

C. Social media basics

- What are the most popular social media websites? Are there any differences between them? Which one do you personally use? For what purposes? Do you communicate with any of your classmates on social networks? In April 2022, Tesla CEO Elon Musk signed an agreement with Twitter to buy the company and take it private. If this deal is finally closed, what will be the potential consequences of the takeover? Discuss.



► Activity 6: Choose the correct option:

You can use online social media to stay connected with your family, friends, and loved ones around the world, make new friends, share information, photos, and videos, and keep up to **(1) day / date / daily** with your interests. Facebook and Twitter are **(2) among / between / within** the most popular social media websites.

Facebook is probably the best-known social networking website, with almost 2.9 billion monthly active users worldwide. Its popularity is due to a number of key **(3) landmarks / points / features** including the following: it is free; it is available 24 hours a day, so you can contact anyone on the globe without time **(4) belts / bands / zones** causing a problem; it can be used by anyone over the age of 13, anywhere, as **(5) long / far / well** as there is a device with an internet connection; you can use it to share messages, videos, photographs, etc., to advertise your business, to plan and manage events, and numerous other purposes; it is very easy to join, you simply create an account (for free) which can **(6) contain / consist / constitute** as little or as much information as you want. You don't need to use your real name; you can use an alias or nickname. Of great importance is that you can **(7) command / run / manage** your privacy settings to specify which details you want to be made **(8) known / public / open**, who can view your "wall", and what they can see there.

Twitter is a social networking site that allows users to **(9) contribute / comment / connect** on news, events, pictures, videos, and their day to day lives. In fact, Twitter is a form of micro-blogging. Like Facebook, Twitter is free to use and available to anyone, anywhere in the world. It is used by celebrities, authors, and politicians, whose tweets users can choose to follow and 'retweet' to their own followers. Like Facebook users, you can stay **(10) secret / private / anonymous** on Twitter, too, by using an alias or nickname, and by adjusting your privacy settings accordingly. Unlike Facebook, the comments – 'tweets' – users share on Twitter have to be very short. Each **(11) entry / entrance / entering** can contain no more than 140 characters.

Skype is an application that enables you to make voice calls over the Internet. It is the most popular voice communication service worldwide, mainly because it is free (and freely downloadable) as well as for the high quality of voice it offers. Skype mixes voice and **(12) immediate / spontaneous / instant** messaging, which means that you can talk and type when you want. One of the key features of Skype is that it **(13) delivers / provides / produces** presence information. The word 'presence' refers to a person's availability (and willingness) to communicate. For example, if you find someone ready and willing to communicate, then there is *presence*. To use Skype, all you need is: a) an IT device with a good Internet connection, **(14) exclusively / absolutely / preferably** broadband; b) a built-in camera or webcam, which enables you to see the person at the other end when you make a video call; c) a sound card that is working properly; and d) speakers and a microphone.

