

The hidden pearl for tourists

Marina Sbia, e-lang citizen team

Teacher Sheet

Task

Your students will be given the following task.

You are going to create a reel and a follow-up post presenting the reel on a social network (such as Instagram or TikTok) about a hidden place in your city/country that is not usually found by tourists, especially if they visit in organised groups.

To do so, you are going to select a lesser-known place to visit and prepare a reel on it.

Website

<https://instagram.com>

Instagram is an online social network available in many languages. It uses hashtags and there are specific # for reviews in different languages like #bookstagramfrance.

You may also use other platforms instead of Instagram. The teacher will choose according to the needs, and their relevance to the learners.

<https://tiktok.com>

The website is available in more than 70 languages.

TikTok is a social media platform where users create and share short video content, with editing options that allow them to add music, sound bytes and text overlays.

CEFR level - For A2 level and above

Objectives

Digital citizenship and literacy

	Dimensions covered in task	(Potential) specific objectives
Digital citizenship	Ethical and responsible	To be responsible for the content and copyrights of the shared information.
Meaning-making literacy	Information literacy	To be able to communicate efficiently on the chosen platform.
Interaction literacy	Participation literacy	To be able to use digital tools in order to create a reel and a follow-up post that will attract the possible target audience (images, short videos, music, transitions etc).

Main language activity

- Written production: creating the script for posts and reels.
- Oral production: recording the reel.

Intercultural aspects

- To understand the use of English as a Lingua Franca in hashtags.

Possible steps

- The task can start with the brainstorming of some hidden places in the students' city/country that are not commonly explored by tourists, reflecting on whether tourists could be interested in visiting these places.
- Learners can assess their knowledge and look for information about that place in groups/pairs/individually.
- If learners work in groups, they can submit their research results on an interactive platform like Linoit or Padlet. Following this, they can discuss and choose or vote for the hidden place to be presented in the reel.

- As a third step, learners can prepare the reel (choose the images, decide on voice over or music).
- Before publishing the reel, they can prepare the text for the follow-up post.
- As a final step, learners publish the reel and the post.
- After the publication of the reel and the post, learners may check their account and see if they have received any comments, and they can react to the comments.

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Student Sheet

Task

You are going to create a reel and a follow-up post on a social network (such as Instagram or TikTok) about a hidden spot in your city/ country that is not usually easily found by tourists, especially if they visit in organised groups.

To do so, you are going to select a lesser-known place to visit and prepare a reel on it.

Website

<https://instagram.com>

Instagram is an online social network available in many languages. It uses hashtags and there are specific # for reviews in different languages, like #bookstagramfrance.

You may also use other platforms instead of Instagram. The teacher will choose according to the needs, and their relevance to the learners.

<https://tiktok.com>

The website is available in more than languages.

TikTok is a social media platform where users create and share short video content, with editing options that allow them to add music, sound bytes and text overlays. This video-sharing app is also a rich source of recipe inspiration. TikTok recipes have become popular, with users learning new food and drink tips and tricks in just 60 seconds.

CEFR level - For A2 level and above

Objectives

Digital citizenship and literacy

While completing this task, you can:

- learn how to create a reel and a follow-up post;
- use the digital tools necessary for presenting the content in a creative manner;
- respect the copyright, practices and rules of the platform used;
- learn how to present something in a short and positive way.

Hints

Keep in mind who you are addressing

Tourists - enthusiasts who are looking for something different from the usual sightseeing tours.

Work on the language-related aspects

You can take a look at reels and posts targeted at tourists and analyse the way the information is presented.

Your reel and your post need to be short and attractive. Carefully analyse your choice of language and your other choices (emojis, illustrations, hashtags, etc.).

For you to think about

While completing this task, you can reflect on the following:

- How to present the hidden pearl in an attractive way
- How to respect copyrights (when using images, music, etc.)
- What seems to be the time distance between the posting time and reactions from users?
- How to react to potential comments: negative ones? Positive ones?