

Clubhouse:

free communication or threat to democracy

Upper-Intermediate level

Task 1 - Warm-up

Answer the following questions.

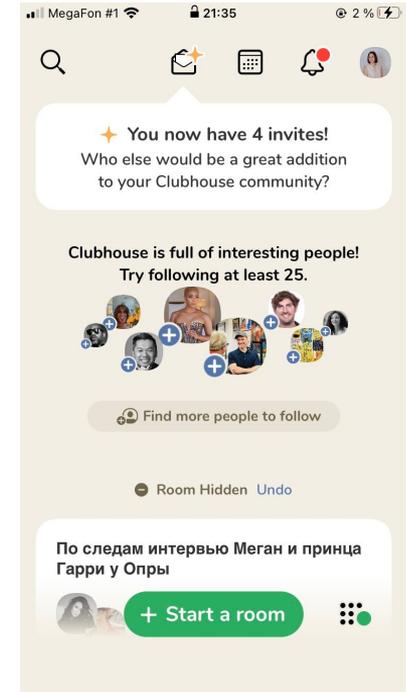
- Are you fond of social networks?
- What social networks do you prefer to use?
Why? What is so peculiar about it?
- Have you heard anything of Clubhouse? What is that? Have you already joined Clubhouse?
- Whose conversation would you like to listen to and why?



Task 2 - Clubhouse general information

Look through the details about Clubhouse and compare it with other social networks you use.

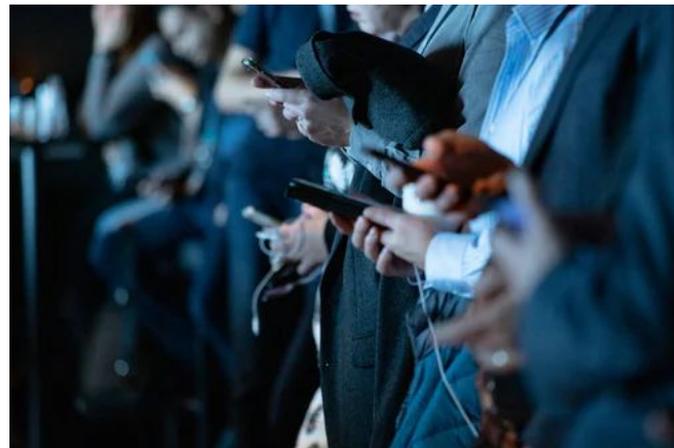
- Clubhouse is a live audio app that allows people to listen to or actively participate in live discussions. Nothing is recorded. When the room ends, that conversation is gone forever.
- It's like a never-ending conference covering eclectic topics. You just enter a room and start listening. Or if you're like me, you spontaneously host your own room and people magically show up (and they really do). The conversations can last for hours.
- There's no private messaging and no written comments. It's ONLY audio.
- As you enter a room, you hear ongoing conversations. If you raise your hand, you might be called up on stage to join the discussion. As you contribute to the conversation, you might be made a moderator.



Task 3 - Let's find out more about CH

Watch the [video](#) and answer the questions.

1. How does the speaker characterize CH?
2. Why does he find it to be really good for him personally?
3. What is the difference between Instagram and CH?
4. How available is information in CH according to the speaker?
5. Why does CH look more natural in comparison with Instagram?
6. How can CH be used?



Task 4 - Discussion

Discuss the questions:

1. Do you agree with the speaker concerning CH characteristics?
2. What experts or famous people would you like to communicate with on CH?
3. Do you agree that CH is much more useful than Instagram? Why?/Why not?
4. Do you agree with the speaker that CH is going to blow up and will be used by millions of people?
5. How can you use CH for your own purposes?



Task 5 - Reading

Read the article and answer the following questions.

1. What is the condition of inviting friends to join CH and to give access to all the contacts?
2. What is CH according to a writer R.Touma?
3. What are the technical restrictions for joining CH?
4. How is it possible to earn money on this application?
5. What is the threat to a personal life and democracy in general that CH has?

Task 6 - Vocabulary

Read the article again. Find the words and guess their meanings. Match the words with their definitions.

- | | |
|---------------|--|
| 1. sheen | a. a stupid or silly person |
| 2. to hasten | b. to try to interest a person in a product |
| 3. succinctly | c. unexpected and not convenient or unpleasant |
| 4. a schmuck | d. a bright, smooth surface |
| 5. to hawk | e. to make something happen sooner |
| 6. hoopla | f. to make smth difficult to discover and understand |
| 7. to obscure | g. busy excitement or a lot of public attention for an event or activity |
| 8. untoward | h. in a way that expresses what needs to be said clearly |

Task 7 - Vocabulary practice

Complete the sentences. Use the words:

hoopla, schmuck, hawk, sheen, obscured, hastened, untoward, succinctly

1. The conditioner gives hair a beautiful soft _____ .
2. These recent poor results have _____ the manager's departure
3. I thought she expressed her feelings most _____ at the meeting.
4. Her husband is such a _____!
5. He has written a guide to finances which he plans to _____ all the major publishers
6. Managers deliberately _____ the real situation from federal investigators.
7. She loved the thrill of the shows, the elegant parties, the attention, the _____.
8. Unless anything _____ happens we should arrive just before midday.

Task 7 - Speaking

Discuss the questions.

1. Do you agree with the author that Clubhouse is a kind of threat to democracy? How can it affect democracy?
2. Do you think that Clubhouse is one more tool for data hoovering?
3. Can you agree that schmucks become social networks addicted?
4. What can hawk you to Clubhouse?
5. Do you think that Clubhouse can become a hoopla due to pandemic lockdown?
6. Would it be untoward for you if your contact were used by your friend for CH registration?



Task 8 - Discussion

Read the opinions about Clubhouse and say whether you agree or disagree.

1. Clubhouse might be the next major social media platform.
2. Clubhouse is likely to replace TikTok or Instagram.
3. Popularity of Clubhouse is exaggerated and this bubble will burst soon.



Homework

Work out a project that would highlight a new social network platform that can hawk people's attention. Describe in details its characteristics, main features and how it would differ from the existing platforms.

Keys

Task 3

Possible answers:

1. He considers it to be drop-in audio social media.
2. He got in touch with other photographers and creatives, he has found a lot of interesting things from experts.
3. You get much knowledge.
4. It looks like you are at the conference and instead of dreaming about necessary information you can't get in real life, you can just get it free of charge.
5. It is not edited, it is natural.
6. It can be used for brand building, networking, getting information free of charge

Task 5

Possible answers:

1. You are supposed to give access to all your contacts.
2. CH is a social networking app based on audio-chat. Users can listen in to conversations, interviews and discussions between interesting people on various topics - it is just like tuning in to a podcast, but live and with added layer of exclusivity.
3. You have to have iPhone and invitation from your friends.
4. It is possible to sell invitations to the rooms you are interested in.
5. CH could be considered to be a data-hoovering machine.

Task 6

1.d, 2.e, 3.h, 4.a, 5.b, 6.g, 7.f, 8.c

Task 7

1. sheen; 2. hastened; 3. succinctly; 4. schmuck; 5. hawk; 6. obscured; 7. hoopla; 8. untoward.