

Listen to the story and fill in the blanks with the correct word.

Why are tweets limited to 140 characters? There are 2 reasons.

In the beginning, Twitter was designed to \_\_\_\_\_ on cell phones. When Twitter started in 2006, cell phones were \_\_\_\_\_. Smartphones were uncommon. The iPhone didn't even exist.

Cell phone messages had to be short \_\_\_\_\_ of a 160 character limit. If you sent a message longer than that, the phone company might have \_\_\_\_\_ it up and sent two or three separate messages.

The \_\_\_\_\_ character limit came from a man named Friedhelm Hillebrand. In 1985, he studied many kinds of messages. He said the \_\_\_\_\_ message was 160 characters or less.

That was good news for \_\_\_\_\_ companies. 160 characters was about the most they could send in a \_\_\_\_\_ message with their technology. So, phone companies picked 160 characters as the international standard for the \_\_\_\_\_ messaging system, or SMS.

Why did Twitter limit messages to only \_\_\_\_\_ characters? Twitter said each tweet required 20 characters for the user's name. The remaining 140 were needed for the \_\_\_\_\_ in the message. Another reason was style. Twitter wanted people to send easy to read messages that would not be cut up into \_\_\_\_\_ pieces by the phone companies.

Back to the original question, why are tweets 140 characters? \_\_\_\_\_ and style. Tweets were designed 10 years ago for cell phones. Today's technology has advanced a lot \_\_\_\_\_ to the past, but nobody can think of a good reason to change the 140 limit. Short tweets are here to \_\_\_\_\_.