

BOOTCAMP BLOCKCHAIN

INTEGRADOR- Módulo 1



Contextualización de mis aprendizajes

In today's digital landscape, video streaming platforms have become an integral part of how we consume and interact with media content. These platforms, such as Netflix, YouTube, Hulu, and Amazon Prime Video, offer a diverse array of movies, TV shows, documentaries, and user-generated content that cater to the preferences and interests of audiences worldwide.

Understanding the dynamics of video streaming platforms involves delving into various aspects, including content licensing, distribution strategies, audience engagement mechanisms, and technological innovations driving the industry forward. Moreover, the rapid evolution of these platforms and their impact on traditional media formats underscore the importance of exploring their functionalities, business models, regulatory frameworks, and societal implications.

By contextualizing learning around video streaming platforms, students can gain insights into the convergence of technology, media, and entertainment, preparing them for careers in digital content creation, distribution, marketing, and management in an ever-changing media landscape.



Objetivo general

UNIDAD 5

- Understand the multifaceted dynamics of video streaming platforms, including their content delivery mechanisms, audience engagement strategies, business models, technological innovations, regulatory frameworks, and societal implications.
- Prepare learners for active participation and leadership roles in the evolving digital media landscape.

Competencias a desarrollar

•Linguistic
competence.

•Pragmatic
competence.

•Sociolinguistic
competence.

1. Linguistic Competence:

- Learners can develop the ability to comprehend and articulate concepts related to video streaming platforms effectively, utilizing appropriate terminology and language conventions.
- They can enhance their proficiency in reading, listening, and interpreting various sources of information such as academic texts, industry reports, and media discussions about video streaming.

2. Pragmatic Competence:

- Learners can acquire skills in analyzing the practical aspects of video streaming platforms, including user interfaces, content curation algorithms, and engagement features.
- They can develop the capacity to apply theoretical knowledge to real-world scenarios, evaluating the effectiveness of different platform strategies and proposing improvements or innovations.

3. Sociolinguistic Competence:

- Learners can explore the social and cultural dimensions of video streaming platforms, considering factors such as audience demographics, content preferences, and global market trends.
- They can cultivate an understanding of how language and communication practices intersect with broader societal issues, such as media ethics, diversity representation, and digital inclusion efforts within the context of video streaming.

Unit 5: Video streaming platforms

Tiempo de ejecución: 4 horas

PLANTEAMIENTO DE LA SESIÓN

- 1) Word search game: review/learn vocabulary of the reading
- 2) Review some vocabulary.
- 3) Reading: "The (very) dark side of live-streaming that no one seems able to stop"
- 4) Match the platform to the definition (previous reading).
- 5) True/False/Doesn't say activity based on the previous reading
- 6) Discuss questions from the previous reading activity.
- 7) Socialize key words about "Video Streaming And Blockchain: A Tale of Two Paradigm Shifts"
- 8) Reading comprehension #2: "Video Streaming And Blockchain: A Tale of Two Paradigm Shifts"
- 9) Kahoot activity

MATERIALES

- Reading: "The (very) dark side of live-streaming that no one seems able to stop"
- Reading: "Video Streaming And Blockchain: A Tale of Two Paradigm Shifts"



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