

WEEK 3  
WRITING

ÚTILES

* Tu cuaderno de inglés o hojas en blanco.
* Lápiz grafito, goma, regla.
* Marcadores de colores y/o lápices de colores.

ACTIVITIES:



1. **Observe the images and answer the questions in the table.**

* Observa las imágenes y responde las preguntas en la tabla.
* (Tiempo estimado: 10 minutos)

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| **Questions** | **Answers** |
| ***\*\*Todas las respuestas son correctas, porque son personales\*\**** | |
| a) What social networks do you use? | Instagram, Snapchat… |
| b) How often are you on social networks? | Instagram: 10-20 times per day.  Facebook: 3-5 times per day.  Twitter: 3-4 times a day.  LinkedIn: 50 times per month.  Whatsapp: the complete day as it’s in trend. |
| c) How much time do you use your smart phone during the day? | 2 hours, 5 hours… |
| d) How many times do you check your mobile in an hour? | 5 -10 times… |
| e) Do you use your mobile phone while eating (breakfast, lunch, dinner)? | Yes…  Sometimes…  No… |
| f) Are online friends better than real friends? Why? Why not? | No, because you can´t go out to galleries or to your favorite restaurant and do things together you both enjoy in a real context.  Or  Yes, online friends… who share your interests for photography or music, gaming or creating skateboard stunt videos, Tik Tok karaokes etc, also you can be part of an online tribe. |

1. **Observe the images and label them.**

* Observa las imágenes y etiquétalas.
* (Tiempo estimado: 6 minutos)

## Do you know these social networks?

|  |  |  |  |
| --- | --- | --- | --- |
| a) WhatsApp b) Instagram c) Skyped) Facebook e) Shazam f) YouTube | | | |
|  | **Facebook** |  | **Skype** |
|  | **WhatsApp** |  | **Instagram** |
|  | **Shazam** |  | **YouTube** |

**3. Read the descriptions about apps and write the corresponding name.**

* Lee las descripciones acerca de aplicaciones y escribe el nombre correspondiente.
* (Tiempo estimado: 15 minutos)

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| WhatsApp YouTubeInstagramShazam SkypeFacebook |

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| Description | Social media (name) |
| It helps users figure out the name of a catchy song being played on the radio, television, or other place. | **Shazam** |
| It is a video sharing service that allows users to watch videos posted by other users and upload videos of their own. | **YouTube** |
| It allows users to communicate over the Internet by voice, using a microphone, by video using a webcam, and by instant messaging. | **Skype** |
| It allows users to send [text messages](https://en.wikipedia.org/wiki/Text_message) and [voice messages](https://en.wikipedia.org/wiki/Voice_message), make voice and video calls, and share images, documents, user locations, and other media. | **WhatsApp** |
| It is an [online](https://techterms.com/definition/online) photo sharing service. It allows you to apply different types of photo filters to your pictures with a single click, then share them with others. | **Instagram** |
| It allows users to connect with friends and family by sharing status updates, personal photos and other items of interest. | **Facebook** |

**4. Read the text about Instagram and complete the fact file.**

* Lee el siguiente texto acerca de Instagram y completa la ficha.
* (Tiempo estimado: 15 minutos).

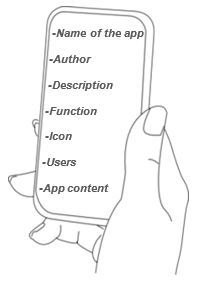
|  |
| --- |
| INSTAGRAM Instagram was started in San Francisco by Kevin Systrom and Mike Krieger, who initially tried creating a platform similar to Foursquare but then turned their attention exclusively to photo sharing. The word Instagram is an amalgam of "instant camera" and "telegram." Fun fact: Instagram hit [#1 in the App Store](http://infospace.ischool.syr.edu/2011/12/15/what-is-instagram-and-why-is-it-so-popular/) within 24 hours of launch. Instagram is a free, online photo-sharing application and social network platform.  Instagram allows users to edit and upload photos and short videos through a mobile [app](https://searchmobilecomputing.techtarget.com/definition/app). Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app.  Currently, Instagram has 20 photo filters that allow users to enhance and modify their own visual content, and then share it with their followers and categorize a photo or video with hashtags.  Instagram even sponsors a weekly Weekend Hashtag Project, where users can tag their photos and videos with a hashtag chosen by the Instagram staff. The project is announced to the public every Friday.  Instagram is not only a tool for individuals, but also for businesses. The photo-sharing app offers companies the opportunity to start a free business account to promote their brand and products.  Adapted & taken from<https://www.tapinfluence.com/instagram-the-story-behind-the-popular-visual-social-platform> |

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| --- | --- | --- |
| **Name of the app:** |  | Instagram |
| **Author(s):** |  | Kevin Systrom and Mike Krieger |
| **App content:** |  | Online photo-sharing application and social network platform |
| **Function (1):** |  | To edit and upload photos |
| **Function (2):** | To add a caption to each of their posts and use hashtags and location-based geotags |
| **Users (target group):** | Global audience |
| **Other relevant information:** | Instagram has 20 photo filters that allow users to enhance and modify their own visual content. |

**5. Choose an app you like and describe it considering the aspects mentioned below.**

* Elige una aplicación que te guste y descríbela considerando los aspectos mencionados abajo.
* (Tiempo estimado: 25 minutos)

* Name of the app
* Author
* Description
* Functions
* App content
* Icon
* Users (target group)



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| --- |
| **(icon)**   * **Name: Tik Tok** * **Author: Zhang Yiming** * **Description: It is a social media platform for creating, sharing and discovering short music videos, think karaoke for the digital age.** * **Functions:** **To create and share 15-second videos, on any topic.** * **App Content:** **Easy content creation, sharing, and viewing.** * **Users (target group): Young people** |

EXTRACURRICULAR ACTIVITY

*(Tiempo estimado: 20 minutos)*

**Imagine you are an app creator.**

**Design your own app, its icon and describe its use.**

**Follow the steps suggested.**

**You can invite a friend to work together.**

***Respuesta abierta, según contenido de la unidad.***

* Imagina que eres un creador de aplicaciones.
* Diseña tu propia aplicación, su icono y describe su uso.
* Sigue los pasos sugeridos.
* Puedes invitar a un amigo para que trabajen juntos.

**The 4 suggested steps to make an app are:**

1. Sketch your **app** idea.

2. **Create** mockups of your **app**.

3. **Make** your **app's** graphic design.

4. Market your **app** to reach the right people.