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## TWITTER

<http://www.BusinessEnglishMaterials.com/twitter.html>



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## THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/twitter.html>

Twitter is one of the most popular social networking and micro-blogging services in the world. It allows account users to send 140-character updates on anything they choose, and for people to follow different users. It was created in 2006 by Jack Dorsey and now has more than 100 million users. Dorsey describes the word "twitter" as being "just perfect". He said it means "a short burst of inconsequential information... and that's exactly what the product was." Twitter is used to keep in contact with friends, to network and keep up-to-date professionally, and as a source of world news. One analyst described 41% of twitter messages as being "pointless babble". Twitter is one of the 50-highest-ranked websites and is rising steadily. It has enormous growth and revenue potential.





## WARM UPS

From: <http://www.businessenglishmaterials.com/twitter.html>

**1. BRAINSTORM CHAT:** Write all the words you can think of about Twitter on the board or on a piece of paper. Talk about these words with your partner(s).

**2. TWITTER MORNING:** Each student pretends to be an employee of Twitter. They walk around the class and talk about the company and their job.

**3. RUMOURS:** Each student writes down a pretend rumour about Twitter. They then walk around the class and talk to other students about their rumour.

**4. GOOD AND BAD:** Brainstorm good and bad things about Twitter and write them on the board. Students talk about these in pairs.

**5. TRUE OR FALSE:** Students find out several facts about Twitter. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.

**6. FACTS:** In groups, students write down as many facts as they can about Twitter. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





## LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/twitter.html>

Twitter is one of the most \_\_\_\_\_ and micro-blogging services in the world. It allows account users to send \_\_\_\_\_ on anything they choose, and for people \_\_\_\_\_.

It was created in 2006 by Jack Dorsey and now has more than 100 million users. Dorsey describes the word "twitter" as being "just perfect". He said it means "a short burst of \_\_\_\_\_ ... and that's \_\_\_\_\_ was." Twitter is used to keep in contact with friends, to network and keep up-to-date professionally, \_\_\_\_\_ world news.

\_\_\_\_\_ 41% of twitter messages as being "pointless babble". Twitter is one of the 50-highest-ranked websites and is rising steadily. It has enormous growth \_\_\_\_\_.





## CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/twitter.html>

Twitter is one of the most popular social networking and micro-oggbilng services in the world. It allows account users to send 140-character tusaepd on anything they choose, and for people to follow nfefdrite users. It was created in 2006 by Jack Dorsey and now has more than 100 million users. Dorsey dseibrces the word "twitter" as being "just teepcrf". He said it means "a short srtbu of inconsequential information... and that's exactly what the product was." Twitter is used to keep in nottcac with friends, to network and keep up-to-date professionally, and as a source of world news. One Itaanys described 41% of twitter messages as being "nsitopesl babble". Twitter is one of the 50-highest-ranked websites and is rising steadily. It has seoomunr growth and revenue potential.





# UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/twitter.html>

Twitter of one is networking social popular most the and  
micro-blogging services in the world. It allows account  
send to users on updates character - 140 anything they  
choose, users for to different and people follow. It was  
created in 2006 by Jack Dorsey and now has more than  
100 million users. word describes as the Dorsey "twitter"  
being "just perfect". He said it means "a short burst of  
inconsequential information... and that's exactly what the  
product was." Twitter with contact in keep to used is  
friends, and network up-to-date keep to professionally,  
and as a source of world news. One analyst described  
twitter "pointless messages 41 as % being of babble".  
Twitter is one of the 50-highest-ranked websites and is  
rising steadily. has It revenue and growth enormous  
potential.





## INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/twitter.html>

Tw\_tt\_r \_s \_n\_ \_f th\_ m\_st p\_p\_l\_r s\_c\_\_l  
n\_tw\_rk\_ng \_nd m\_cr\_-bl\_gg\_ng s\_rv\_c\_s \_n th\_  
w\_rld. \_t \_ll\_ws \_cc\_\_nt \_s\_rs t\_ s\_nd 140-  
ch\_r\_ct\_r \_pd\_t\_s \_n \_nyth\_ng th\_y ch\_\_s\_, \_nd  
f\_r p\_\_pl\_ t\_ f\_ll\_w d\_ff\_r\_nt \_s\_rs. \_t w\_s  
cr\_\_t\_d \_n 2006 by J\_ck D\_rs\_y \_nd n\_w h\_s  
m\_r\_ th\_n 100 m\_ll\_\_n \_s\_rs. D\_rs\_y d\_scr\_b\_s  
th\_ w\_rld "tw\_tt\_r" \_s b\_\_ng "j\_st p\_rf\_ct". H\_  
s\_\_d \_t m\_\_ns "\_ sh\_rt b\_rst \_f \_nc\_ns q\_\_nt\_\_l  
\_inf\_rm\_t\_\_n... \_nd th\_t's \_x\_ctly wh\_t th\_  
pr\_d\_ct w\_s." Tw\_tt\_r \_s \_s\_d t\_ k\_\_p \_n c\_nt\_ct  
w\_th fr\_\_nds, t\_ n\_tw\_rk \_nd k\_\_p \_p-t\_-d\_t\_  
pr\_f\_ss\_\_n\_lly, \_nd \_s \_s\_\_rc\_ \_f w\_rld n\_ws.  
\_n\_ \_n\_lyst d\_scr\_b\_d 41% \_f tw\_tt\_r m\_ss\_g\_s  
\_s b\_\_ng "p\_\_ntl\_ss b\_bbl\_". Tw\_tt\_r \_s \_n\_ \_f  
th\_ 50-h\_gh\_st-r\_nk\_d w\_bs\_t\_s \_nd \_s r\_s\_ng  
st\_\_d\_ly. \_t h\_s \_n\_rm\_\_s gr\_wth \_nd r\_v\_n\_\_  
p\_t\_nt\_\_l.





## PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/twitter.html>

twitter is one of the most popular social networking and micro-blogging services in the world it allows account users to send 140-character updates on anything they choose and for people to follow different users it was created in 2006 by jack dorsey and now has more than 100 million users dorsey describes the word "twitter" as being "just perfect" he said it means "a short burst of inconsequential information... and that's exactly what the product was" twitter is used to keep in contact with friends to network and keep up-to-date professionally and as a source of world news one analyst described 41% of twitter messages as being "pointless babble" twitter is one of the 50-highest-ranked websites and is rising steadily it has enormous growth and revenue potential







## CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/twitter.html>

Twitter ..... (be) one of the most popular social networking and micro-blogging services in the world. It ..... (allow) account users to ..... (send) 140-character updates on anything they ..... (choose), and for people to ..... (follow) different users. It was ..... (create) in 2006 by Jack Dorsey and now has more than 100 million users. Dorsey ..... (describe) the word "twitter" as being "just perfect". He said it ..... (mean) "a short burst of inconsequential information... and that's exactly what the product ..... (be)." Twitter is ..... (use) to keep in contact with friends, to network and ..... (keep) up-to-date professionally, and as a source of world news. One analyst ..... (describe) 41% of twitter messages as being "pointless babble". Twitter ..... (be) one of the 50-highest-ranked websites and is ..... (rise) steadily. It ..... (have) enormous growth and revenue potential.







## CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/twitter.html>

Twitter is one of the most popular social networking and \_\_\_\_\_-blogging services in the world. It allows account \_\_\_\_\_ to send 140-character updates on anything they choose, and for people to follow \_\_\_\_\_ users. It was created in 2006 by Jack Dorsey and now has more than 100 million users. Dorsey \_\_\_\_\_ the word "twitter" as being "just \_\_\_\_\_". He said it means "a short burst of inconsequential information... and that's \_\_\_\_\_ what the product was." Twitter is used to keep in contact with friends, to network and keep up-to-\_\_\_\_\_ professionally, and as a source of world news. One \_\_\_\_\_ described 41% of twitter messages as being "pointless \_\_\_\_\_". Twitter is one of the 50-highest-ranked websites and is rising steadily. It has enormous growth and revenue \_\_\_\_\_.

- perfect*
- users date*
- babble*
- micro*
- potential*
- describes*
- different*
- analyst*
- exactly*





# PROJECT TWITTER

From: <http://www.businessenglishmaterials.com/twitter.html>

**Part 1.** Your mission is to increase the profits and sales of Twitter. Complete this table with your project partner(s):

<b>Main products</b>			
<b>How to improve them</b>			
<b>A brand new 'killer' product</b>			
<b>How Twitter is better than the competition</b>			
<b>How to beat the competition</b>			

**Part 2.** Change partners and look at their project. Suggest improvements. Ask for advice on your project:

**Part 3.** Make a presentation on your project. Give it to the class. Vote the best projects.





# TWITTER – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/twitter.html>

## **Role A – Twitter CEO**

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

## **Role B – Twitter worker**

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

## **Role C – Twitter user**

You are a user of Twitter. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on privacy. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

## **Role D – A journalist**

You keep hearing bad things about Twitter. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





## TWITTER – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/twitter.html>

### **Role A – Twitter New Services Director**

You have created a new service for Twitter. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a service that will bring great things to Twitter.

### **Role B – Twitter Marketing Director**

You think the company's new service is a really bad idea. It will give your company a really bad name. You think the New Services Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

### **Role C – Twitter Market Researcher**

You have interviewed thousands of people about the new service. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Services Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

### **Role D – Twitter Shareholder**

You know a lot about Twitter's new service. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new service should not go on the market.





## JOB INTERVIEW ROLE PLAY

**INTERVIEWER** (Write the questions you want to ask the candidate.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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## JOB INTERVIEW ROLE PLAY

**INTERVIEWEE** (Write questions you want to ask the interviewer.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_





## **DISCUSSION (Write your own questions)**

### **STUDENT A's QUESTIONS (Do not show these to student B)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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## **DISCUSSION (Write your own questions)**

### **STUDENT B's QUESTIONS (Do not show these to student A)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_







# TWITTER SURVEY

From: <http://www.businessenglishmaterials.com/twitter.html>

Write five GOOD questions about Twitter in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.











## HOMEWORK

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about Twitter. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Twitter. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. TWITTER POSTER** Make a poster about Twitter. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY TWITTER LESSON:** Make your own English lesson on Twitter. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Twitter. Share your findings with the class.

