

# 1 Communication forms

## You are learning:

- to recognise how different types of communication are organised and understand how ICT has influenced the style of language.

Many new forms of communication have become popular in the twenty-first century. ICT means that we can keep in touch with others more easily, for work and leisure. We need to:

- be aware of the new language and vocabulary associated with these new forms
- understand how to communicate in these different media
- recognise both the advantages and risks of these new forms.

## Activity 1

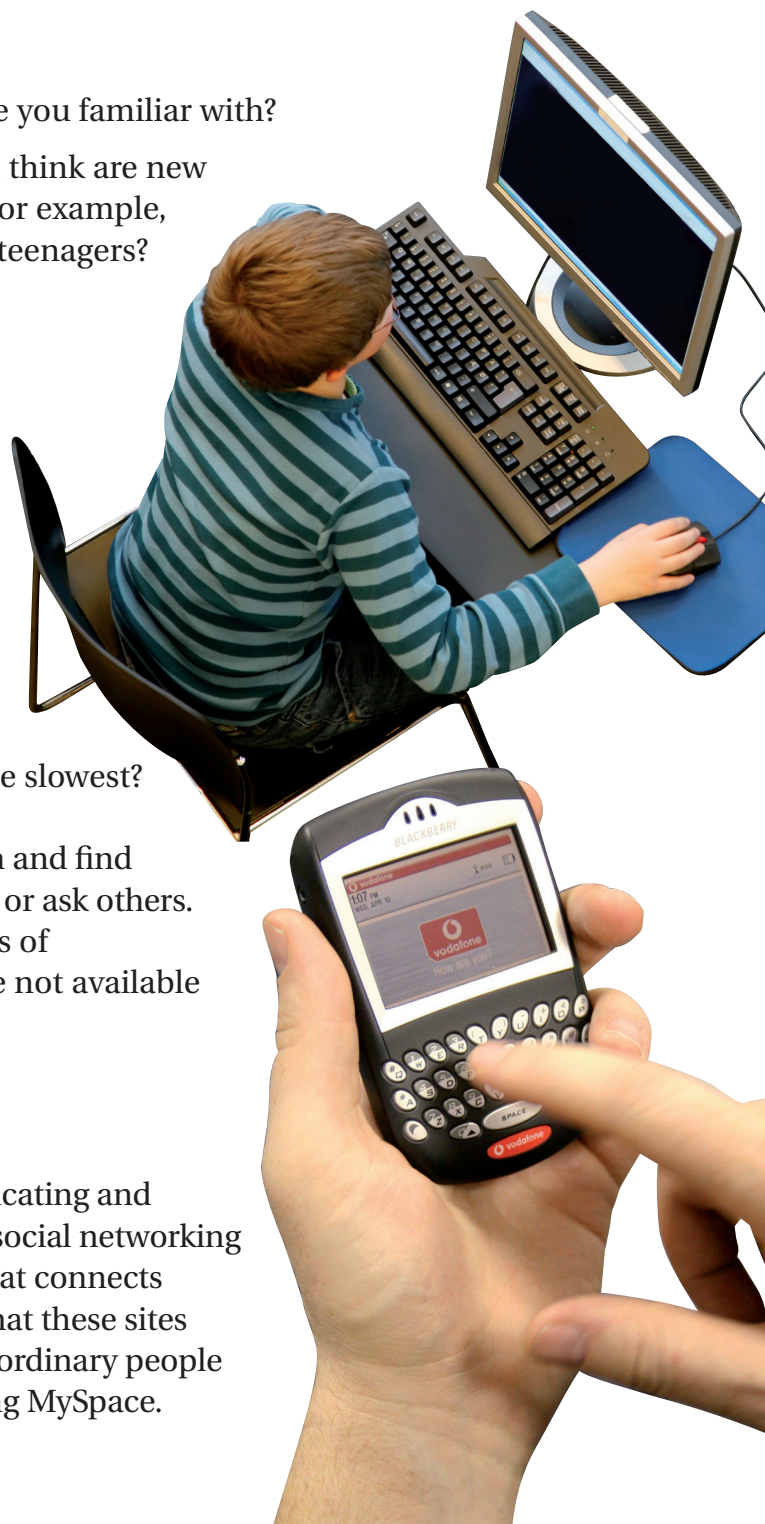
- 1 How many of the communication forms below are you familiar with?
- 2 Which of the communication forms below do you think are new and were not available to previous generations – for example, your parents and grandparents – when they were teenagers?

- wiki
- instant messaging/SMS
- radio
- email
- blogs
- websites
- TV advertisements
- newspapers
- social networking sites
- mail
- phone

- a Which communication form do you think is the slowest?
- b Which communication form is the quickest?
- c Identify any terms that you are not familiar with and find out what they mean. You could use the Internet or ask others.
- d What advantages do you think these new forms of communication give your generation that were not available to your grandparents?
- e What disadvantages do you think there are?

## Activity 2

Social networking sites are a popular way of communicating and exchanging information. MySpace is an example of a social networking site, while Facebook defines itself as a 'social utility' that connects users with the people around them. It has been said that these sites have been used to make famous people ordinary and ordinary people famous! The singer Lily Allen launched her career using MySpace.



Look at the text below from Facebook. Look carefully at the organisational features of this page – for example images, links, menus, colour, headings. Write a sentence for each one, explaining why you think it has been used and how effective you think it is.

The screenshot shows a Facebook group page for 'The Big Spring Clean – Cairngorm and Nevis Range'. The page layout includes a top navigation bar with links to Profile, Friends, Networks, and Inbox. A sidebar on the left contains a search bar and a list of applications (Photos, Groups, Events, Marketplace, Cities I've visited, iLike, Movies). The main content area features a 'Basic Info' section with a description of the event, a 'Common Interest Activities' section, and a 'Related Groups' section. There are also links to 'View Discussion Board', 'Join this group', and 'Share'.

The Big Spring Clean group

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## Self-evaluation

You are learning to identify how texts such as social networking pages are organised. Decide which level you are working at and what your target for improvement is.

Beginner	Competent	Expert
I can identify and describe features of layout and presentation.	I can explain the impact that layout and presentation have on an audience.	I can discuss the effectiveness of features of layout and presentation, saying how successful they are.