

Abdelhafid Boussouf University - Mila

Branch of the Higher School of Teachers

Lectures On : Social Media

Addressed To 1st Year Students - 1 Semester

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UNIT 3 — SOCIAL MEDIA

1. Vocabulary

Platform: A website or application where people share information, photos, videos, or messages (e.g., Instagram, TikTok).

Hashtag: A word or phrase preceded by the symbol # used to group and categorize posts (e.g., #travel, #fitness).

Follower: A person who subscribes to your social media account to receive your updates and posts.

Content: Anything posted online: text, photos, videos, stories, or reels.

Influencer: A social media user with many followers who can affect people's choices or opinions.

Reading: *The Power of Social Media*

Reading Text

Social media has changed the way people communicate, learn, and interact with the world. Millions of users spend hours every day on platforms like Instagram, Facebook, TikTok, and YouTube. These platforms allow people to share photos, videos, and ideas instantly. Many students use social media for learning by watching educational videos, joining study groups, or following teachers and content creators.

Businesses also depend on social media to promote their products. When influencers recommend an item, thousands of followers may become interested. This makes social media an effective marketing tool.

However, social media has disadvantages. False information spreads quickly, and many users feel pressure to appear perfect online. Despite these challenges, social media remains one of the most powerful tools for communication and learning in the modern world.

Questions

1. Why is social media important today?
2. How do students use social media for learning?
3. How do companies use influencers?
4. What is one disadvantage of social media mentioned in the text?
5. Why is social media considered a powerful tool?
6. Find a synonym for “effective” in the text.
7. Social media spreads information slowly. True or false? Justify.
8. Which platform do you personally prefer, and why?

3. Grammar: Modals

A. Form

Modal + base verb

(no *to*, no *ing*, no *s*)

Examples:

- can go
- must study
- should check
- mustn't share

B. Uses

✓ Obligation

You **must** respect others online.

✓ **Permission**

You **can** post your ideas.

✓ **Prohibition**

You **mustn't** share private information.

✓ **Advice**

You **should** check facts before sharing.

C. Common Mistakes

He must to study

✓ He must study

You can toleave

✓ You can leave

D. Practice

Choose the correct modal:

1. You ___ check your sources before posting. (advice)
2. You ___ share lies online. (prohibition)
3. Students ___ use videos to learn. (permission)

4. Grammar: Comparatives & Superlatives (Full Structured Lesson)

A. Comparatives

Used to compare **two things**.

Short adjectives → add **-er**

big → bigger

small → smaller

Long adjectives → **more + adjective**

more interesting

more useful

B. Superlatives

Used to compare **three or more things**.

Short adjectives → **the + -est**

big → the biggest

Long adjectives → **the most + adjective**

the most interesting

C. Examples

- Instagram is **more popular** than Twitter.
- TikTok is **the most entertaining** platform.

D. Practice

1. Instagram is ___ (popular) than Twitter.
2. TikTok is ___ (funny) platform.
3. YouTube is ___ (good) for learning.

Writing Task

Write **6–8 lines** about:

A challenge you face on social media and how you can solve it.