

Module: **General English.**
Unit 03: **Social Media.**
Level: **First year ENS students.**
Semester: **01.**
Teacher: **H. Bouchra.**

Introduction:

Social media are a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Social media has become an important part of our daily lives. People use platforms like Facebook, Instagram, TikTok, and X to communicate, share ideas, and stay informed. These digital spaces allow us to connect with friends and family, express our opinions, and discover new content from all around the world.

Definitions of The Main Terms:

The word	Its definition
Platform	A website or app where users communicate or share content.
User	A person who uses social media platform.
Profile	A personal page on social media that shows information about users.
Post	Content shared on social media, such as text, photos, or videos.
Comment	A written response to a post.
Like	A button you click to show you enjoy or agree with a post.
Share	To send or repost someone's content to others.
Influencer	A person with many followers that affects people online.
Trending	Popular or widely discussed content at a specific time.

Syllable Stress

A stressed syllable has a longer, louder, and higher sound than the other syllables in the word. Syllables with the schwa sound in them are rarely the stressed syllable.

Rule 1: When a two syllable word can be both a verb and a noun or adjective, the verb form is usually stressed on the second syllable, and the noun or adjective form is stressed on the first syllable.

Example:

- Everyone in our class is present today. (adjective) **PREsent**
- She gave her friend a lovely present. (noun) **PREsent**
- The students will present their speeches on Monday. (verb) **preSENT**

Rule 2: Prefixes and Suffixes are not usually stressed.

Examples:

Walk+ing **WALKing**

Un+clear un**CLEAR**

Thought+ful **THOUGHTful**

Help+less **HELPless**

Im+poss+ible im**POSSible**

Rule 3: Words with some suffixes are usually stressed on the syllable just before the suffix. These suffixes include: -tion -cian -sion -ic -ity -ical -ify -ogy -graphy.

Examples:

ExaminAtion

TechNItion

DisCUSSION

ELECtric

ElecTRICity

GeoLOGical

GeOGRAPHy