about events - hardly allot time to their studies - weave a net of friends - are taught methods for committing terrorist attacks - humanitarian actions**

Social media stand as a double-edged device. They have constructive sides because first, they help [ ] all over the world. Secondly, users of social media get [ ] as fast as a flash of lightning. Thirdly, calls for [ ] can be launched through social media... On the other side, social media cause addiction. Students' school results get worse because they [ ]. Besides, terrorism gain more importance through social media because young people [ ].