



In an announcement by Facebook's CEO Mark Zuckerberg, the company has renamed itself as Meta.

The change comes as the company faces wide-ranging criticism of the real-world harms from its various platforms after a **whistleblower** leaked hundreds of internal documents.

The renaming could be part of an effort to change Facebook's reputation following the series of **PR** nightmares, including misinformation on its platforms, content moderation, and failures and information about the negative effect its products have on some users' mental health.

According to Zuckerberg, the company's mission remains the same, as it is still about bringing people together. The new name shows Facebook's desire to change toward being a new computing platform focused on virtual reality. The new name shows the full idea of what the company does and the future it wants to help build. The company also revealed new technology like Horizon Home and the Oculus Quest 2 that will help build the **metaverse**.

Difficult words: **whistleblower** (a person, usually an employee, who informs on a person or organization regarded as engaging in an unlawful or immoral activity), **PR** (public relations, techniques, and strategies for communication from an organization to the public), **metaverse** (a virtual-reality space in which users interact with a computer-generated environment and other users).

**Discussion Questions****Topic Talk**

1. Define the following words: *whistleblower*, *PR* and *metaverse*
2. Why did Facebook change its name to Meta?
3. How did Facebook's internal documents spread?
4. What have been the company's nightmares that needed to be changed to improve their reputation?
5. Did the company change their mission following the change of its name? And what is the company's mission?
6. What does Facebook's new name desire and what does it want to show to the world?

Express Your Thoughts

1. Do you have a profile on Facebook? Did you know that they changed their name to Meta?
2. Do you believe that by changing the company's name they can rebuild their reputation?
3. Are you influenced by social media in any way? In a positive or negative way?