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The 4 page 60 minute ESL British English lesson – 20/04/14

Social networking users migrate to smaller platforms

Today let's talk about social networking users, some of whom are now migrating to smaller platform apps like Snapchat, Vine and WhatsApp, a messaging tool Facebook recently bought for US\$19m. All have seen huge growth, primarily because they are used on mobile devices.

These newer services encourage users to target personalised messages to individuals or small groups instead of broadcasting posts to large networks of people.

This new type of social networking app doesn't mean that people are leaving Facebook in droves - far from it. It is however, where young people are now increasingly communicating with each other.

The fastest-growing apps used by teens in the Autumn of 2013 were Vine, that lets users share brief 6-second video clips and WeChat, a Chinese mobile text and voice messaging app. Snapchat lets users share more personalised messages than the kind of posts that often appear on Facebook.

Young people today are always looking for the coolest new thing and now that their parents and grandparents are on Facebook it is not a cool new thing.

Youngsters today have also truly embraced the move to apps that are a combination of visual, mobile and social media. They carry phones set up to shoot photos and videos and are more than happy to share these with others – something the older generation might not do.

The most recent buzz is that small anonymous social tool apps like, Secret, Whisper and Path, are "in"!

SPEAKING – WARM UP

Think of three social networks. Go round the room swapping details with others.

LISTENING – WRITING - DICTATION

The teacher will read some lines of the article slowly to the class.

READING

Students should now read the article aloud, swapping readers every paragraph.

SPEAKING - UNDERSTANDING

1) The article – Students check any unknown vocabulary or phrases with the teacher.

2) The article - Students should look through the article with the teacher.

- 1) What is the article about?
- 2) What do you think about the article?
- 3) Was this an easy or difficult article to understand?
- 4) Was this a boring or interesting article?
- 5) Discuss the article.

3) Article quiz - Students quiz each other in pairs. Score a point for each correct answer. Score half a point each time you have to look at the article for help. See who can get the highest score!

Student A questions

- 1) Name three smaller platform apps.
- 2) What are "in"?
- 3) Name three small anonymous apps.
- 4) What does 'anonymous' mean?
- 5) Youngsters today use a combination of what?

Student B questions

- 1) What is Vine?
- 2) What is WeChat?
- 3) What is Snapchat?
- 4) What was bought for US\$19m?
- 5) What do these newer app services encourage?

**Category: Social Networking / Apps / Technology
Intermediate / Upper Intermediate**

WRITING / SPEAKING

In pairs. On the board write as many words as you can to do with '**Social networking**'. One-two minutes. Compare with other teams. Using your words compile a short dialogue together.

WRITING / SPEAKING

In pairs - From the article choose five social networks. Write them below. Talk about them.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Which is best? Why? What do your friends use? What about the others they don't use? Which is the most popular?

Add five other apps you use for other purposes. Discuss together. What does this tell us?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

The teacher will choose some pairs to discuss their findings in front of the class.

DISCUSSION

Student A questions

- 1) Did the headline make you want to read the article?
- 2) What social networking site do you use most?
- 3) What do you think of Secret, Whisper and Path?
- 4) Why is Facebook so popular?
- 5) What do you think of Viber, Skype and WhatsApp?
- 6) Will you be trying some of these smaller anonymous apps in the article?
- 7) Have you embraced the move to apps?
- 8) Are you happy to share your videos?
- 9) What do you think of Vine?
- 10) Have you learnt anything in today's English lesson?

SPEAKING – ROLEPLAY 1

In groups. One of you is the interviewer. There are up to four guests. You are in the NBC Technology TV studio in Los Angeles. Today's interview is: *Social networking users migrate to smaller platforms. 10 mins.*

- 1) You are 13 years old.
- 2) You are 55 years old.
- 3) You are a journalist.
- 4) You are a tech geek.

The teacher will choose some groups to roleplay their interview in front of the class.

SPEAKING – ROLEPLAY 2

In pairs - Student A is a young student who uses Secret, Whisper and Path etc... Student B is an older person who prefers Facebook. 5 mins.

SPEAKING – DISCUSSION

Allow 10 minutes – As a class.

Social networking users migrate to smaller platforms

The teacher can moderate the session.

DISCUSSION

Student B questions

- 1) What do you think about what you've read?
- 2) What do you think of Snapchat or WeChat?
- 3) Why is social media today so important?
- 4) Do you send many SMS messages?
- 5) Are people leaving Facebook in droves?
- 6) What might be the next in social media app?
- 7) Do you spend hours chatting online?
- 8) How many 'friends' do you have on Facebook? Of these how many have you actually met?
- 9) Has this been a difficult lesson for you to understand?
- 10) Did you like this discussion?

GAP FILL: READING

Social networking users migrate to smaller platforms

Today let's talk about social networking users, some of whom are now migrating to smaller platform apps like Snapchat, Vine and WhatsApp, a messaging tool Facebook recently bought for US\$19m. All have seen (1)___ growth, (2)___ because they are used on mobile devices.

These newer services encourage users to target personalised messages to (3)___ or small groups instead of broadcasting posts to large networks of people.

This new type of social networking app doesn't mean that people are leaving Facebook in (4)___ - far from it. It is however, where young people are now increasingly communicating with each other.

The fastest-growing (5)___ used by teens in the Autumn of 2013 were Vine, that lets users share (6)___ 6-second video clips and WeChat, a Chinese mobile (7)___and (8)___ messaging app.

text / apps / voice / huge / individuals / droves / primarily / brief /

Snapchat lets users share more personalised messages than the kind of (1)___ that often appear on Facebook.

Young people today are always looking for the coolest new thing and now that their parents and grandparents are on Facebook it is not a (2)___ new thing.

Youngsters today have also truly embraced the move to apps that are a (3)___ of (4)___, mobile and social media. They carry phones set up to (5)___ photos and videos and are more than happy to share these with others – something the older (6)___ might not do.

The most recent (7)___ is that small (8)___ social tool apps like Secret, Whisper and Path, are "in"!

generation / anonymous / cool / buzz / visual / posts / combination / shoot

GAP FILL: GRAMMAR

Social networking users migrate to smaller platforms

Today let's talk about social networking users, (1)___ of whom are now migrating to smaller platform apps like Snapchat, Vine and WhatsApp, a messaging tool Facebook recently bought for US\$19m. All have seen huge growth, primarily because (2)___ are used on mobile devices.

(3)___ newer services encourage users to target personalised messages to individuals or small groups instead of broadcasting posts to large networks of people.

(4)___ new type of social networking app doesn't mean that people are leaving Facebook in droves - far from it. It is (5)___, (6)___ young people are now increasingly communicating (7)___ each other.

The fastest-growing apps used by teens in the Autumn of 2013 were Vine, (8)___ lets users share brief 6-second video clips and WeChat, a Chinese mobile text and voice messaging app.

that / where / these / some / this / they / however / with

Snapchat lets users share more personalised messages (1)___ (2)___ kind of posts (3)___ often appear on Facebook.

Young people today are always looking (4)___ the coolest new thing (5)___ now that their parents and grandparents are on Facebook (6)___is not a cool new thing.

Youngsters today have also truly embraced the move to apps that are (7)___ combination (8)___ visual, mobile and social media. They carry phones set up to shoot photos and videos and are more than happy to share these with others – something the older generation might not do.

The most recent buzz is that small anonymous social tool apps, like Secret, Whisper and Path, are "in"!

it / of / a / the / for / and / than / that

GAP FILL: LISTENING

Social networking users migrate to smaller platforms

Today let's talk about _____ users, some of whom are now migrating to smaller platform apps like Snapchat, Vine and WhatsApp, a messaging tool Facebook recently bought for US\$19m. All have seen huge growth, _____ they are used on mobile devices.

These newer services encourage users to target _____ to individuals or small groups instead of broadcasting posts to large networks of people.

This new type of social networking app doesn't mean that people are leaving Facebook in droves - far from it. It is however, where _____ young people are now increasingly communicating with each other

The _____ used by teens in the Autumn of 2013 were Vine, that lets users share brief 6-second video clips and WeChat, a Chinese mobile text and voice messaging app. Snapchat lets users share more _____ than the kind of posts that often appear on Facebook.

Young people today are always looking for the _____ and now that their parents and grandparents are on Facebook it is not a cool new thing.

_____ also truly embraced the move to apps that are a _____, mobile and social media. They carry phones set up to shoot photos and videos and are more than happy to share these with others - something the older generation might not do. The _____ is that small anonymous social tool apps, like Secret, Whisper and Path, are "in"!

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WRITING/SPELLING

WRITING / SPEAKING

1) On the board - In pairs, as a class - write down 20 things you know about Facebook. 5-10 mins.

2) Sentence starters - Finish these sentence starters. Correct your mistakes. Compare what other people have written.

- 1) Facebook _____
- 2) Apps _____
- 3) I prefer using _____

3) Homework - Write and send a 200 word email to your teacher about: **Social networking users migrate to smaller platforms**. Your email can be read out in class.

GAP FILL READING

- | | | | |
|----|-------------|----|-------------|
| 1) | huge | 1) | posts |
| 2) | primarily | 2) | cool |
| 3) | individuals | 3) | combination |
| 4) | droves | 4) | visual |
| 5) | apps | 5) | shoot |
| 6) | brief | 6) | generation |
| 7) | text | 7) | buzz |
| 8) | voice | 8) | anonymous |

SPELLING

The teacher will ask the class individually to spell the following words that are in the article. Afterwards check your answers.

- | | | | |
|-----|-----------|-----|--------------|
| 1) | social | 11) | droves |
| 2) | whom | 12) | broadcasting |
| 3) | migrating | 13) | increasingly |
| 4) | primarily | 14) | youngsters |
| 5) | growth | 15) | truly |
| 6) | encourage | 16) | combination |
| 7) | users | 17) | shoot |
| 8) | target | 18) | share |
| 9) | messages | 19) | something |
| 10) | instead | 20) | buzz |

ANSWERS

Use the following ratings:

Pass = 12

Good = 15

Very good = 18

Excellent = 20

SPELLING

Social networking users migrate... - 20th April 2014