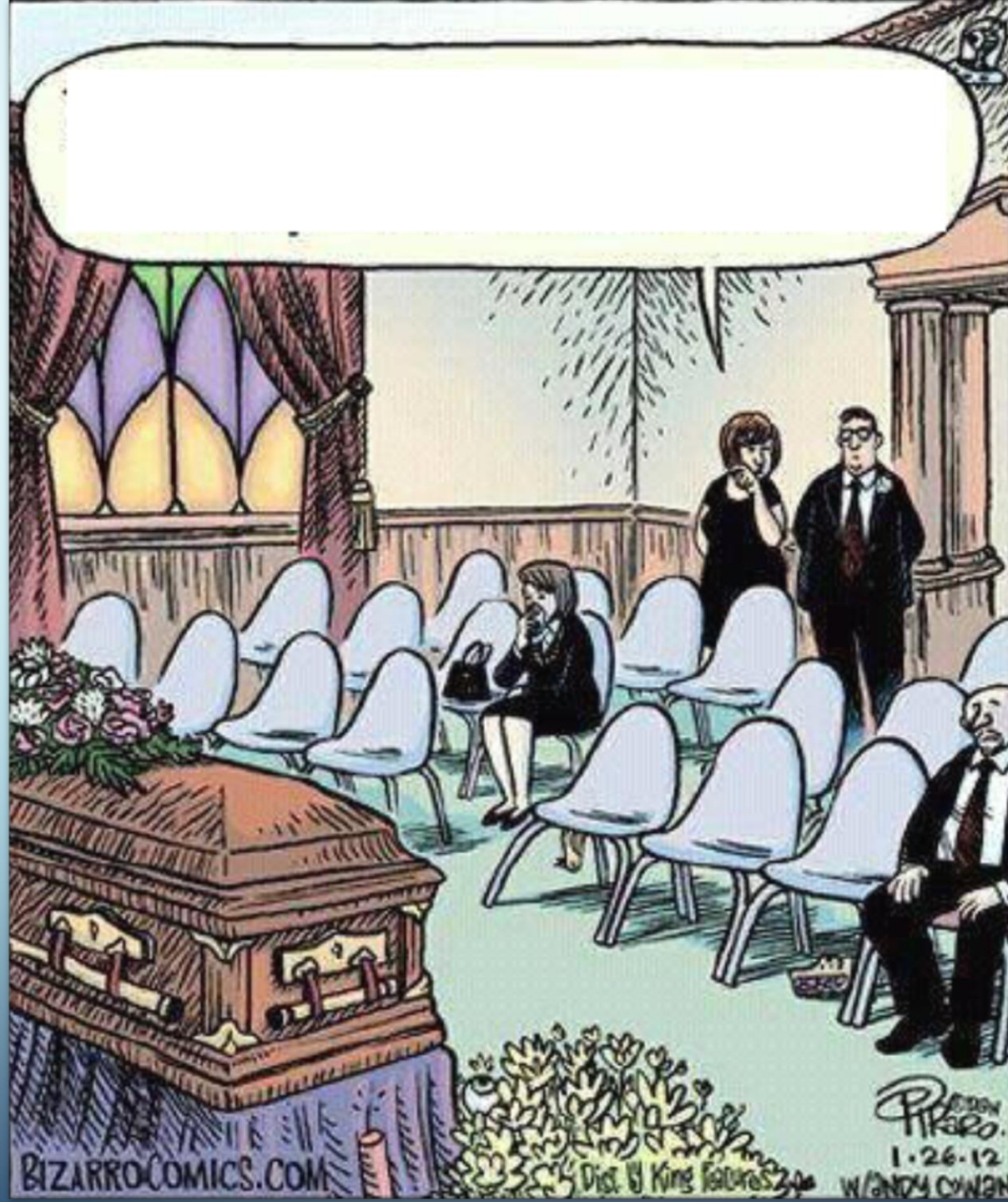
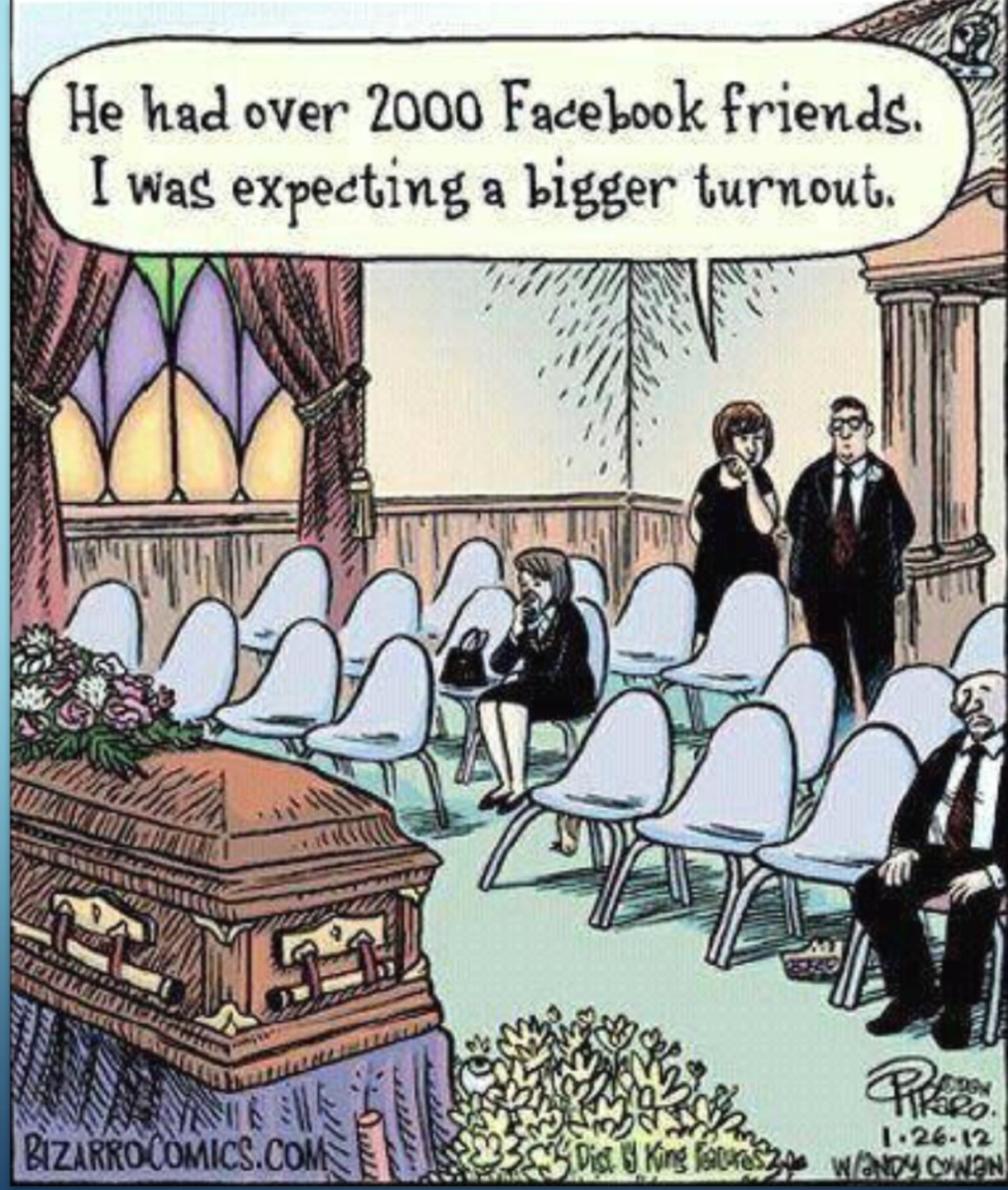


# 1.CONNECTING PEOPLE





He had over 2000 Facebook friends.  
I was expecting a bigger turnout.



The scene takes place in a church  
Only four people are attending the funeral  
The woman in the background expected to see a lot more people coming  
The cartoon deals with the opposition between your real life and your virtual one.



# ARE PHONES REALLY CONNECTING PEOPLE?





**« I forgot my phone »**



## « I FORGOT MY PHONE »

- What type of document is it?
- Who is the main character? What is she doing?
- What does the video show? What's the problem here?
- What is the message conveyed by the author?

To convey = to communicate



# YOU AND SOCIAL MEDIA

**1. Personality quiz: *Are you addicted to Facebook?***

**2. Defining social networks**

**3. What about you?**



# **Are you addicted to Facebook?**

***Do you spend hours on this social network?***  
***Could you live without it?***

**A: You're sensible.**

**You like using Facebook but you know when to stop. That gives you the time to do other things. You understand that too much time on Facebook is not good. It is important to have other hobbies.**

**B: You're addicted!**

**You spend too much time on Facebook. You speak to your friends more on the network than you do face to face! Don't spend too much time on it or you will lose your real friends.**

**C: You're not addicted.**

**You like Facebook but you do not use it very much. You prefer to speak to your friends in person rather than on Facebook. You are careful who you accept as your friend on the site.**



# Define social networks



# What about you?

- 1. What social networking sites do you use? Which one do you prefer and why?**
- 2. Look at the document 'life on planet facebook ' and compare it to your own facebook behaviour.**
- 3. Think of all the things you can do on social networking sites. Mention 5 things that are useful and 5 things that are a waste of time.**



Warm up



When you move too fast & the snapchat filter comes off





# Memorise as many details as you can in 1 mn!



# Do you Snapchat?

## Comprehension check

### Comprehension Check

Write the name of the person:  
Who ...

**1** ... wanted to delete a photo from Facebook?

**2** ... didn't finish his university course?

**3** ... doesn't want his mum to see photos of him at parties?

**4** ... took Carly's phone when she used it in class?

**5** ... removes posts and photos if they don't get any 'likes'?

**6** ... doesn't want to read lots of posts by her family?



# Do you Snapchat?

**Listen to the audio track to collect as much information as you can about this popular social media.**

**Can you get the 5 fast facts?**

**BRISTLR**



**EST. 2014**





DRAGONS' DEN

# ***A dating app for beard lovers!***



Connecting those with beards to those  
who want to stroke beards.

Create your free account today


**Do you have a beard?**

yes

no





Name	Bristlr
Category	Dating application / social network
What is the app about?	Bristlr is the world's greatest dating app to connect people into beard with those with beards!
Number of downloads	100,000+
Last update	5th February 2020
Size	9,2 m
Content rating	
In-app products	None
Permissions	18+
Developer	John Kershaw
Opinion	Funny idea, smart concept for a niche market

# YOUR FINAL TASK

- **You have created an app that is going to revolution our lives!**
- **Now you need to raise money to launch it on Appstore and Google Play Store.**
- **You need to convince potential investors!**





# ***Training task - Present your app!***

**Choose an app on your phone and do some research to present it in class. Use the grid provided to find precise information.**

**Be ready to answer these questions:**

**What is it?**

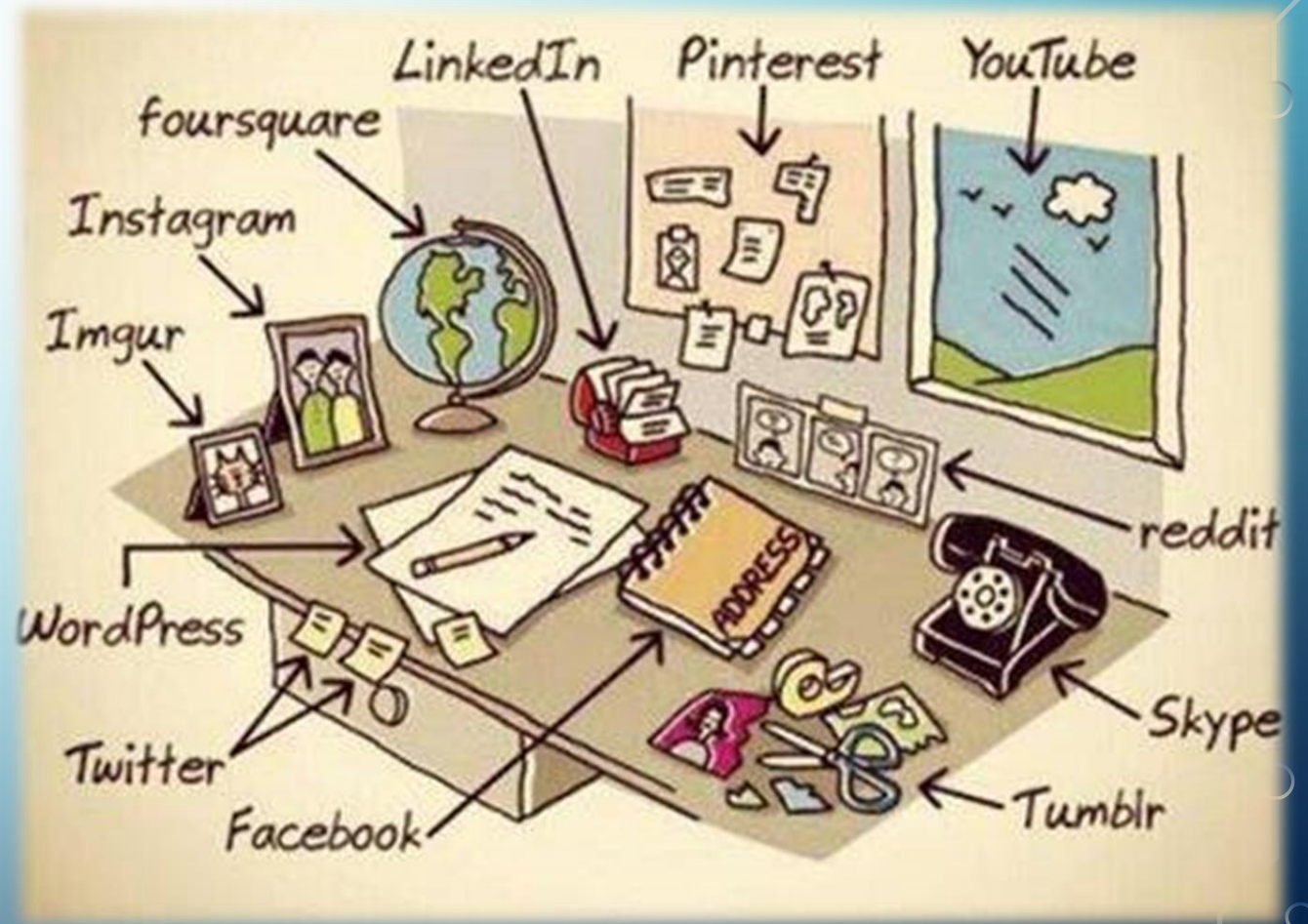
**Explain how it works**

**What can you do with it?**

**What do you think about it?**

Bristlr	
Name	Dating application / social network
Category	Bristlr is the world's greatest dating app to connect people into beard with those with beards!
What is the app about?	100, 000+
Number of downloads	February 2019
Last update	9,4 mo
Size	
Content rating	None
In-app products	18+
Permissions	
Developer	John Kershaw
Opinion	Funny and smart concept / free

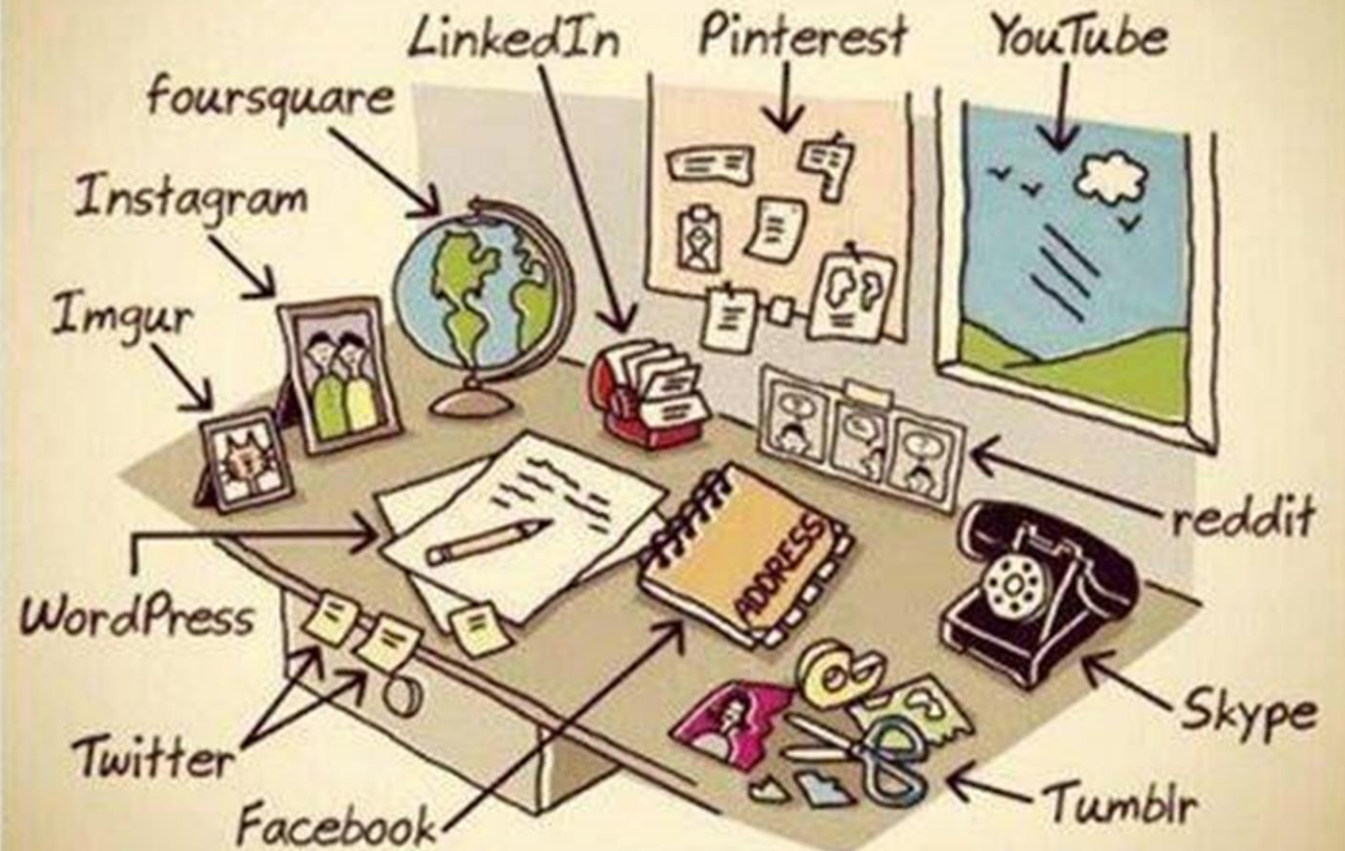
**How would you  
entitle this  
illustration?**





# ***“How Apps Sparked a Mobile Revolution”***

the world before social media...



# ***« Top 5 apps to ease you into a sustainable lifestyle and change the way you shop »***

1. CoGo
2. Good on you
3. Happy Cow
4. Sustainable Palm Oil Shopping
5. Good Guide

# ***Listening assessment***

## **"Social media etiquette at work"**

- 1. Quel genre de document est-ce ? Quel en est la source ?**
- 2. Quel est le thème du document ?**
- 3. Combien y'a-t-il de personnes ? Quels sont leurs rôles ?**
- 4. Quels réseaux sociaux sont évoqués ?**
- 5. Que font très souvent les employeurs ?**
- 6. Quels genres de publications doivent éviter les candidats ?**
- 7. Quel conseil est donné en ce qui concerne le compte sur LinkedIn ?**
- 8. Avez-vous d'autres informations supplémentaires ?**





# **YOUR FINAL TASK: POSSIBLE PLAN**

- 1) Define your app (name, objective, logo...).**
- 2) Explain how people can use it.**
- 3) Why is this a revolutionary tool that can change people's lives?**
- 4) How much money do you need for your business to grow? « *I'm here to ask for ...£/\$ in return for ...% share of my business.* »**

## *Writing assessment on an essay question*

***« Think back to the time before you had a smartphone...  
How do you feel your life has changed ? Has it always  
been for the better ? »***

### ***SUCCESS CRITERIA***

<b><i>STRUCTURE</i></b>	<b><i>VOCABULARY</i></b>	<b><i>GRAMMAR</i></b>	<b><i>ARGUMENTS</i></b>
<ul style="list-style-type: none"><li>-Introduction</li><li>-2/3 parts</li><li>-Conclusion</li><li>-(Opening)</li></ul>	<ul style="list-style-type: none"><li>-Varied words and expressions</li><li>-Specific terms</li><li>-Connectives and transitions</li></ul>	<ul style="list-style-type: none"><li>-Correct syntax</li><li>-Simple &amp; complex sentences</li><li>-Usual structures</li></ul>	<ul style="list-style-type: none"><li>-Coherent &amp; clear ideas</li><li>-Explain point of view</li><li>-Advantages &amp; disadvantages</li><li>-Personal and/or cultural references</li></ul>

# Wheel decide 1ère