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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 ltaanys described 41% of twitter messages as being "nsitopesl babble". Twitter is one of the 50-highest-ranked websites and is rising steadily. It has seomunr 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):

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

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.





HOMWORK

- 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.

