

What are these?

How do you communicate with your friends? Do you use social networking sites such as Facebook, Twitter, Instagram, Vkontakte, WhatsApp, Viber?

I text my friends and I chat to my friends on Facebook.

Social networking sites allow us to see our social connections, interact with them and share music, photos and videos with them.

ENGLISH
ДВИЖ

Сайт соц. сети

Соединение

Удобный интерфейс

Опубликовать

Профиль

Имя пользователя

Персонализировать

Контакт

Искать (инф. в интернете)

Взаимодействовать

Напрямую, прямой

Расширять

Сообщество

СМИ

Способствовать

Дружный, плотный

an online service that allows people to connect with their friends

social networking site
connection
user-friendly interface

a collection of personal information relating to one person online

easy to use system of interaction

post

profile

a person who writes a web log

login name

personalise

to make sth more personal

to put sth on the Internet

contact

browse

interact

to look through, search

a username

relationship

straightforward

expand

very close

to communicate

community

media

simple and easy to understand

to make bigger

blogger

trend

images, photos, films, videos etc

fashion

independent

promote

tight-knit

freestanding, separate

a person you know

a group of people who are similar in some way or share similar interests

to encourage the popularity of sth to spread/ increase

How do social networking sites work? Listen, read and repeat.

Do you use Facebook, MySpace, Twitter, Friendster or LinkedIn? If so, then you are part of a social network. Social networking sites allow us to see our social connections. We can see our friends and their friends through pictures and links in a user-friendly interface.

When you create a profile on a social networking site, you open up a huge range of possible social connections. You can look up old friends, make new friends and share music, photos and videos with them. You can also join groups based on your interests or hobbies, favourite TV shows or music. Setting up a social networking account is simple. You just create and post a personal profile. For this you need a login name, password and an email account. Then you add some personal information such as name, age, sex, location, interests, etc. You can also add a photo of yourself. You can personalise your profile and share as much information about yourself as you want. You can also control who sees your profile. For example, you can make sure that you only allow the friends that you have added to your

Social Networks

How do they work?



network to see it. The next step is to search the network for your contacts, browse for new ones and add them to your network. You can invite offline friends to join by email or search for friends who are already signed up by name, school, or workplace. Then you can search your friends' connections for anyone else you'd like to add to your network. Different social networking sites allow people to interact in different ways. There are straightforward sites that allow you to expand your personal community such as Facebook. Then there are ones that involve media sharing, such as YouTube, where members upload and look at other people's pictures and videos. There are also ones that specialise in sharing music, such as Last.fm, and finally, ones that allow bloggers to form online communities, such as Livejournal. The latest trend in social networking is to create your own independent social network. Companies do this to promote their brand and individuals can do it to create a very tight-knit community.

Answer the questions.

- 1 What is the purpose of social networking sites?
- 2 What kinds of things can you do when you create a profile?
- 3 How do you set up a social networking account?
- 4 How can you personalise your profile?
- 5 How do you build up your list of friends?
- 6 What different kinds of social network sites are there?
- 7 Why are some companies creating their own social networks?

1 To see our friends and interact with them through a user-friendly interface.

2 You can look up old friends, make new friends and share music, photos and videos with them. You can also join groups based on your interests or hobbies, favourite TV shows or music.

3 Just create and post a personal profile.

4 You can add as much personal information as you want e.g. name, age, sex, location, interests, etc.

5 Search the network for your friends, invite offline friends to join, search your friends' connections for anyone else you'd like to add.

3. Why do you think social networks have become so popular? In three minutes write a few sentences. Tell another group or the class.

4. In small groups, find out more information about a social network e.g. Twitter. Present your information to the class.

Twitter is a social networking and microblogging site. Users can send and read messages called 'tweets'. These messages cannot be longer than 140 characters and they are public. Members can follow each other without being friends or knowing the person personally, so it is a great way for fans to follow their favourite celebrities and a good way for people to promote themselves or their brand. The service is free and has 190 million users.

Social networking is what we do on websites like Facebook and Twitter. We connect with our friends and other people who may share the same interests. All you have to do is create a profile and personalise it and then browse the network for your contacts. It's quite straightforward and it's a great way to expand your community.

I think social networks have become so popular because computers and technology have become a major part of our everyday life. Many young people these days spend a lot of time online and so it makes sense that they would interact with their friends online too to talk about and share videos, website and music that they have found on the Internet.

Language in Use

Поддаваться, купиться на что-либо

Выпадать, ссориться

Терпеть неудачу, провалиться

Удрать, сбежать

садиться/выходить (о транс. средствах)

Ладить с кем-либо

Дозвониться

Раздавать

Источать

Сдаваться, бросать

1 I know you've already read the book, so don't give up/away the ending!

2 Emma tried to call the theatre, but she couldn't get on/through.

3 We got off/on the bus at the driver.

4 John's plans to travel around fell out/through at the last minute.

5 Mary gets away/along with the group.

6 The fire gave up/off a lot of smoke.

fall for: become attracted to

fall out: argue and stop being friends

fall through: not happen (plans)

get away: escape

get on/off: enter/leave a bus/train

get along with sb: have a friendly relationship

get through: reach by phone

give away: make known, give free of charge

give off/out: produce (smell, gas)

give up: stop a bad habit

NB!

Choose the correct preposition.

- 1 Harry dreamed **of/up** travelling the world.
- 2 The museum is popular **for/with** tourists.
- 3 Peter went **in/on** a business trip to China.
- 4 I want to share my experiences **with/in** you.
- 5 He left the room **in/at** a hurry.
- 6 We went **to/on** a guided tour of the museum.
- 7 The actors all went **on/in** stage **in/with** their bright costumes for the finale.
- 8 The search results appear **on/in** the screen instantly.

3 Fill in the correct word derived from the word in brackets.

Word Formation – Abstract nouns from verbs

We use these endings to form nouns from verbs:

-ance (*annoy – annoyance*), **-(t)ion** (*act – action*),
-ment (*enjoy – enjoyment*) and **-al** (*refuse – refusal*).

- 1 The volcanic **eruption** at the end of the film was amazing in 3D. (ERUPT)
- 2 The lead actress made a personal **appearance** to promote the new film. (APPEAR)
- 3 Jack went to see the band's **arrival** at the airport. (ARRIVE)

- 4 What time does the **performance** start this evening? (PERFORM)
- 5 The **advertisement** says the rock concert starts at 7:30. (ADVERTISE)
- 6 The Sydney Opera house is Sydney's most popular tourist **attraction** (ATTRACT)

Collocations

4 Fill in: *spicy, grab, classic, search, officially, lead, bright, social, play, blow*.

1 search engine

2 social network

3 lead singer

4 bright colours

5 spicy food

6 classic novel

7 play by ear

8 officially became

9 blow strongly

10 grab the attention

1 ★ Choose the correct word.

- 1 Users can **personalise**/build their profile by adding a photo of themselves.
- 2 Before you can connect with others online you must **create**/do an profile.
- 3 Emma wants to **browse**/post for new contacts on Facebook.
- 4 You can **share**/lend information about yourself on MySpace.
- 5 Companies can **promote**/help their brands on social networking sites.

2

★ Choose the correct particle.

- 1 Don't give up/~~away~~ your personal information online.
- 2 Sarah tried calling customer service, but couldn't get on/~~through~~.
- 3 Their holiday plans fell out/~~through~~ on account of the stormy weather.
- 4 Tom gets away/~~along~~ with everyone because he is so understanding.
- 5 He must give ~~up~~/~~away~~ smoking; it's bad for his health.
- 6 Jill fell into/~~out~~ with Bob and now they aren't speaking.

3 ★ Fill in the correct word derived from the word in brackets.

- 1 Many people use the Internet to search for employment opportunities. (EMPLOY)
- 2 Spending hours online can be harmful due to the lack of personal interaction (INTERACT)
- 3 For hours of amusement, try this new computer game. (AMUSE)
- 4 Membership renewal is quick and easy online. (RENEW)
- 5 Peter's parents set up a website to inform people about the disappearance of their son. (DISAPPEAR)