



1st Year English Class
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School Year: 2022-23

UNIT 8: Social Media

Key

Pre-reading Task (C/B p. 94)

Question 1

(Ref.: <https://www.socialmediatoday.com/content/top-25-social-media-terms-you-need-know>)

Answer:

Here are the top 25 social media terms you need to know:

1. **Viral:** Anything shared across social networks that get passed along rapidly. YouTube videos are a great example.
2. **Platform:** A system that manages content. For instance, WordPress is a platform that manages a community of blogs.
3. **Authenticity:** Used to describe "real" people behind blog posts and other social profiles.
4. **Influence:** An individual's importance online is now measured by the Klout Score, a measurement of online influence.
5. **B2B:** Business to Business.
6. **B2C:** Business to Consumer.
7. **Hashtag:** HubSpot defines a hashtag as a "word or string of characters that starts with a number sign." Identical hashtags are then grouped into a search thread.
8. **Search Engine Optimization (SEO):** The process of organizing your website to give it the best chance of appearing near the top of search engine rankings.
9. **Transparency:** Social media users expect to engage in considerate online conversations with individuals and businesses. We all aspire to be transparent, but are we?
10. **Web 2.0:** Refers to the second generation of the Web which means people now blog and create websites without needing specialized technical knowledge and training.
11. **Synergy:** Dare we simply say teamwork between companies online?
12. **Trending:** A word, phrase or topic that is popular on Twitter at a given moment.
13. **e-Book:** A book published in digital form.
14. **Wiki:** Simple web pages that can be edited by other users.
15. **Blog:** A site updated frequently by an individual or group to record opinions or information.
16. **User-Generated-Content (UGC):** An article describes UGC as being Latin for "crap" which is, quite frankly, well-put. UGC is anything published online by the Average Joe.
17. **Tweeps:** Twitter + People = Tweople.

18. **Microblogging:** Short message postings from a social media account. Facebook statuses and Twitter posts are two examples.
19. **Algorithm:** An "algo" is a system that suggests pages to search engines in response to a search query.
20. **Widget:** A widget is a small, attractive applications on a website such as a hit counter. Gizmos can make good link bait. Speaking of link bait...
21. **Link bait:** Designed to attract incoming links. News and widget hooks are good examples.
22. **Meme:** A means of taking viral concepts and making them everyday lingo. Check out "Know Your Meme."
23. **Engage:** If you are communicating to other social media users, you are engaging.
24. **Traffic:** Traffic, traffic, traffic. This refers to the visitors that visit a website and it's all we talk about these days. A bit of advice: You must decide if traffic to your site is really that important to your organization, or if engaging with a loyal customer matters more.
25. **Tag:** Indicates or labels what content is about.

Question 2

(Ref.: <https://www.quora.com/Do-we-really-need-social-media-Are-they-not-making-one-stressful-and-unhappy>)

Sample Answer:

Yes, we need social media!

Social media is an integral part of life these days. We need social media for following reasons:

- 1) Technology and the Internet have made it so we can connect with anyone, anywhere, anytime. We know more about each other than we ever did before.
- 2) We humans are social animal and we need a society. In this age of Internet what's better than social media to do that?
- 3) Social media provide us a way to connect people from all walks of life at one place.
- 4) It helps making faster connections.
- 5) It provides us entertainment, news and knowledge.
- 6) Nothing is better than social media if you want to connect with new people and would like to network with like-minded people.
- 7) Social media helps in making us informed decisions about career, shopping etc.
- 8) Social media is a boon (= θείο δώρο, ευλογία) for businesses.

Are they not making one stressful and unhappy?

The answer is a big YES and a big NO at the same time. It all depends on how we are using it. If we use social media wisely then the answer is NO otherwise a big YES. Overdoing anything is bad. Don't get addicted to social media, instead use it wisely and slowly.

Question 3

(Ref.: <https://www.brandignity.com/2015/08/what-would-the-world-be-like-if-social-media-didnt-exist/>)

Sample Answer:

Life would absolutely be completely different. Here are some ways:

- 1) You would have to take the time to contact or meet up with friends and family for a catch up instead of relying on social media. These sites make us feel so involved in other people's lives that we often forget to actually make the time to see them, which can impact the kind of relationship you have.
- 2) You could actually avoid people you don't want to speak to or see, people like old school friends that you have no desire to keep in touch with. Instead of receiving an uncomfortable friend request from someone you don't like on a social media site and feeling obliged to accept it and allow them back into your life.
- 3) There would be an air of mystery. Now when you meet someone you can look at their social media sites and pretty much know most things about them. Without social media sites, there would be more mystery and you would have to form your own opinion of them from your experiences.
- 4) You would need to sit and listen to experiences and look at photos at someone else's pace rather than your own. With social media sites you decide which statuses you want to read and comment on and which photos you look at and like. Without social media you'd have to go back to the days where someone else is showing you their photos and telling you all about their life, whether you like it or not.
- 5) Your friends would actually be your friends. Social media sites have completely changed the meaning of the word friends. Now your friends are determined by who is following you on Twitter or who is on your Facebook friend list, regardless of whether they are actually your friends or not. Prior to (= πριν από) social media sites, your friends were actually your friends, people you would see, spend time with, laugh and cry with and most importantly have a real-life relationship with.
- 6) You would have to start remembering your friend's and family's birthdays, no more reminders from Facebook, and instead of just writing on their wall, you'd actually have to buy and deliver a card. And you would have to send traditional paper invitations for events and keep a diary of events you are attending.

For more information check out the following references and add them to the previous answer:

- 1) <https://www.tumarketing.co.uk/can-you-imagine-life-without-social-media/>
- 2) <https://www.quora.com/How-would-life-have-been-without-all-these-social-networking-sites>

Task 2 (C/B p. 96)

- b. to raise awareness about the issue

Task 3 (C/B p. 96)

Answer:

1. 4th paragraph
2. 6th paragraph
3. 7th paragraph
4. 5th paragraph
5. 2nd paragraph
6. 8th paragraph
7. 3rd paragraph
8. 10th paragraph
9. 1st paragraph
10. 9th paragraph