UNIT 24
ENTERTAINMENT AND SOCIAL NETWORKING

Objectives: at the end of the lesson, students will be able to:

1. learn and use vocabulary related to social networking;
2. practice describing how entertainment and social networking technologies work;
3. practice giving recommendations for entertainment apps or social networking tools based on user needs or preferences;
4. write user documentation or help guides for a basic entertainment or social networking application.

Lead-in: Explore and Discuss

1. What social networking and entertainment apps do you use?
2. How can social networking sites help businesses?

Group Work Activity: Exploring the apps

Students will be divided into 4 groups and assigned to research popular apps such as Telegram, Instagram, TikTok, and YouTube. Each group should note key features, what the app is used for, and any specific terms related to its functionality (e.g., "feed," "playlist," "stories"). They also need to answer the following questions:

- What do you like about this app?
- How is it different from other apps?
- What do you think are the advantages and disadvantages of this app?

Vocabulary Building

Key Terms

MMORPG – (Massively Multiplayer Online Role-Playing Game) is a type of online computer game in which many people interact with each other in a virtual world

Avatar – is an image in a computer game that represents a person

Profile – is a webpage on a social networking site with personal or identifying information

Feed – is a format that lets you easily read updated news about something

Handle – is a name that a person creates to access an account on a computer or website

Blog – is a website where a person writes posts about his or her feelings, thoughts, activities, etc.

Activity: Choose the correct word to fill in the sentences.

In many online games, players create a digital representation of themselves, known as an _____.

a) Avatar
b) Blog
c) Handle
d) Profile

The _____ is where you can read recent updates and posts from the people you follow on a social media platform.

a) Handle
b) Profile
c) Feed
d) Avatar

If you want to find someone on Twitter or Instagram, you need to know their unique _____.

a) Blog
b) Feed
c) Avatar
d) Handle

A _____ is a detailed page about a user on a social media platform, including their personal information and interests.

a) Blog
b) MMORPG
c) Feed
d) Profile

An _____ is a type of online game where many players interact in a virtual world at the same time.

a) Profile
b) Blog
c) Avatar

d) MMORPG

A _____ is a personal website where you can write and share your thoughts, experiences, or knowledge on different topics.

a) Feed

b) Avatar

c) Blog

d) Handle

Reading

The Evolution of Social Networking and Entertainment

In recent years, social networking and entertainment technologies have evolved rapidly, impacting how we connect and enjoy content. Social networking platforms, such as Facebook, Instagram, and Twitter, allow users to create profiles where they can share personal updates, photos, and interact with friends and followers. These platforms also feature a "feed," which displays the latest posts from people users follow.

Entertainment has also seen significant changes with the rise of streaming services like Netflix and Spotify. Instead of traditional media, people now watch movies and listen to music online. Many entertainment platforms offer a customizable "playlist" or "queue," allowing users to choose their favorite content.

Gaming has not been left behind. MMORPGs (Massively Multiplayer Online Role-Playing Games) are particularly popular. These games create immersive virtual worlds where players can interact with others in real-time, often using avatars to represent themselves. Players can engage in various activities, from quests to socializing with fellow gamers.

Activity: Read the text. Then, mark the following statements as True (T) or False (F).

1. Social networking platforms allow users to create profiles where they can share personal updates and photos.

A) True

B) False

2. The "feed" on social media shows posts only from users that you are not following.

A) True

B) False

3. Streaming services like Netflix and Spotify are used for watching movies and listening to music online.

A) True

B) False

4. In MMORPGs, players use real names instead of avatars to interact with others.

A) True

B) False

5. A playlist is a feature on entertainment platforms that allows users to choose their favorite content.

A) True

B) False

6. Social networking platforms have no impact on how we interact with friends and followers.

A) True

B) False

Speaking / Writing

Activity 1: Creation of a fictional application called "TaskMaster", which is a task management and productivity app.

Brainstorm with students about frequently asked questions (FAQ) that can be in the "TaskMaster" application.

Example:

1. How do I create a TaskMaster account?
2. I forgot my password. What should I do?
3. How can I update my account information?
4. Can I set reminders for tasks?
5. Can I sync my tasks across multiple devices?
6. The app is not loading. What should I do?
7. How do I report a bug or issue?
8. Is there a desktop version of TaskMaster? etc.

Activity 2: In a group, write the answers to the created questions.

Example:

How do I log in to my TaskMaster account?

1. Open the TaskMaster app.

2. Tap “Log In.”
3. Enter your registered email address and password.
4. Tap “Submit” to access your account.

Home assignment

Answer the following questions in 100-150 words:

1. How do social networking apps influence the way we communicate with others?
2. What impact do entertainment apps have on our daily routines and leisure activities?