



## TEXT #7

### ***Tweet Me to Your Leader*** **By Matthias Lufkens**

Date: October 8, 2012

Complexity Level: Measures at 1350L, mostly due to relatively long sentences, many of which are expanded by references to Twitter addresses; journalistic approach makes this article accessible, if challenging for most high school students.

Source/Link: The Atlantic online

<http://www.theatlantic.com/international/archive/2012/10/tweet-me-to-your-leader-how-the-worlds-big-shots-use-social-media/263752/>

#### TEXT NOTES

This article from *The Atlantic* bridges between objective, journalistic reporting and analysis or opinion, and thus presents students with both background information and an interpretation of that information that can be seen as a kind of argument. The article also focuses on the area of investigation of social media and the impacts on the realms of politics and government, both nationally and internationally. It provides interesting statistics and anecdotes about the increasing use of Twitter and other media by world leaders, as well as some analysis/opinion about what these patterns indicate, and why they may be a positive trend. Student might use this article as a jumping off point for extended research into the impact of social media on political and governmental processes.

Sample Text-Dependent Questions (to drive initial close reading and discussion):

1. What specific data does Lufkens cite to support his assertion that “the use of social networks has become an integral part of government communication”?
2. “For those not yet convinced about the power of social networks, consider this: If Facebook were a country, it would be the third-largest, behind China and India. Twitter would rank fourth, with more than half a billion registered users.” What does a close reading of this statement and its information imply? Are these accurate, supported assertions? How is the inference we might draw from this data central to Lufken’s concluding claim that “‘Twiplomacy’ is here to stay”?