

THEME 10 TELEVISION AND SOCIAL MEDIA LISTENING SKILL (UPLIFT)

A. Listen to the audio and tick (✓) the following topics that are mentioned in the audio. (Tapescript 10.2)

- ___ world population
- ___ the number of social media users in the world
- ___ the names of the popular social media platforms
- ___ the age of most social media users
- ___ the gender of most Internet users
- ___ the reasons to use social media
- ___ the number of people getting news from social media
- ___ the number of people getting news from TV

B. Listen to the audio again and answer the following questions. (Tapescript 10.2)

1. How many people use social media worldwide?
2. Who uses social media the most?
3. What are their reasons for using social media?
4. How has social media changed the way people access the news?
5. Who prefers getting news from TV?

Tapescript 10.2

Presenter: Welcome to I need answers! live show. Alan Simpson will be with us today. We're going to talk about social media. I don't think we know much about what exactly it is. Let me start with a basic question: what is social media?

Alan: Well, social media is a new form of media, and it uses technology. Emails, messaging apps, blogs, online games, and social networking sites are some common forms of social media. Social networking is the most popular form of social media.

Presenter: Sorry to interrupt, but may I ask a quick question?

Alan: Of course, go ahead.

Presenter: What makes social media different from traditional media?

Alan: Interactivity, I think. Social media allows people to interact in many ways and communicate freely. The other advantage is that they can seek information from several sources.

Presenter: So, the last question is: why do people use social media platforms?

Alan: Er, the top reasons are communicating with friends and family and staying up to date with news and current events.

Presenter: Thanks for joining us, Alan. Well, that's the end of our live hour. Thanks so much for watching.