

Lesson 13: 140 Characters at a time. Pages 80-82

Objectives: to learn vocabulary related to social media. To listen to a text comprehensibly.
To learn use of suffixes.

1. Match the following APPS to their names in English. What are they for? Select the best alternative for each app.

Gmail

Zoom

Facebook

TikTok

Twitter

BancoEstado



2. What is the best definition for "application" according to the title of the lesson and the topic.

3. Match the questions to their possible answers. You can add more answer on your own

- A What do you use social networking services for?
- B How has communication changed since the creation of social networks?
- C How will communication change in the future?

- | | | |
|----|----------------------|---|
| 1. | <input type="text"/> | For posting memes and watch funny videos. |
| 2. | <input type="text"/> | Everybody spreads fake news with double checking |
| 3. | <input type="text"/> | People will visit less and use social media for interaction |
| 4. | <input type="text"/> | We will be always connected. |
| 5. | <input type="text"/> | People share too much about themselves |
| 6. | <input type="text"/> | For communication with friends and family. |

LISTENING FILE: 140 Characters at a time

■ General information

- Type of recording:

- Topic:

■ Specific details

- Concept and purpose

a. is the brainchild of a group of who worked at a company in San Francisco.

b. They were looking for a way to on their and to an and dying .

- Match

- | | |
|----------------|---|
| a. 2006 | <input type="checkbox"/> tweets that are sent weekly |
| b. 200 million | <input type="checkbox"/> the maximum of characters for a message |
| c. 460,000 | <input type="checkbox"/> year in which the first message was sent |
| d. 140 million | <input type="checkbox"/> people who actually work for the company |
| e. 8 | <input type="checkbox"/> people who use the application |
| f. 1 billion | <input type="checkbox"/> people who worked in 2008 |
| g. 400 | <input type="checkbox"/> accounts that are opened each day |
| h. 140 | <input type="checkbox"/> tweets that are sent daily |

■ Main conclusions


- **Select the best alternative.** How has the application changed...

a. the media?

b. politics?

c. business?

Work it out! The prefix *in-*

1.  Read these sentences from the recording, paying special attention to the words in **bold**. Then answer the questions with a partner.

- They were looking for a way to send text on their cellphones and a way to reinvent an **inefficient** and dying company.
- When Jack Dorsey sent the first tweet on March 21, 2006, a communications revolution with **inestimable** effects was born.

- a. Which are the opposites of the words in **bold**?

- b. What does the prefix *in-* mean?

- c. Select the words that contain the prefix **IN**. Write [1] Yes or [0] No

☐ inadequate

☐ incompetent

☐ indication

☐ inaugural

☐ incomplete

☐ indigenous

☐ incapable

☐ inconvenient

☐ individual

☐ incendiary

☐ incorporate

☐ inefficient

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