

Upper-intermediate

GLOBAL GATE

— Video-based Four Skills Training —

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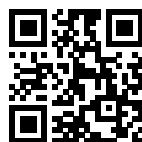
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Global Gate Upper-intermediate

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LEARNING OVERVIEW

UNIT
1

The Social Media Challenge



In this unit, you will learn to ...

- focus on the key vocabulary to understand the main idea of the unit.
- identify the meaning of words in context and key terms relating to social media.
- understand the basic functions and usage of the passive voice.
- express your opinions based on information in the tasks and activities.

Warming Up

Choose or write your own answers to the following questions. Then ask your partner the questions.

1. How many hours a day do you usually use your smartphone?
☐ 1-2 hours ☐ 5-6 hours
☐ 3-4 hours ☐ Other ()
2. What kind of social media do you use?
☐ LINE ☐ Instagram
☐ Facebook ☐ Other ()
3. Which do you watch more often, TV or YouTube? What are your reasons?

Watching

Watch the video and write a brief outline in approximately five sentences.

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In this unit, you will learn to ...

An overview of the unit helps students focus on learning outcomes.

Warming Up

Activates students' background knowledge of the topic.

Watching

Presents a video for students to watch and then outline in a few sentences.

Vocabulary

Teaches collocations, idioms, and useful expressions from the video.

Tips on Listening and Speaking

Presents useful information for listening and speaking.

Vocabulary

1-03

A Choose the most appropriate word from the box to complete the phrases. Change the word form if necessary.

- | | |
|---|---|
| 1. • do many house _____ | 2. • have to be _____ |
| • finish a routine _____ | • provide an _____ opinion |
| • split some _____ | • make an _____ effort |
| 3. • _____ the importance of teamwork | 4. • create _____ designs |
| • _____ that understanding people's feelings is difficult | • learn how to do _____ from the art teacher |
| • _____ how much time I should spend on the assignment | • decorate the dress with many _____ of flowers |
| 5. • _____ smoking in public areas | |
| • _____ students from using smartphones in class | |
| • be _____ to drink alcohol | |

realize forbid chore embroidery honest

B Choose the most appropriate meaning of the underlined expressions.

- | | |
|---|--|
| 1. I don't like this movie. It's <u>kind of</u> boring. | 2. This picture is funny <u>in a way</u> . |
| a. sort of | a. in a minute |
| b. some of | b. in a sense |
| c. type of | c. in a line |
| d. most of | d. in a hurry |

Listening Comprehension

1-02

A Watch the video and choose the correct answers to the following questions.

- | | |
|-----------------------|--|
| 1. Where is Mon from? | 2. At the beginning of the social media challenge, |
| a. Canada | _____ |
| b. Sweden | a. Mon really wanted to use Instagram |
| c. Norway | b. Mon climbed a big mountain with her friend |
| d. Portugal | c. Mon found herself very stressed |
| | d. Mon felt no need for social media |

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Unit 1 | The Social Media Challenge

3. When Mon searched for some recipes on Google, _____.

- a. she didn't find any good ones
- b. she couldn't decide which one to cook
- c. she stopped visiting the link she clicked
- d. she thought the video on YouTube was funny

B Answer the following questions.

1. What does Mon think she misses about social media?
2. Where does Mon's sister live?

Tips on Listening and Speaking

1-04

Linking Similar Sounds

When the final sound of one word is similar to the initial sound of the next word, the two sounds are not pronounced separately but linked.

1. Due to limited time, we can only visit two museums today.
2. I'm learning how to play the electric guitar.

Dictation

1-05

Listen to the sentences and fill in the blanks.

1. We just _____.
2. It's kind of, like, funny _____ and it's true, like, I use YouTube a lot to cook meals and watch, like videos on how to bake something.
3. I hope _____ and I hope you have a wonderful week, with or without social media.



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Listening Comprehension

Presents various review questions for students to check comprehension.

Dictation

Teaches sound features related to Tips on Listening and Speaking as well as content words from the video.

Retelling

Presents parts of the video for students to watch and retell in their own words.

Retelling 🎥

Watch the video again and tell the story of each scene to your partner. You can use the keywords given next to each picture.

e.g.



What Mon decided not to do for a week

Keywords
social media, touch, see

Model

Mon decided not to use social media for a week. Her rule was that she couldn't touch or see anything related to social media.

1.



What Mon usually does with Instagram

Keywords
inspiration, post, share

2.



Mon's feelings on the last day

Keywords
integrate, spend, check

Discussion

Q: Do you think you can stop using all social media for a week? Discuss your ideas with your partner.

Your ideas	Your partner's ideas

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Grammar

Presents a thorough explanation of the grammar point of the unit.

Unit 1 | The Social Media Challenge

Grammar

Passive Voice

Passive voice, not active voice, is used, for example, when we want to (1) emphasize the receiver of the action, (2) focus on the action, or (3) imply that the agent is unknown, or is not important.

(1) The teacher **is liked** by every student.
The speaker wants to emphasize who every student likes, rather than who likes the teacher.

(2) The decision **was made** to start a new business.
The speaker wants to emphasize the action itself, rather than who took the action.

(3) The window **was broken** yesterday.
The speaker probably doesn't know who broke the window.

Grammar Exercise

Unscramble the following words and complete the sentences.

- (a group of / the novel / translated / by / experts / was) who have sufficient background knowledge about it.
- (conducted / by / the use / smartphones / of / was / the survey / about) the Ministry of Education.
- Last week (near / some trees / cut down / were / Ben's house) very suddenly.
- It is said that (established / new / within / will / be / a / university) three years in the city.
- Many researchers agree that (to / efforts / stabilize / more / made / be / should) the economy.
- Although (many years / was / ago / the song / released), it remains very popular among all generations.

Discussion

Presents a topic-related question to enhance students' critical thinking skills.

Grammar Exercise

Enhances students' grammar ability through a word-order exercise.

Vocabulary Check

Teaches useful vocabulary from the Reading.

Reading

Features an interesting article related to the topic of the video.

Unit 1 | The Social Media Challenge

Reading

Vocabulary Check

Fill in the blanks with the words given in the box. Change the word form if necessary.

- The _____ of this custom in the village remains unknown.
- The new model of the car has several improvements over its _____.
- The event organized by the city succeeded in _____ many people.
- Using online meeting services has become a global _____.
- I would like to _____ more knowledge about education.

attract origin phenomenon gain predecessor

Reading Comprehension

Answer the following questions.

- What do the two co-founders have in common?
- Why did Burbn fail to be popular?
- What did the two co-founders notice through their data analysis?
- When did the number of users reach one million?

Instagram

Instagram is currently one of the most popular social media platforms in the world. There is almost no one who doesn't know the name of this app, but do you know its origin and history? It originated from the creative idea of two young people, and their path to huge success was a long one.

The original app was created in 2009 by Kevin Systrom and Mike Krieger. Both of them graduated from Stanford University and interned at Odeo, the predecessor of Twitter. Their success began in a co-working space, where they were working on the development of a new app. Initially, the app they invented was not called Instagram, but "Burbn." It was designed as a check-in app that allowed users to share their locations and post pictures taken there. However, the app failed to attract users, probably because there was another app that had a similar feature. By analyzing data on the user trends, Kevin and Mike noticed one particular pattern: many of the users posted only their pictures without checking in. They thought the picture filters had something to do with that phenomenon, and therefore decided to focus solely on photos.

Kevin and Mike worked as fast as they could on developing the app. Only eight weeks after they started, at 12:15 a.m. on October 6 in 2010, the new version of the app was launched on the iOS platform. Kevin and Mike renamed the app Instagram, a made-up word combining "instant camera" and "telegram." Instagram rapidly gained popularity, which the founders had not expected. Within a few minutes of its release, the app started to be downloaded by people around the world. It took only a couple of hours for the app to gain more than 10,000 users. By the middle of December that year, the number of registered users increased to one million.

One of the reasons for the app's success may be that it focuses on offering one incredible service, rather than on providing multiple services. Although this kind of decision is occasionally difficult to make, it resulted in the app having over one billion active users today.

Reading Comprehension

Presents open-ended questions for students to check comprehension.

LEARNING OVERVIEW

Writing

A Write about your thoughts on sharing aspects of your personal life on social media in 70-80 words, considering the following points.

- ☐ Do you think it is a good idea to share aspects of your personal life on social media?
- ☐ What are the pros of sharing aspects of your personal life on social media?
- ☐ What are the cons of sharing aspects of your personal life on social media?

Useful Expressions

I believe that sharing aspects of my personal life on social media is ...
One of the advantages/disadvantages of sharing aspects of my personal life on social media is ...
Sharing my pictures with others may be nice because ...
Sharing what I'm thinking may be important because ...
It is sometimes dangerous for us to share ...

Useful Vocabulary

interact with followers check reactions of other people receive comments from friends
post some photos from my trip be concerned about privacy

B Make pairs and share your ideas with your partner. Write down what your partner has shared with you.

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Writing

Presents useful points to organize students' ideas or opinions and boost their writing abilities.

Useful Expressions for Discussions

Presents useful expressions for each discussion exercise.

Useful Expressions for Discussions

Reacting

- ☐ I see your point.
- ☐ I find that quite interesting [amazing / outstanding / intriguing].
- ☐ That's a good [great / key / fundamental] idea.
- ☐ Really? I didn't know [wasn't aware of] that.
- ☐ Could you please elaborate?
- ☐ I'm intrigued. Tell me more.

Giving your opinion

- ☐ In my opinion [In my view / From my perspective], ...
- ☐ I think [believe / feel / suppose] ...
- ☐ My opinion [idea / stance / belief] is that ...
- ☐ I'd like to say [express] that ...
- ☐ As far as I can see, ...

Giving yourself time to think

- ☐ Let me take a moment to think.
- ☐ That's an interesting question that requires some thought.
- ☐ I've never considered that before.

Asking for clarification

- ☐ Could you kindly repeat that?
- ☐ Would you mind speaking a bit slower?
- ☐ Could you rephrase that, please?
- ☐ Can you simplify your explanation?
- ☐ Could you clarify what you meant by ...

Agreeing

- ☐ I totally [entirely / completely / strongly] agree with you.
- ☐ I agree with your idea [opinion / thought / suggestion / proposal].
- ☐ I'm in complete agreement.
- ☐ I see no objections to that.
- ☐ That certainly makes sense to me.
- ☐ I'm with you on this.

Disagreeing politely

- ☐ I appreciate your point, but I think ...
- ☐ I understand your perspective, but in my view, ...
- ☐ It's an interesting viewpoint, but I have a different perspective.
- ☐ While that may be true, I would argue that ...

Showing importance

- ☐ A is important [crucial / significant / essential], because ...
- ☐ One crucial factor to consider is ...
- ☐ The key focus here is ...
- ☐ We must prioritize [put priority on] ... because ...

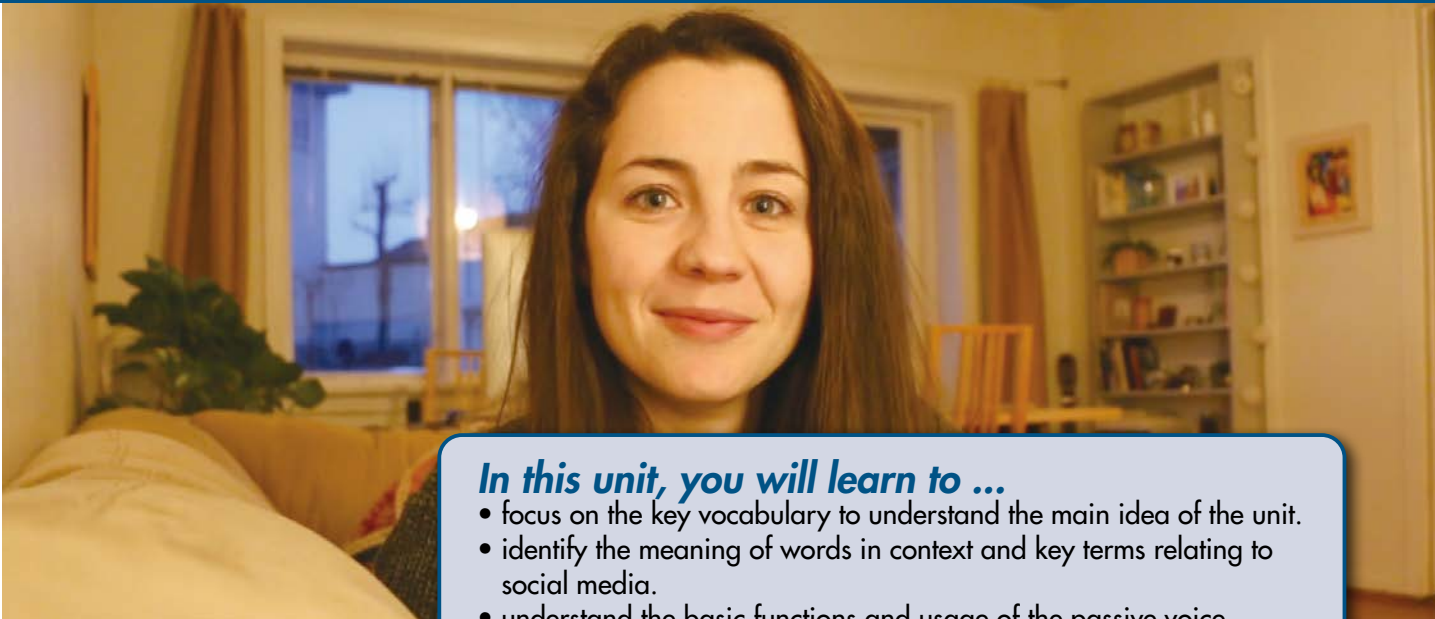
Focusing on one topic

- ☐ On this particular issue [matter / topic / aspect / case / point], ...
- ☐ When it comes to this specific point, ...
- ☐ Regarding this matter, ...

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The Social Media Challenge



In this unit, you will learn to ...

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- understand the basic functions and usage of the passive voice.
- express your opinions based on information in the tasks and activities.

Warming Up

Choose or write your own answers to the following questions. Then ask your partner the questions.

1. How many hours a day do you usually use your smartphone?

☐ 1-2 hours

☐ 5-6 hours

☐ 3-4 hours

☐ Other ()

2. What kind of social media do you use?

☐ LINE

☐ Instagram

☐ Facebook

☐ Other ()

3. Which do you watch more often, TV or YouTube? What are your reasons?

Watching

WEB動画 DVD CD 1-02

Watch the video and write a brief outline in approximately five sentences.

Vocabulary

1-03

A Choose the most appropriate word from the box to complete the phrases. Change the word form if necessary.

1. • do many house _____
• finish a routine _____
• split some _____
2. • have to be _____
• provide an _____ opinion
• make an _____ effort
3. • _____ the importance of teamwork
• _____ that understanding people's feelings is difficult
• _____ how much time I should spend on the assignment
4. • create _____ designs
• learn how to do _____ from the art teacher
• decorate the dress with many _____ of flowers
5. • _____ smoking in public areas
• _____ students from using smartphones in class
• be _____ to drink alcohol

realize forbid chore embroidery honest

B Choose the most appropriate meaning of the underlined expressions.

1. I don't like this movie. It's kind of boring.
a. sort of
b. some of
c. type of
d. most of
2. This picture is funny in a way.
a. in a minute
b. in a sense
c. in a line
d. in a hurry

Listening Comprehension

WEB 動画 DVD CD 1-02

A Watch the video and choose the correct answers to the following questions.

1. Where is Mon from?
a. Canada
b. Sweden
c. Norway
d. Portugal
2. At the beginning of the social media challenge, _____.
a. Mon really wanted to use Instagram
b. Mon climbed a big mountain with her friend
c. Mon found herself very stressed
d. Mon felt no need for social media

3. When Mon searched for some recipes on Google, _____.
 a. she didn't find any good ones
 b. she couldn't decide which one to cook
 c. she stopped visiting the link she clicked
 d. she thought the video on YouTube was funny

B Answer the following questions.

1. What does Mon think she misses about social media?

2. Where does Mon's sister live?

Tips on Listening and Speaking

 1-04

Linking Similar Sounds

When the final sound of one word is similar to the initial sound of the next word, the two sounds are not pronounced separately but linked.

1. Due to limited time, we can only visit two museums today.
2. I'm learning how to play the electric guitar.

Dictation

 1-05

Listen to the sentences and fill in the blanks.

1. We just _____.
2. It's kind of, like, funny _____ and it's true, like, I use YouTube a lot to cook meals and watch, like videos on how to bake something.
3. I hope _____ and I hope you have a wonderful week, with or without social media.



Retelling



Watch the video again and tell the story of each scene to your partner. You can use the keywords given next to each picture.

e.g.



What Mon decided not to do for a week

Keywords

social media, touch, see

Model

Mon decided not to use social media for a week. Her rule was that she couldn't touch or see anything related to social media.

1.



What Mon sometimes does with Instagram

Keywords

inspiration, post, share

2.



Mon's feelings on the last day

Keywords

integrate, spend, check

Discussion

Q: Do you think you can stop using all social media for a week? Discuss your ideas with your partner.

Your ideas

Your partner's ideas

Grammar

Passive Voice

Passive voice, not active voice, is used, for example, when we want to (1) emphasize the receiver of the action, (2) focus on the action, or (3) imply that the agent is unknown, or is not important.

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The speaker wants to emphasize who every student likes, rather than who likes the teacher.

- (2) The decision **was made** to start a new business.

The speaker wants to emphasize the action itself, rather than who took the action.

- (3) The window **was broken** yesterday.

The speaker probably doesn't know who broke the window.

Grammar Exercise

Unscramble the following words and complete the sentences.

1. (a group of / the novel / translated / by / experts / was) who have sufficient background knowledge about it.

2. (conducted / by / the use / smartphones / of / was / the survey / about) the Ministry of Education.

3. Last week (near / some trees / cut down / were / Ben's house) very suddenly.

4. It is said that (established / new / within / will / be / a / university) three years in the city.

5. Many researchers agree that (to / efforts / stabilize / more / made / be / should) the economy.

6. Although (many years / was / ago / the song / released), it remains very popular among all generations.



1-06

Instagram is currently one of the most popular social media platforms in the world. There is almost no one who doesn't know the name of this app, but do you know its origin and history? It originated from the creative idea of two young people, and their path to huge success was a long one.

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Initially, the app they invented was not called Instagram, but "Burbn." It was designed as a check-in app that allowed users to share their locations and post pictures taken there. However, 10 the app failed to attract users, probably because there was another app that had a similar feature. By analyzing data on the user trends, Kevin and Mike noticed one particular pattern: many of the users posted only their pictures without checking in. They thought the picture filters had something to do with that phenomenon, and therefore decided to focus solely on photos.

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Vocabulary Check

Fill in the blanks with the words given in the box. Change the word form if necessary.

1. The _____ of this custom in the village remains unknown.
2. The new model of the car has several improvements over its _____.
3. The event organized by the city succeeded in _____ many people.
4. Using online meeting services has become a global _____.
5. I would like to _____ more knowledge about education.

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Reading Comprehension

Answer the following questions.

1. What do the two co-founders have in common?

2. Why did Burbn fail to be popular?

3. What did the two co-founders notice through their data analysis?

4. When did the number of users reach one million?



Writing

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- ☐ What are the pros of sharing aspects of your personal life on social media?
- ☐ What are the cons of sharing aspects of your personal life on social media?

Useful Expressions

I believe that sharing aspects of my personal life on social media is ...

One of the advantages/disadvantages of sharing aspects of my personal life on social media is ...

Sharing my pictures with others may be nice because ...

Sharing what I'm thinking may be important because ...

It is sometimes dangerous for us to share ...

Useful Vocabulary

interact with followers

check reactions of other people

receive comments from friends

post some photos from my trip

be concerned about privacy

B Make pairs and share your ideas with your partner. Write down what your partner has shared with you.