PIKC Daugavpils Dizaina un mākslas vidusskola

"Saules skola"

Mācību priekšmets: **Profesionālā svešvaloda**
Specialitāte: visas izglītības programmas

1. kurss (vsk)

TĒMAS "TRADICIONĀLIE UN JAUNIE MASU MEDIJI RADOŠO BIZNESU ATTĪSTĪBAI"/ "TRADITIONAL AND NEW MEDIA FOR CREATIVE BUSINESS" MĀCĪBU MATERIĀLS

Metodiskā izstrādne

Izstrādnes autors: **Olga Krumpāne**

Daugavpils

2021

ANOTĀCIJA

OLGA KRUMPĀNE

TĒMAS "APDZĪVOTU VIETU ATTĪSTĪBA" MĀCĪBU MATERIĀLS

Mērķis: paaugstināt vidējās profesionālās izglītības kvalitāti, nodrošināt mācību priekšmeta "Profesionālā svešvaloda" apgūšanas augstu kvalitāti un sniegt izglītojamajiem iespēju pielietot profesionālās svešvalodas zināšanas multidisciplinārajā kontekstā

Uzdevumi: izstrādāt pilnu mācību-metodisko materiālu komplektu tēmas "Traditional and new media for creative business" mācīšanai

Mērķauditorija (programmas nosaukums, kurss): visu izglītības programmu 1.kursa audzēkņi ar iepriekš apgūtu vidējo izglītību

Metodiskās izstrādnes praktiskais pielietojums: Mācību metodiskais materiāls paredzēts PIKC „Daugavpils dizaina un mākslas vidusskolas "Saules skola"" mācību priekšmeta "Profesionālā svešvaloda" skolotājiem

Uzskates un citi mācību līdzekļi: metodiskais komplekss sastāv no prezentācijas, darba lapām, praktiskā darba uzdevumiem un pārbaudes darbiem atbilstoši mācību programmai

Metodiskās izstrādnes aktualitāte/novitāte: izstrādāts materiāls nodrošinās skolotāju un izglītojamo ikdienas mācību darbu efektivitāti, nodrošinās izglītojamajiem iespēju apgūt mācību priekšmeta standartā un profesiju standartā noteiktās kompetences.

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IEVADS

Komunikācija mūsdienu sabiedrībā ir kļuvusi daudz sarežģītāka un kompleksāka - informācijas procesi vairs nenotiek tikai ar personīgu sociālu kontaktu palīdzību. Mūsdienu cilvēks dzīvo masu komunikācijas kontekstā, kur ir noteikta domu izteiksmes un informācijas brīvība, domu apmaiņas ātrums un atklātība.

Tieši intelektuālais kapitāls ir informācijas sabiedrības dzinulis un mērķis – bagātības mērs ir cilvēka radošās spējas, nevis finansiālais kapitāls. Mūsdienās izveidojas jauna ekonomikas sistēma, kurā par vērtībām kļūst jēdzieni, idejas un veidoli, nevis lietas.

Bez masu komunikācijas nav iespējama privātā dzīve un profesionālā darbība. Masu mediji ir sabiedrības izglītības un audzināšanas faktors. Radošie cilvēki plaši izmanto masu medijus, lai sniegtu informāciju par sevi un savu radošo produktu, bet arī lai ietekmētu pircēju/klientu izvēli. Profesionālās svešvalodas stundās izglītojamie apspriež masu mediju iespējas, salīdzina to iespējas radošo produktu attīstībai.

1. TĒMAS APGŪVES STRUKTŪRA

1.1. Mācību mērķis un sagaidāmie rezultāti

1. Pilnveidot skolēnu izpratni par masu mediju lomu, to veidiem.
2. Iedrošināt kritisku domāšanu skolēnu vidū — atbalstīt skolēnus viedokļa izveidē par "medijprātību".
3. Mudināt skolēnus prezentēt un apspriest dažādos aspektus un izaicinājumus, kā arī iespējamo rīcību, lai kaut ko mainītu sociālo mediju lietošanas ieradumos.

Sagaidāmie rezultāti pēc valodas prasmēm:

Valodas pielietojums/ language use	Lasīšana/Reading	Klausīšanās/Listening	Runāšana/Speaking Rakstīšana/Writing
Papildināt vārdu krājumu tēmai "New mass media", pielietot jaunu leksiku, diskutējot par aktuālām problēmām, lasot profesionālo periodisko literatūru, prezentējot sagatavotu informāciju	Lasīt e-žurnāla rakstu meklēt informāciju pēc jautājumiem	Klausīties plaši pazīstama cilvēka (slavenības) uzstāšanos (publisko runu), uztvert un identificēt specifisko informāciju	Sagatavot prezentāciju pēc noteiktā plāna: izstrādāt prezentācijas slaidus un prezentēt tos. Atbildēt uz jautājumiem. Vērtēt skolas biedru prezentācijas, pielietojot definētus kritērijus

1.2. Tēmas saturs un apguves programma

Tēmas apgūšanai ir paredzētas 8 mācību stundas (4 mācību nedēļas). Tēmas programma tiek sagatavota, ņemot vēra aktuālo stundu sarakstu (2 stundas dienā) . Informatīvs fails par tēmas saturu, uzdevumiem un plānotiem pārbaudes darbiem gan izdrukas gan elektroniskajā formātā tiek izsniegts katram skolēnam tēmas 1.stundas laikā. Paraugfails ir pievienots 1.pielikumā.

Tēmas saturiskā izbūve:

1.-2.stundas Introduction to the topic “Mass Media”

3.-4.stundas Social media in our lives. Social media addiction

5.-6. stundas Social Media for Business

7.-8.stundas Social Media platform presentation

Lessons/Topics	**Activities**	**Assessment**	**HomeWork**
Introduction to the topic “Mass Media”	Introduction to the topic General Discussion Pairwork Vocabulary Training		Review Lesson Presentation “New Media-Full.pdf”. Study vocabulary (defined in presentation)
Social media in our lives. Social media addiction	Discussion opportunities of social media Watching public speach TED.com Sharing opinion on media addiction	**On-line Vocabulary Test**. Link to test will be provided during Zoom lesson Mark (1-10)	Review Lesson Presentation “New Media-Full.pdf”. Read text “Social Media for Business: A Marketer's Guide”
Social Media for Business	Text discussion. Sharing opinion on Social Media for Business	**On-line Reading Test.** Link to test will be provided during Zoom lesson Mark (1-10)	Prepare short (3-5 min) **presentation** on social Media in accordance to the plan (defined during the online lesson)
Social Media platform presentation	Presentation of the developed reports	Mark (1-10) for **oral presentation**	

1.3. Tēmas apguves vērtēšana

Izglītojamo mācību vielas apguves līmenis tiek vērtēts regulāri, analizējot atsevišķas valodas prasmes:

Valodas pielietojums – online leksikas tests

Lasīšana – online lasīšanas tests

Runāšanas – ziņojuma prezentēšana

Visi pārbaudes darbi tiek vērtēti 1-10 ballēs:

10 ballu sistēma	Vārdiskais vērtējums	Skaidrojums
10	izcili	Zināšanas, prasmes un kompetence atbilst un pārsniedz mācību tēmas prasības; ir apguvis zināšanas un prasmes tādā līmenī, ka spēj mācību saturu patstāvīgi izmantot jaunu zināšanu apguvei un radošu uzdevumu risināšanai.
9	teicami	Zināšanas, prasmes un kompetence atbilst mācību tēmas prasībām; prot risināt atbilstošas problēmas, pamatot un loģiski argumentēt domu, saskatīt un izskaidrot likumsakarības.
8	ļoti labi	Zināšanas, prasmes un kompetence atbilst mācību tēmas prasībām; mācību satura pamatjautājumos pauž personisko attieksmi vairāk konstatācijas nekā analīzes līmenī.
7	labi	Zināšanas, prasmes un kompetence atbilst mācību tēmas prasībām, taču dažkārt konstatējama neprasme iegūtās zināšanas patstāvīgi izmantot.
6	gandrīz labi	Zināšanas, prasmes un kompetence atbilst mācību tēmas a prasībām; dažreiz trūkst padziļināta problēmas izpratne, nespēj pilnvērtīgi pielietot zināšanas praksē, bet prot izmantot zināšanas un prasmes pēc parauga.
5	viduvēji	Zināšanas, prasmes un kompetence daļēji atbilst mācību tēmas prasībām; trūkst kompetences zināšanu pielietošanai praksē.
4	gandrīz viduvēji	Zināšanas atbilst minimālām mācību tēmas prasībām.
3	vāji	Virspusējas zināšanas par mācību tēmas svarīgākajām pamatproblēmām.
2	ļoti vāji	Virspusēji apgūti atsevišķi mācību tēmas jautājumi.

Vērtējums pēc uzdevumu izpildes līmeņa:

Vērtējums ballēs	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Uzdevumu izpildes līmenis %	1-14	15-29	30-44	45-59	60-67	68-75	76-83	84-91	92-96	97-100
	100%									

2. STUNDU TEMATISKIE PLĀNI

2.1. Stundas "Introduction to the topic "Mass Media"" plāns

Mērķis: sekmēt izglītojamo izpratnei par komunikācijas kanāliem, medijiem, to veidiem.

Uzdevums:

- paplašināt vārdu krājumu tēmā;
- diskutēt par komunikāciju iespējām, masu mediju veidiem, to nozīmi
- salīdzināt e-medijus ar tradicionālajiem medijiem

Stundas materiāls: skolotāja prezentācija (2.pielikumā), YOUTUBE ieraksts

Stundas gaitas

1. **Class discussion about data, communication channels, types of communication media**

What is data?

What kinds of data do we usually deliver, receive, share?

What is media? Communication media?

What kinds of communication media you know? Could you give examples?

2. **Work in pairs. Personal experience with traditional mass media**

Students' Task: look at iconography of traditional mass media, think about them, prepare 2 questions about each of media and ask to your partner. Ex:

Do you like watching TV?

How often do you listen radio? What is your favorite channel?

Upon exchange of questions and answered prepare a short comparative report about your and your partner's experience. Use expressions: *Both of us… My partner prefers.. but.. None of us..*

3. **Work in pairs. Personal experience with social media**

Students' Task: Look on iconography of social media, name them (if none of you knows the icon find the answer in internet) and tell each other if you are familiar with the platform. Report the class about the results of your discussions.

4. **Class discussion of future of soft copies and hard copies of books, magazines, newspapers**

What is soft copy and hard copy?

What periodicals you know?

Do you read periodicals? What is your favorite one?

Do you prefer to read hard copies or soft copies?

Students' Task: evaluate the listed qualities of soft copies. Is it an advantage of disadvantage? Justify your answer

5. **Expanding vocabulary.**

Review the vocabulary listed on slide. Make a sentence with the mentioned words. Discussion of meanings in context.

6. **Using new vocabulary for discussion of the phenomena of "new media"**

Watch to https://www.youtube.com/watch?v=CxbnnQtl0H4 and use PPT slides for discussion.

Summarize the idea of new media. Why these media are considered to be "new"?

7. **Homework: study new vocabulary, work with online dictionaries, get prepared for online vocabulary test.**

2.2. Stundas "Social media in our lives. Social media addiction" plāns

Mērķis: sekmēt izglītojamo kritiskās domāšanas pielietošanu, runājot par sociālo mediju iespējām, draudiem, vērtēt savu un citu personu pieredzi sociālo mediju pielietošanā.

Uzdevums:

- Pārbaudīt vārdu apguves līmeni;
- Diskutēt par sociālo mediju lomu, draudiem un iespējām
- Klausīties publisko uzstāšanos, analizēt un komentēt teikto

Stundas materiāls: skolotāja prezentācija (2.pielikumā), YOUTUBE ieraksts, leksikas tests online Kahoot ! (3.pielikumā).

Stundas gaitas

1. **Vocabulary test with Kahoot!**

   Students complete vocabulary test online on www.kahoot.it

2. **Class discussion social media**

What "social media" means?

What "social media" refers to?

What are main qualities of "social media"?

What content do people share in "social media"?

What "social media" do you use?

What advantages do "social media" provide to people? To business?

3. Work in pairs. Opportunities of social media

Students' Task: read the listed opportunities, evaluate them and ask you partner 5 questions about his/her usage of social media. Report to class the comparative summary about the opportunities of social media.

4. Class discussion of addiction to social networks

Read the statement on ppt slides and discuss the expression in bold red. Read the statements again and provide you own opinion on the problem of addiction:

1. *"**Checking and scrolling through social media** has become an increasingly popular activity over the last decade.*

*Although the majority of peoples' use of social media is non-problematic, there is **a small percentage of users** that become addicted to social networking sites and engage in excessive or compulsive use"*

2. ***"Social media addiction** is a **behavioral addiction** that is defined by being overly concerned about social media, driven by an **uncontrollable urge to log on to or use** social media, and devoting so much time and effort to social media that it impairs other important life areas"*
3. ***"**Social media use becomes problematic when someone views social networking sites as an important coping mechanism to **relieve stress, loneliness, or depression."***

5. Preparation listening task

Students' Task: look on photo on slide and read the promo: *Leslie Coutterand.Celebrity, selfie-culture, andone'strue self. A FrenchTV star shares her awakening to the truth behind a self-absorbed social media life-style.* Try to predict the content, main ideas of Leslie's speach on ted.com

6. Listening task

Watch https://www.youtube.com/watch?v=JH5bC-SLvb4 for 2 times. Answer the questions:

1. Why Leslie didn't recognise herself on a poster in Zimbabwe?
2. What made Leslie to change her attitude towards social media?

3.Do you agree that our «digital habits have a long term impact on ourselves, our society and our planet»?

7. **Class room discussion. Sharing personal opinion**

   Read the statement: *Social media provides an endless amount of immediate rewards in the form of attention from others for relatively minimal effort.*

   Answer the questions:

   Do you agree?

   Could you give an example of someone's addicted behavior?

   Are you social media addicted?

8. **Homework: read the text about social platforms and their opportunities for business, define main qualities of each mentioned platform**

2.3. Stundas "Social Media for Business" plāns

Mērķis: veicināt sociālo mediju kritisko analīzi, sekmēto to lietošanu profesionālajam vajadzībām.

Uzdevums:

- Definēt populāro sociālo mediju kvalitātes, salīdzināt iespējas, definēt mazā radošā biznesa vajadzības un vērtēt sociālo tīklu tehnisko un saturisko atbilstību
- Diskutēt par sociālo mediju iespējām mazā biznesa vajadzībām
- Lasīt profesionālas publikācijas, atlasīt vajadzīgu informāciju.
- Vērtēt izpratni par izlasītu informāciju

Stundas materiāls: skolotāja prezentācija (2.pielikumā), raksts par sociālajām platformām (4.pielikumā), YOUTUBE ieraksts, lasīšanas tests online Kahoot! (5.pielikumā),

Stundas gaitas

1. **Class discussion about creative business and SMM for creative business**

   What "social media management" means?

   Why did SMM become important for modern business development?

   Is social media useful for creative business promotion?

2. **Work in pairs. Benefits of social media for business**

   Students' Task: read the benefits listed on ppt slide (25) and discuss them with your partner. Come to joint conclusion about importance of each individual benefit for small business, provide examples and report your conclusion to the class.

3. Reading text and discussion

Read the article *Social Media for Business: A Marketer's Guide By Kiely Kuligowski, StaffUpdated: October 2, 2020* published on popular business resource Business News Daily : https://www.businessnewsdaily.com/7832-social-media-for-business.html and answer the questions

- What are main qualities of the mentioned Social Media?
- How could you evaluate if the platform is suitable for your business?
- What are benefits of using social media for your business?
- What best practices does the author suggest to use in order to become successful on social media?

Prepare a short review for each social media platform mentioned in the text considering it's benefits for small creative business.

4. Reading test on-line

Complete online test based on article *Social Media for Business: A Marketer's Guide By Kiely Kuligowski, StaffUpdated: October 2, 2020*

5. Homework

Prepare a presentation about one of the most popular social networks (Twitter, Facebook, Instagram etc) in accordance with the following plan:

- Brief introduction (Name, creator, years of development, year of release);
- Mission (audience, objectives);
- Interface, users interaction opportunities, peculiarities (comparing to other networks);
- Business Facts.

Time limit- 3-5 min

2.4. Stundas "Social Media platform presentation" plāns

Mērķis: sekmēt prezentēšanas prasmju attīstību, kas iekļauj uzstāšanos un datnes, kas vizuāli papildina uzstāšanos, sagatavošanu

Uzdevums:

- Uzstāties par izvēlēto tēmu, izmantojot sagatavotu prezentāciju, ievērojot plānu, laika ierobežojumus.
- Vērtēt klases biedru uzstāšanos, pielietojot vērtēšanas kritērijus

Stundas materiāls: izglītojamo sagatavotas prezentācijas, vērtēšanas kritēriji un vērtēšanas lapas (6.Pielikums).

Stundas gaitas

1. **Introducing the plan of presentations, list of presentations, time requirements and evaluation criteria**

The teacher informs about requirements and evaluation criteria, makes a list of speakers, distributes the scoring tables

2. **Individual presentations**

Students presents their prepared presentations in accordance to agreed order of speakers.

Answers questions.

3. **Evaluation of presentations**

One student is appointed to be a scoring man. Each student evaluates the presentation made by a classmate using the agreed criteria and reports the scoring results. Overall evaluation is an **average of** all numbers expressed in %.

SECINĀJUMI

Mācību materiāls izstrādāts, lai sniegtu korektu priekštatu par medijiem un sagatavotu izglītojamos veiksmīgai profesionālajai karjerai. Mediju kultūrai ir unikāla loma sociālajā sistēmā - tā ir daudzfunkcionāla parādība, ko radījis tehnikas progress. Mediju kultūra palīdz apgūt dzīvei informācijas sabiedrībā nepieciešamās prasmes un attieksmes, uztvert un kritiski izvērtēt informāciju, veidot noteiktas dispozīcijas un vērtību orientācijas.

Mācību tēmas materiāls ir apkopots vienā Power Point failā, kas ļauj izglītojamajiem sekot līdzi mācību tēmas apguvei, atkārtot mācību materiālu, sagatavoties nākamajai stundai. Mācību materiāls ir izstrādāts, iesaistot vairāku valodas prasmju attīstību (klausīšanās, runāšana, lasīšana).

Pārbaudes darbi veidoti, izmantojot mūsdienu tiešsaistes platformas Kahoot! Iespējas. Kahoot! ir bezmaksas spēlēs balstīta mācību platforma, kuras mērķis ir padarīt mācības izklaidējošas. Katram testam iespējams izveidot MS Excel datni (xlsx), kurā ietverti testa rezultāti un statistika.

Darbs pie mācību kompleksa jāturpina un jāizstrādā tēmas "Digitālais mārketings" mācību materiāls. Tēma ir aktuāls mūsdienās un veicinās izglītojamo sagatavotību profesionālajam darbam.

LITERATŪRAS SARAKSTS

Hesmondhalgh David The Cultural Industries. 3rd edition. SAGE, 2018

Shetty Rohit Social Media: Handbook on Social Media. First Step Publishing, 2015

Skorupa Pavel, Baranovskaja Ivona. English for Creative Industries. VGTU leidykla TECHNIKA , 2011

https://www.businessnewsdaily.com/7832-social-media-for-business.html

https://www.socialmediatoday.com/

PIELIKUMI

1.Pielikums.

Tēmas apguves programmas paraugs

Professional English *Month*, 2021
PIKC Daugavpils Dizaina un mākslas vidusskola "Saules Skola", 1.vsk (foto, apģērbs, tekstils)

Topic: NEW MEDIA

New media is any media – from newspaper articles and blogs to music and podcasts – that are delivered digitally. From a website or email to mobile phones and streaming apps, any internet-related form of communication can be considered new media.



Date	Link	Activities	Assessment	HomeWork
		Introduction to the topic "E-publishing and New Media" General Discussion Vocabulary Training	No	Review Lesson Presentation "New Media-Full.pdf". Study **vocabulary** (defined in presentation)
		Listening to Leslie on TED Sharing opinion on media addiction	**On-line Vocabulary Test**. Link to test will be provided during Zoom lesson Mark (1-10)	Review Lesson Presentation "New Media-Full.pdf". Read text "**Social Media for Business: A Marketer's Guide**"
		Text Discussion. Sharing opinion on Social Media for Business	**On-line Reading Test.** Link to test will be provided during Zoom lesson Mark (1-10)	Prepare short (3 min) **presentation** on social Media in accordance to the plan (defined during the online lesson)
		Presentation of the developed reports	Mark (1-10) for **oral presentation**	RELAX😊!

MONTHLY ATTESTATION IS BASED ON 3 assessments!

TRAINING MATERIALS:

- Presentation "New Media-Full.pdf"
- Reading task "**Social Media for Business: A Marketer's Guide**" ("SocialMedia_Business.pdf")
- Vocabulary Test

2.Pielikums.

Skolotāja prezentācija 1.-6.stundai



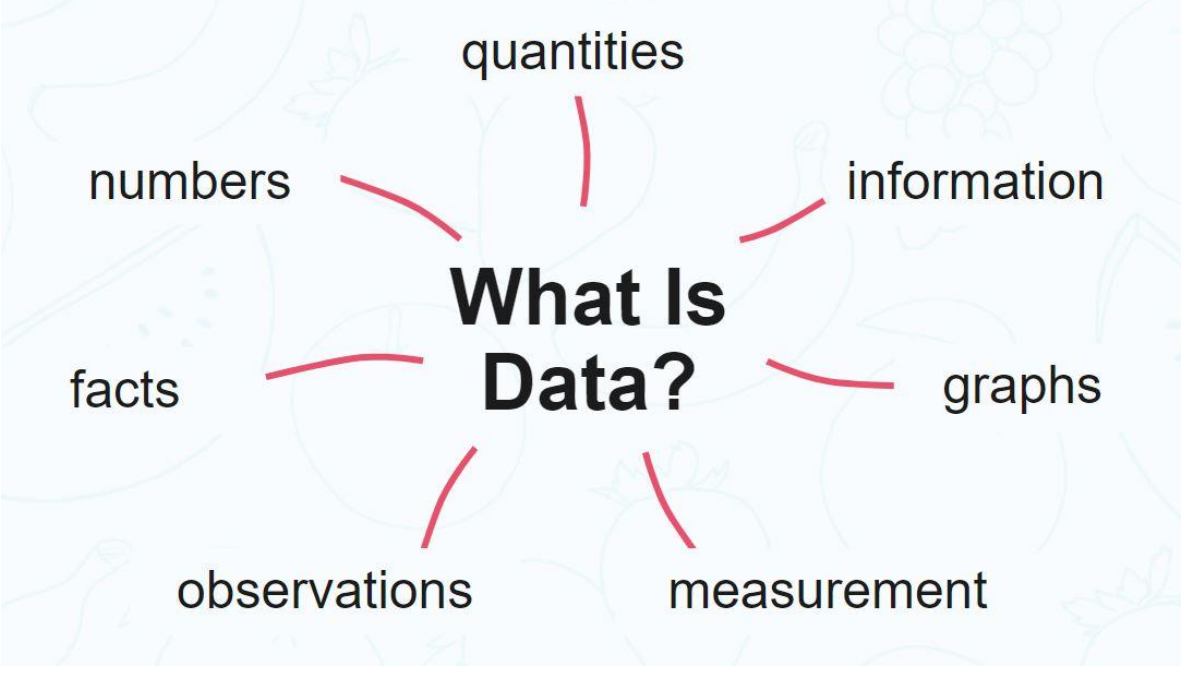
Traditional and New Mass Media for creative business.
Sessions 1-8



WHAT IS MASS MEDIA
Sessions 1-2

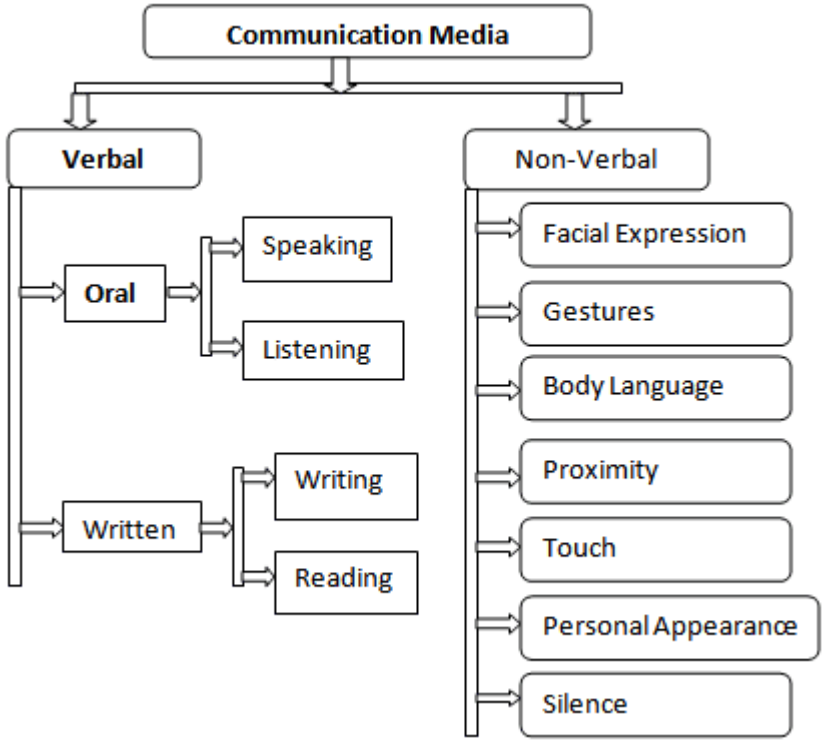
Media

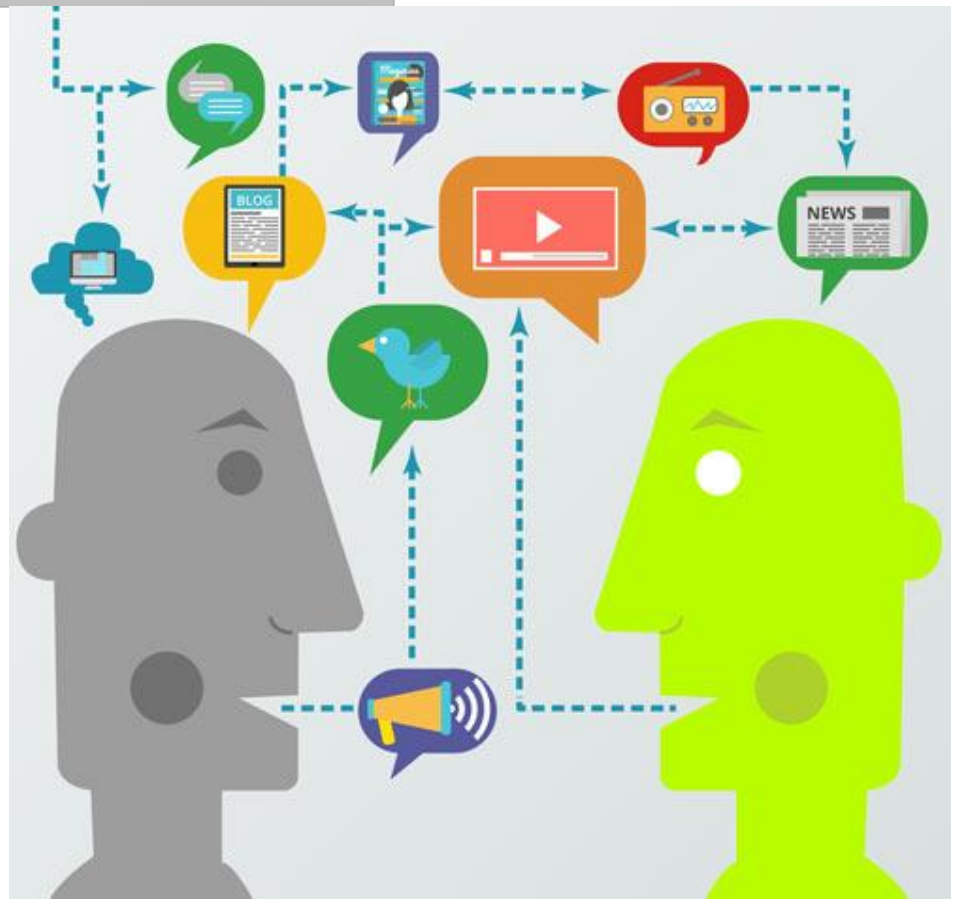
Media are the communication tools used to store and deliver information or data



Media

Media are the communication tools used to store and deliver information or data





Media

Traditional media



Media

Alternative media – New Media



E-books against hard copies

What do you think of the future of hard copies of books, magazines, journals, newspapers?

Media are the communication outlets or tools used to store and deliver information or data

Hard copy - a printed version on paper of data held in a computer.

Soft copy -a digital version of a data that is kept on a storage device.

E-books against hard copies

Advantages or Disadvantages?

- can be accessed all over the world in a matter of seconds.
- Faster to publish
- Significantly lower production costs
- the authors can expect to keep up to 70% of the sales
- can be purchased and read easily
- cannot be signed/autographed
- Easily pirated

E-books against hard copies



PERIODICALS

- Academic journal, a generic term referring to academic and scholarly periodicals in general
- Magazine, a generic catch-all term referring to non-academic periodicals in general
- Newspaper, a periodical covering general news and current events in politics, business, sports and art
  - Gazette,

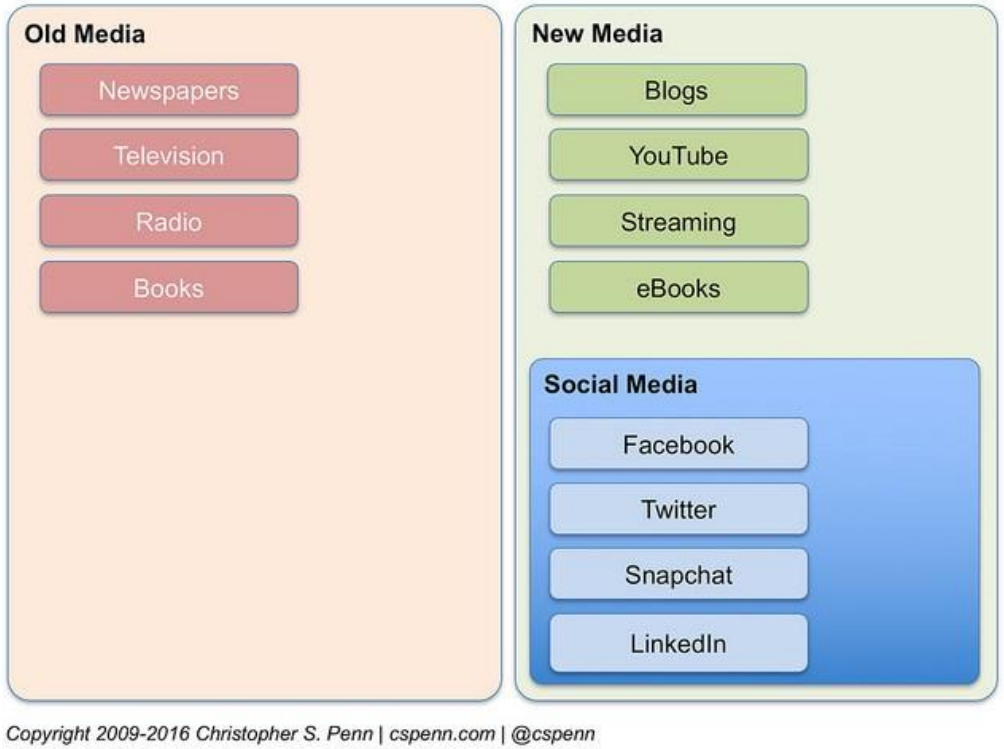
E-books against hard copies

Do you prefer reading printed publications or their online versions?



New Media

New media refers to “those digital media that are **interactive**, **incorporate two-way communication** and involve some form of computing



New media relies on the Internet for distribution

new media is far more accessible for the average individual

low physical costs of production and distribution

Vocabulary

Data	Humanity
Communication	Impact
Broadcast	To be conditioned
Media	Mindfulness
Podcast	Empower
Webcast	Improve
Content	Distribution
Feed	Self-absorbed
Addiction	Interactive
Behavior	Media-driven
Influencer	To post
Follower	Identity
Blog	Reflection
Impose	Consumer
Excessive	Consumption



SOCIAL MEDIA IN OUR LIVES. SOCIAL MEDIA ADDICTION
Sessions 3-4

Social Media

Social media refers to websites and applications that are designed to allow people to **share content** **quickly**, **efficiently**, and **in real-time**.

Content includes:

- personal information
- documents
- videos
- photos.



Social Media

Social media refers to websites and applications that are designed to allow people to **share content** **quickly**, **efficiently**, and **in real-time**.

apps on their smartphone or tablet?



Great communication tool!

What is power of social media?

Social Media



For people?

the ability to connect and share information with anyone on Earth, or with many people simultaneously.

For business??

advantage of a popular new communication method to reach out to customers.

Even governments and politicians utilize social media to engage with constituents and voters.

Social Media

- photo sharing
- blogging
- social gaming
- social networks
- video sharing
- business networks
- virtual worlds
- reviews and much more



Social media may take the form of a variety of tech-enabled activities.

Social Media addiction

Checking and scrolling through social media has become an increasingly popular activity over the last decade.

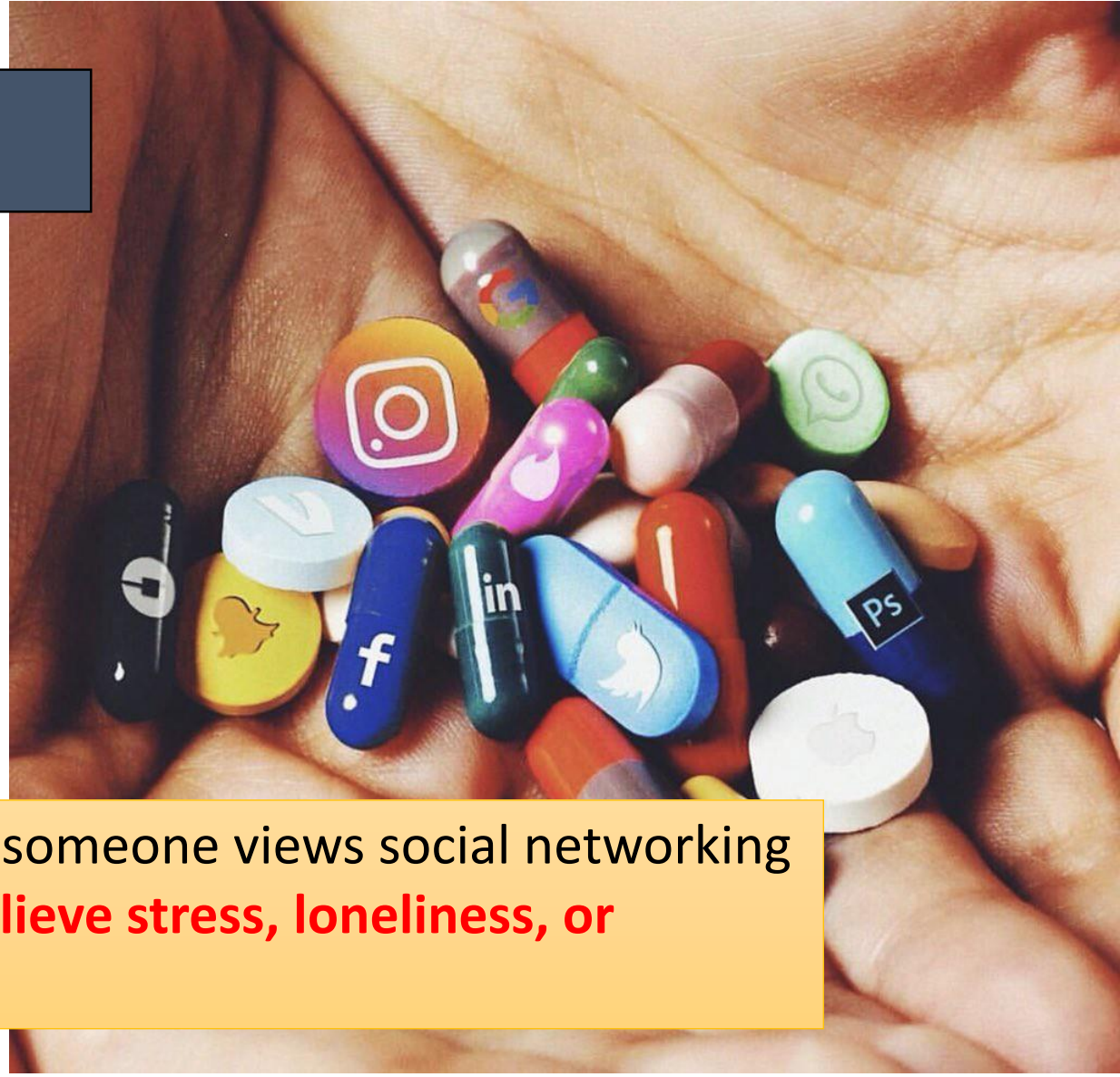
Although the majority of peoples' use of social media is non-problematic, there is **a small percentage of users** that become addicted to social networking sites and engage in excessive or compulsive use

Social Media addiction



Social media addiction is a **behavioral addiction** that is defined by being overly concerned about social media, driven by an **uncontrollable urge to log on to or use** social media, and devoting so much time and effort to social media that it impairs other important life areas.

Social Media addiction



Social media use becomes problematic when someone views social networking sites as an important coping mechanism to **relieve stress, loneliness, or depression.**

Social Media addiction



Leslie Coutterand (born October 1984) is a French actress, model, writer, director and documentary filmmaker from Chamonix, France.

https://www.youtube.com/watch?v=JH5bC-SLvb4

Social Media addiction



1. **Why Leslie didn't recognise herself on a poster in Zimbabwe?**
2. **What made Leslie to change her attitude towards social media?**
3. **Do you agree that our «digital habits have a long term impact on ourselves, our society and our planet»?**

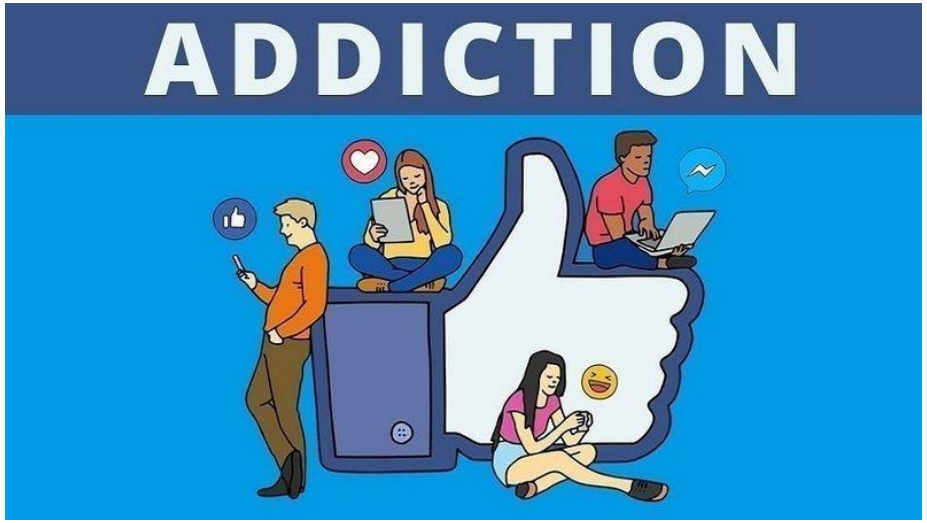
TEDx

https://www.youtube.com/watch?v=JH5bC-SLvb4

Celebrity, selfie-culture, and one's true self.
A French TV star shares her awakening to the truth behind a self-absorbed social media lifestyle.

Social Media addiction

Social media provides an endless amount of **immediate rewards** in the form of attention from others for relatively **minimal effort.**



Do you agree? Could you give an example of addicted behavior? Are you social media addicted?



SOCIAL MEDIA FOR BUSINESS
Sessions 5-6

Social Media for business

Social Media Management has become an extremely important and powerful business tool.

Benefits:

convert buyers into followers.

Competitor research

Increase brand awareness and convert buyers into followers.

Build informal relationships

Speedy customer service and satisfaction

Social Media

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

Reddit is a social news website and forum where stories are socially curated and promoted by site members. The site is composed of hundreds of sub-communities, known as "subreddits." Each subreddit has a specific topic such as technology, politics or music. Reddit site members, also known as, "redditors," submit content which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.

Pinterest is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions, but the main focus of the site is visual. Clicking on an image will take a user to the original source. For example, clicking on a picture of a pair of shoes might redirect users to a purchasing site and an image of blueberry pancakes might redirect to the recipe.

Social Media

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

Twitter is a free microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.

•Wikipedia is a free, open content online encyclopedia created through the collaborative effort

The article is for small business owners who want to learn about the different types of social media platforms used for business and the benefits of using social media as a business.

businessnewsdaily.com/7832-social-media-for-business.html

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Grow Your Business » *Social Media*

Social Media for Business: A Marketer's Guide

By Kiely Kuligowski, Staff | *Updated: October 2, 2020*

0 0 0 0 0 MORE

- Using social media for business can be a great way to engage with customers, view competition and develop a brand voice.
- Facebook alone has 2.7 billion active monthly users.
- The main social media platforms used for business include Facebook, Twitter, Instagram and LinkedIn.
- **This article is for small business owners who want to learn about the different types of social media platforms used for business and the benefits of using social media as a business.**



nensuria / Getty Images

If your small business isn't on social media, you could be missing out on significant value, including new customers, insights into your brand, and audience and engagement opportunities with customers and competitors alike. Plus, social media can be a highly cost-effective way of reaching your customers in a personalized way.

brands must go where the people are!!!

1. What are main qualities of the mentioned Social Media?
2. How could you evaluate if the platfom is suitable for your business?
3. What are benefits of using social media for your business?
4. What best practices does the author suggest to use in order to become successful on social media?

PRESENTATION TASK

Prepare a **presentation** about one of the most popular social networks (Twitter, Facebook, Instagram etc) in accordance with the following plan:

1. **Brief introduction (Name, creator, years of development, year of release);**
2. **Mission (audience, objectives);**
3. **Interface, users interaction opportunities, peculiarities (comparing to other networks);**
4. **Business Facts.**

Time limit- 3-5 min

3.Pielikums.

Kahoot! Leksikas tests 3.stundai

https://create.kahoot.it/share/new-media/6fb73921-80a8-45e7-9626-5be59bb39fd0

Kahoot!

New Media

Professional English. Year 1



0 favorites **5** plays **27** players

A public kahoot

Questions (13)

1 - Quiz

Which word describes the picture?

30 sec

- impact ✗
- reflection ✓
- behavior ✗
- information ✗

2 - Quiz

Individuality, personality, distinctiveness, uniqueness (continue the list of synonyms)

30 sec

- information ✗
- data ✗
- identity ✓
- humanity ✗

3 - Quiz

Distribution is

30 sec

- the process of making a product or service available for the consumer ✓
- the change in direction of a wave at a boundary between two different media ✗
- the process of consuming ✗

4 - True or false

Blog is a regularly updated web page, typically one run by an individual , that is written in an informal style.

30 sec

- True ✓
- False ✗

5 - Quiz

... is a psychological and physical inability to stop consuming a chemical, drug, activity, or substance.

30 sec

- communication ✗
- addiction ✓
- behavior ✗
- reflection ✗

6 - Quiz

To enhance in value or quality , to make better,... (choose the word with the same meaning)

30 sec

- to impact ✗
- to improve ✓
- to send ✗
- to reflect ✗

7 - Quiz

Egocentric, egoistic, self-concerned, self-obsessed, self-oriented, self-preoccupied (continue the list of synonyms)

20 sec

- altruistic ✗
- self-absorbed ✓
- generous ✗
- excessive ✗

8 - Quiz

... is a person who is able to generate interest in something by posting about it on social media.

30 sec

- Consumer ✗
- Gamer ✗
- Influencer ✓
- Follower ✗

9 - Quiz

Mindfulness is ...

30 sec

- the condition of being addicted to a particular substance or activity. ✗
- the quality or state of being conscious or aware of something. ✓
- the act or process of consuming ✗

10 - Quiz

His research involved the study of instinctive ... in birds.

30 sec

- meals ✗
- bahavior ✓
- appearance ✗

11 - Quiz

A powerful effect that something, especially something new, has on a situation or person.

30 sec

- consumption ✗
- result ✗
- impact ✓
- happiness ✗

12 - Quiz

Involving the actions or input of a user:

30 sec

- interactive ✓
- passive ✗
- proactive ✗
- individual ✗

13 - Puzzle

... is ... over the Internet, using online streaming. ... are delivered via the ... but are not streamed.

60 sec

- Webcasting
- Broadcasting
- Podcasts
- Internet

Resource credits

Description: Tero Vesalainen/iStock/Getty Images

4.Pielikums.

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Social Media for Business: A Marketer's Guide

*By Kiely Kuligowski, Staff*Updated: October 2, 2020



- Using social media for business can be a great way to engage with customers, view competition and develop a brand voice.
- Facebook alone has 2.7 billion active monthly users.
- The main social media platforms used for business include Facebook, Twitter, Instagram and LinkedIn.
- **This article is for small business owners who want to learn about the different types of social media platforms used for business and the benefits of using social media as a business.**

If your small business isn't on social media, you could be missing out on significant value, including new customers, insights into your brand, and audience and engagement opportunities with customers and competitors alike. Plus, social media can be a highly cost-effective way of reaching your customers in a personalized way.

"Social media provides targeting capability, as well as reach and scale, at a lower cost than almost all other marketing channels," said Abdul Muhammad, chief digital officer and partner at *rbb Communications*, in a previous Business News Daily interview. "People are on social media all day, every day – brands must go where the people are."

If you're considering getting your business onto social media, however, it's important to consider which platforms are right for your business and will provide the most value.

Not every social media platform is a good fit for every business, so you should invest your time and skills in the platforms where you're most likely to reach and engage with your target audience. Each platform has a mission, purpose and unique audience. For example, Instagram is heavy on visuals, whereas Twitter allows you to inject some personality into your posts and engage with followers.

To help you learn more about the different platforms available, here are descriptions of the most popular social media platforms for businesses:

Facebook

Facebook is a highly popular social media network with a varied audience, with over 2.7 billion active monthly users as of 2020. As such, every business should have a Facebook page. When used correctly, a Facebook page can be invaluable to a small business.
You can use Facebook to share everything from photos to important company updates. With a business account, you have access to powerful advertising tools and in-depth

analytics. Business pages also have a lot of customization options. You can use Facebook to highlight information such as your contact information, hours of operation, and the products and services you offer.

Instagram

Instagram is also incredibly popular, with around 1 billion active users in 2020. From Instagram Live to Instagram Stories, there is no shortage of tools businesses can use to promote their services and products on the site. Instagram is a visual platform based entirely on photo and video posts, so it's best for businesses that have strong visual content to share.

It's important to note that this platform is almost entirely mobile: You can't take photos or create new posts on the desktop version (although some social media management tools, like Hootsuite and Buffer, do allow for direct Instagram scheduling on their desktop platforms). More artistic niches tend to excel on Instagram, and it may not be the best fit for your business, depending on your industry. Regardless, the person running your account must have a good eye for detail and at least basic photography skills, ensuring the photos and videos posted to your account are high-quality.

Twitter

While Twitter is great for short updates, engaging with followers and sharing links to blog posts, it isn't for every business. On Twitter, you can share short tweets (240 characters or fewer), videos, images, links, polls and more. It's also easy to interact with your audience on this platform by mentioning users in your posts along with liking and retweeting tweets.

If you're a highly visual business or you don't have a strong brand voice, you may want to skip this social media network. However, many companies excel on Twitter, such as Wendy's, because they have a unique, on-brand voice on the platform that they use to their advantage. Other companies use this platform to handle customer service because customers who are also active on the platform will seek out companies to express concerns or share praise.

If you have interesting content and can voice that content in an engaging way, Twitter is a great tool for quickly spreading the word. Hashtags help boost posts, and if a user with a lot of followers retweets you, your content could go viral. But with Twitter, it's important to find balance. Don't just share your links or media; make sure you are also sharing a lot of interesting, relevant content from other Twitter users.

Pinterest

This visually oriented platform allows users to save and display content by "pinning" digital bulletin boards, which can be organized by category. For example, a personal user might have a food board dedicated to pinning recipes, another board dedicated to photography, and so on. The platform also has a series of special types of pins called Rich Pins, which brands can use to add specific information to their pins, like product details and location maps. Every pin on Pinterest includes an image or video, making it a purely visual platform. As such, Pinterest is not the place for you to share information like your business hours

Pinterest is great for niche businesses, but it may not be for every company. Popular categories on the site are DIY projects, fashion, exercise, beauty, photography and food. That's not to say that businesses outside of these categories can't succeed on the platform, but it does make Pinterest an especially good marketing tool for businesses in those areas.

Snapchat

Snapchat is another mobile-only, visual social media network that's known for its disappearing content. Users can send videos and photos to each other or post content to their public Stories, which disappear after 24 hours. The app has expanded to include chat, messaging, image storage, events and media content. Now, content posted on Snapchat can easily be saved and uploaded elsewhere.

Because posts are temporary, there is less pressure to create super-polished content. You can also see how many and which specific users viewed your story. A small business will most likely utilize the platform's Stories feature, but keep in mind that only users who have added you can view your Stories content. However, once you have an audience, Stories allows you to easily create story-driven and interactive content.

YouTube

YouTube is a video-sharing platform where people can view, upload, rate, share and comment on content. Now owned by Google, the site is a huge hub for news and entertainment.

Many businesses on YouTube have a creative, visual or educational component. The platform is heavily creative in nature, so it's important for you to have a dedicated video editor producing content. However, your business doesn't need a channel to market on the platform – there's a subculture of YouTube influencers who publish frequent videos and often maintain large audiences. Often, businesses partner with YouTubers for product placement because these users already have engaged audiences. Using YouTube influencers can be an easier way of marketing your business on the platform, since you don't have to put in the time and effort of creating content and building a following, which can take years.

LinkedIn

LinkedIn has 260 million monthly users and is the best platform for professional networking. It's a great place to find top talent, position yourself as an industry leader and promote your business.
LinkedIn is designed to be more professional than other social media platforms and is geared toward businesses and professionals. Users create profiles that are similar to resumes, and companies can create pages that showcase their business. Because LinkedIn is a professional platform, it's the best place to post job openings and information about your company culture.
You can join industry-specific LinkedIn Groups to ask and answer questions, which can help you establish brand recognition and bring users to your company page and website. Like on Twitter, it is best to have a mix of original and shared content on your page, so commit to creating polished, professional content related to your business.

TikTok

TikTok, the relatively new hit platform where users create and share short videos, can be a successful option for businesses, but only if used properly. Because TikTok is mostly popular with the infamously discerning Generation Z, it can be difficult to strike the right tone to be successful as a business. If you want to create a TikTok account, make sure you have a keen understanding of your brand and how that translates to TikTok specifically. Look at how other businesses are tackling it before you try it yourself.

Key takeaway: **The major social media platforms for business are Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, Snapchat and TikTok.**

Benefits of using social media for business

There are several advantages to using social media for business, which increase as social media becomes more enmeshed in society. Here are eight benefits of using social media for your business.

Brand awareness

Billions of people across the world use social media every day, and it makes sense to put your business where the customers are. Roughly 60% of Instagram users said they find new products using the platform, making it well worth your while.

Brand personality

It's becoming more important than ever for businesses to have a distinct voice and engage with customers on a human level. Social media provides an easy avenue for this, allowing you to develop an identity and a voice to showcase your brand values and engage with followers.

Thought leadership

Social media provides an opportunity for businesses to both learn from and stand out from their competitors, establishing themselves as industry leaders through engaging and relevant content. You can do this by sharing creative content on Instagram, writing thoughtful blog posts for LinkedIn or showing a fresh perspective in tweets.

Increased website traffic

If your followers like your social media content, they become interested in you and go to your website to learn more about your business, which means higher website traffic and potentially more sales for you.

Reputation management

Reputation is everything, and social media gives you the perfect opportunity to communicate with customers and solve issues quickly. You can even create a special hashtag your followers can use if they have a question or complaint to ensure it is seen by the right people. You can also use social media to highlight positive reviews or comments.

Analytics and insights

Most social media platforms have their own analytics tools, which allow you to monitor things like your follower count, engagement rates and click-through rates. These numbers can help you figure out what kinds of content your followers respond to best and tweak your marketing strategy accordingly.

Competitor analysis

Social media isn't just good for engaging with your customers – you can also use it to stay on top of what your competitors are doing. Follow your competitors and take note of what seems to work well for them and what doesn't. Work those insights into your social media marketing strategy.

Targeted advertisements

It's easy to create ads on social platforms, and the benefit is that you can target them to specifically suit your audience. Research has shown that users respond better when ads are tailored to them, and this often increases engagement.

Key takeaway: **There are many benefits to using social media for business, including access to analytics, boosts in website traffic and the chance to develop a brand personality.**

How to use social media for business

Here are some tips and best practices to help you be successful on social media.

1. Post consistently.

You want your followers to know what to expect from you, so follow a consistent posting schedule. This will also help you avoid posting too much, which can be off-putting for your followers.

2. Have fun with it.

Provide fun ways to generate more leads and engage with your customers, like running contests, linking to your website or special offers in your profile bio, and hosting live videos with exciting updates or news. You can also utilize Facebook or Instagram Shops to sell directly on social media platforms.

3. Know your audience.

Use your analytics tools to see demographic information, customer behavior and social media trends to inform your content. Knowing what your audience wants to see from you and responding accordingly can go a long way in boosting your engagement rates.

4. Craft a social media marketing strategy.

The best way to ensure success on social media is to go in with a plan. This means sitting down and coming up with a social media marketing strategy that includes each platform you plan to use. For more information on how to create a social media marketing strategy, check out this business.com guide.

5.Pielikums.

Kahoot! Lasīšanas tests 5.-6.stundai

https://create.kahoot.it/share/social-media-for-business/cbe5e25f-a54a-4735-85c2-a9318a8b57c5

Kahoot!

Social Media for Business

Test to be done after reading article "Social Media for Business: A Marketer's Guide" by Kiely Kuligowski, StaffUpdated: October 2, 2020



0 favorites **5** plays **27** players

A public kahoot

Questions (13)

1 - True or false

The article is proposed for large business corporations looking for promoting their business 60 sec

- True ✗
- False ✓

2 - Quiz

Instagram is a visual platform based entirely on photo and video posts, so it's best for businesses... 60 sec

- that have a strong brand voice ✗
- that have strong visual content to share. ✓
- Silly answer ✗
- Incorrect answer ✗

3 - Quiz

The best place to find top professional talent, position yourself as an industry leader and promote your business is..

60 sec

- Instagram ✗
- Pinterest ✗
- LinkedIn ✓
- Facebook ✗

4 - Quiz

Pinterest is a perfect place for you...

60 sec

- to share DIY projects, fashion, exercise, beauty, photography and food ✓
- to share information like your business hours ✗
- to share your unique, on-brand voice ✗
- story-driven and interactive content. ✓

5 - Quiz

TikTok is mostly popular with

60 sec

- the job-seekers ✗
- ustomers seeking out companies to express concerns or share praise. ✗
- the infamously discerning Generation Z ✓
- with companies with brand voice ✗

6 - Quiz

An easier way of marketing your business on YouTube is...

60 sec

- creating your own channel ✗
- creating advanced video-content ✗
- sharing you business hours ✗
- using YouTube influencers ✓

7 - True or false

Snapchat is known for its disappearing content.

30 sec

- True ✓
- False ✗

8 - Quiz

You can utilize these social media platforms to sell your products directly

60 sec

- Facebook or Instagram ✓
- Snapchat and Tweeter ✗
- Pinterest and LinkedIn ✗
- TikTok and YouTube ✗

9 - Quiz

The best way to ensure success on social media is...

60 sec

- to create social media marketing strategy ✓
- to post frequently ✗
- to create professional visual content ✗
- to create content for Generation Z ✗

10 - Puzzle

You can become an industry leader by sharing creative 1 on 2, writing blog posts for 3 or showing a fresh idea in 4

90 sec

- content
- Instagram
- LinkedIn
- Tweeter

11 - True or false

It is not important for businesses to have a distinct voice and engage with customers on a human level.

60 sec

- True ✗
- False ✓

12 - Quiz

Following your competitors and taking note of what seems to work well for them and what doesn't is called...

60 sec

- competitor anaalysis ✓
- reputation management ✗
- targeted advertisement ✗
- brand awareness ✗

13 - Poll

How do you feel yourself after completing the test

60 sec

- Optimistic
- Neutral
- Pessimistic
- Frustrated

Resource credits

Description: metamorworks/iStock/Getty Images

6.Pielikums.

Prezentācijas vērtēšanas kritēriji 7.-8.stundai

Scoring Rubric for Oral Presentations: Example #1

Category	Scoring Criteria	Total Points	Score
Organization (15 points)	The type of presentation is appropriate for the topic and audience.	5	
	Information is presented in a logical sequence.	5	
	Presentation appropriately cites requisite number of references.	5	
Content (45 points)	Introduction is attention-getting, lays out the problem well, and establishes a framework for the rest of the presentation.	5	
	Technical terms are well-defined in language appropriate for the target audience.	5	
	Presentation contains accurate information.	10	
	Material included is relevant to the overall message/purpose.	10	
	Appropriate amount of material is prepared, and points made reflect well their relative importance.	10	
	There is an obvious conclusion summarizing the presentation.	5	
Presentation (40 points)	Speaker maintains good eye contact with the audience and is appropriately animated (e.g., gestures, moving around, etc.).	5	
	Speaker uses a clear, audible voice.	5	
	Delivery is poised, controlled, and smooth.	5	
	Good language skills and pronunciation are used.	5	
	Visual aids are well prepared, informative, effective, and not distracting.	5	
	Length of presentation is within the assigned time limits.	5	
	Information was well communicated.	10	
Score	**Total Points**	**100**	