Unit 1
PEOPLE AND ICT

In this unit you will

▶ learn and practice vocabulary for online communication

▶ collaborate in small group projects

Part 1: Using IT for Communication

1a Class Discussion

▶ *What is communication?*
▶ *How do you communicate using IT?*
▶ *What do you communicate using IT?*
▶ *What is the difference between personal communication and business communication?*

1b Find the meaning

*Find the meanings of the **highlighted** words in the passage. Then complete the mindmap according to the information from the text.*

### Why Use IT to Help Communicate Information?

We often have ideas or information that we wish to communicate with others, either personally, or as part of our work.

Examples of **personal** communication: You may want to tell your friends about a party that you are having, or you may want to let others know how about the **impact** of **climate change**.

Examples of **business** communication: In business, you may want to tell the world about a new **product** that your company has just **created** (this is called **marketing**), or you have information that you need to pass on to all of the **employees** in the business.

In all of these examples, IT can be used to help pass on the message.

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Communication — personal
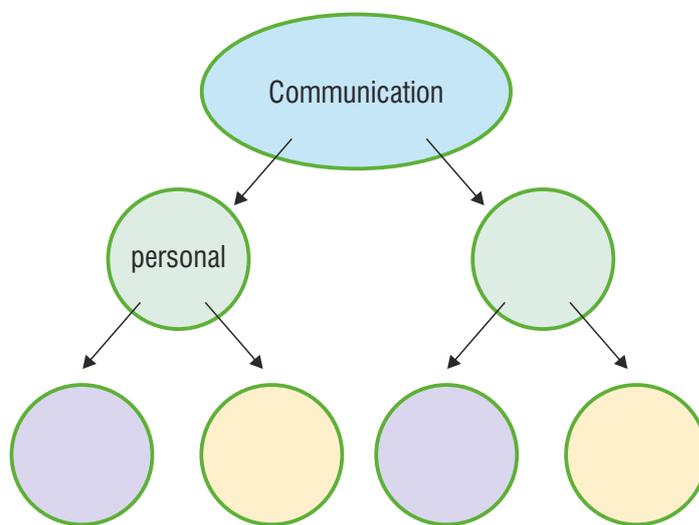
1c Fill in the blanks

Fill in the blanks with words from the passage.

1. We communicate .... or ....
2. Communication with friends is .... communication.
2. Communication with .... is business communication.
3. .... is telling everyone about a new product.
4. We can use IT to pass on the .... to others.

1d Brainstorm

In groups, brainstorm more examples for personal and business communication. Then share with the rest of the class. The group with more ideas wins.

1e Class Discussion

▶ *How much do you use e-mail? What do you use it for?*
▶ *What do you think is the best way to communicate with people online (çevrimiçi)?*

1g Read the following text to answer these questions:

1. What methods of communication do people use offline?
2. How do people choose an online communication method?

1f Match

Use your glossary to find the meanings of the highlighted words in the text Beyond e-mail. Then match each bullet point with the following:
▶ Facebook (social networking)
▶ Blogging and online forums
▶ Skype (video chat)

Beyond e-mail

In the past, email was the best way to communicate with people online. But today, there are many different ways to talk online, allowing you to do things like:
▶ Make phone calls from your computer and even see the person you're talking with
▶ Share with lots of friends at the same time without sending an email to each of them individually
▶ Engage with different websites by making comments or posting your own content.

How people communicate online

When people are not online, they use a variety of communication methods, including phone calls, written letters, and face-to-face conversation. We use these different methods depending on the situation. Online communication is very similar: People may use instant messaging, video chat, or social networking depending on the situation. You can choose whichever methods best fit your needs.

Grace
How do you communicate online?

"I use **video chat** to talk with family members who live far away.

I also send **direct messages** to eBay sellers to ask questions about items that interest me on the site."

Amelia
How do you communicate online?

"I love using **social networks** like Facebook to share with friends.

When I'm on the go, I use **text messages** to connect with my friends quickly—it's really convenient!"

Henri
How do you communicate online?

"I use a **chat client** at work to ask my coworkers quick questions.

Whenever I find an interesting blog post or news article on the web, I love to share my opinion and **comments**."

1h Find the phrases

Scan the text about Grace, Amelia and Henri, and find the phrases in the text which mean the following:
1. metin iletisi
2. sohbet istemcisi
3. blog yazısı
4. yorumlar
5. sosyal aglar
6. dogrudan mesaj (DM)
7. görüntülü konusma

1i Match

Now read how Grace, Amelia and Henri communicate online and match the following statements with their names.

1. Communicates with relatives.
2. Communicates with workmates.
3. Communicates with friends.
4. Posts own comments.
5. Shops online.
6. Uses Facebook.

Part 2: The World Wide Web
2a Class Discussion

▶ *What different kinds of websites can you think of on the Internet?*
▶ *How are they different from each other?*
▶ *Which websites do you use the most? Why?*

2b Check the meaning

*1. Use your glossary to check the meanings of the **highlighted words** in the passage.*
2. Which word is the opposite of 'dynamic'?
3. Divide the following adjectives into two categories under Web 1.0 and Web 2.0. static, one-way, interactive

What is Web 2.0?

The original World-Wide Web ('The Web', WWW, or 'Web 1.0') was a collection of mostly static websites that published information. You could visit the sites, read the webpages, look at the pictures, but you couldn't really interact with the site: you couldn't login, leave comments, tag images, discuss things, etc. The original Web was a mostly one-way experience where information was delivered to you.

'Web 2.0' is the name given to the the **interactive** websites that are quite different from the old, static websites. Many websites on the Web today allow users to:

▶ **share** information (e.g. notes and photos on Facebook)
▶ **interact** (add comments, chat, etc.)
▶ **collaborate** on content (e.g. creating pages on Wikipedia)
▶ **create** their own content (e.g. videos on YouTube) Web 2.0 is often called the '**Social Web**' because of the way that users can interact and share. It's also been called the 'Read-Write Web' because much of the content is now written by users (they're not just reading).

2c True or False

Decide if the following statements are True (T) or False (F) according to the passage.
1. Web 2.0 came later than Web 1.0.
2. Web 2.0 pages are like a book to read.
3. You could have a two-way communication with Web 1.0.
4. With Web 2.0, users can add to a website.
5. Web 1.0 websites do not ask for registration.
6. Web 2.0 allows you to upload photos.

2d Check your understanding

Answer the following questions according to the passage:

1. Are websites like Instagram and Twitter Web 1.0 or Web 2.0? Why?

2. What are the other names used for Web 2.0? Why?

2e Discuss with your partner 🖊

With your partner choose two Web 2.0 websites that you use or know about and write down the things you can do on these websites. Share with the rest of the class when you have finished.

Part 3: Social Networking

3a Class Discussion

▶ *What are the advantages and disadvantages of social networks?*
▶ *Do you use Facebook? If yes, how many friends do you have?*
▶ *What are the different things you can do on Facebook?*
▶ *How can businesses use Facebook?*

3b Find the words

Read the following text on Social Networks and find the words or phrases which mean:

a) geride bırakmak (üstün olmak):

b) diğer kullanıcılarla bağlantı kurmak:

c) ticari olmayan ağ kullanıcıları:

d) bilgi paylaşmak:

Social Networks

A social network website is a site that allows user to **connect** with other users who are friends / relatives, or who share similar interests.

Connected users can then **share** information / pictures / files with each other, send messages, chat, etc.

One of the biggest social networking websites is Facebook.

For many people, social networking sites are the main method of communicating with friends online.

In fact social networks have surpassed e-mail as the main communication link for non-business Web users

Other examples of popular social networking sites:

- *Bebo*
- *Friendster*
- *Habbo*
- *LinkedIn*
- *MySpace*
- *Orkut*

3c Group Project

Choose one of the above other examples of popular social networking sites and prepare a short presentation which includes the following:

Who uses the website?
What is it for (business or personal)?
What can the users do on the site?
What are the advantages?

Part 4: Media Uploading

4a Class Discussion

▶ *What kind of media can you upload on different media upload sites?*
▶ *Do you upload media? If yes, what do you upload and for what purpose?*
▶ *Do you make comments on other people's uploads? Do they comment on yours?*
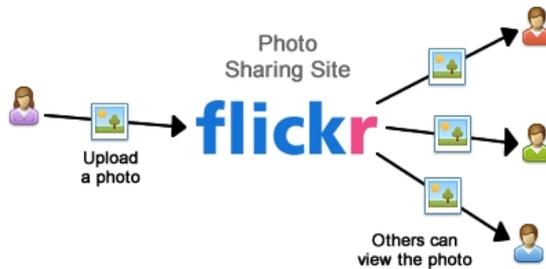
4b Find the words

Read the following text on **Media Uploading Sites** and find the words or phrases which mean:

a) telif hakkı sahibinden izin almak:

b) kendini yayınla:

c) engellenmek:

d) deðerlendirmek (yıldız veya puan vermek):

e) rahatsız edici görüntüler:

Media Uploading Sites

There are many websites that allow users to create, **upload** and **share** their own media such as **photos**, **music** or **video**. Usually other users can **rate** or **comment** on the media that is uploaded leading to these sites often being referred to as 'Social Media' sites.

All media upload sites have rules about the type of media that you can upload - you have to either own the **copyright** to the image / music / video yourself, or have permission from the copyright owner.

The most famous video upload site is YouTube.

YouTube
Broadcast Yourself™

Photo Sharing Site
flickr
Upload a photo
Others can view the photo

Video upload sites are especially popular. However the videos that are uploaded can sometimes contain offensive scenes (this is why YouTube is blocked in so many schools).

Some popular media upload sites:

- *YouTube (video)*
- *Vimeo (video)*
- *Flickr (photos)*
- *PhotoBucket (photos)*
- *MySpace (music)*
- *ccMixter (music)*

4c Check your understanding

Answer the following questions according to the text.

1. How can you interact with the media that someone else has uploaded?

2. What are the copyright rules in uploading media?

3. Which site can you find the most videos?

4. Why do many schools block YouTube?

4d Group project

Your teacher will assign you one of the above media upload sites. Study the site and prepare a short presentation including the following:

1. What is the uploaded media?
2. Who uploaded it?
3. What kind of comments are there from other users?
4. Is the media rated? If yes, then how is it rated?

4e Discussion

*The following screen clipping is from YouTube. It shows a video for the song **Diamonds** by Rihanna. First in pairs and then as whole class discuss the following questions:*

1. Do you listen to Rihanna? Do you like her?
2. Who uploaded this video? When was it uploaded?
3. How many videos has this person shared on YouTube?
4. How can you rate the video?
5. How many comments are there on the video?

6. How can you make your own comments?
7. How many people have watched this video?
8. What are the numbers 1,464,757 and 90,205?
9. Can you share this video somewhere else?

4f Share your thoughts 🖊️

Listen to the song and share your thoughts here.

Part 5 Blogging

5a Class Discussion

▶ *What kind of a website do you think the clipping on the right comes from?*
▶ *What do you think you can find on this website?*
▶ *Who do you think created the website?*

5b Check the meaning

Match the highlighted words in the text with the following Turkish words:

yayınlamak   yayıncı   grüş ve fikirler   kişisel grüşler   10 yıl
çaba   gerçeklere dayalı olarak   maliyet   eşsiz/tek olan   ilgi alanı

Blogs and Blogging

A blog is a website where someone (usually a normal person - not a professional writer) **writes** about a topic. Blogs can be **personal** (someone writing about their own life, or their personal views), based on an interest (e.g. football), or some **businesses** also use blogs to write about new products, etc. A blog allows someone to be a **writer** and publisher on the Web with very little effort or cost. A blog can be setup with just a few clicks, whereas a few years ago you'd need a lot of technical knowledge to create your own website. Many blogs have systems that allow readers to leave **comments** and begin discussions connected with the blog posts. Blogging (the act of writing a blog) has become very popular over the past decade or so (there are well over 200 million unique blogs). Some blogs are very popular and have hundreds of thousands of readers, but many are only read by a tiny number of readers (probably just the writer's family and friends!) Blogs allow people to publish their views and opinions very easily, without anyone else checking what they are writing. For this reason, it is very important that you do not take the viewpoints expressed on blogs as facts - they are just one person's **opinion** and maybe factually very wrong.

Copied from <http://www.igcseict.info/theory/6/intdev/index.html>
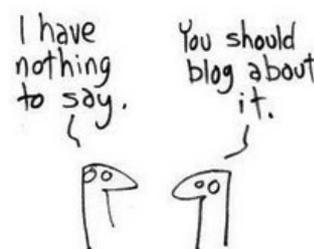
5d Class discussion

What is the humour in the above cartoon?

5e Project Idea

Do you want to have your own blog? There are many websites which offer a free blog. Check out
www.blog.com

5c Check your understanding

Answer the following questions according to the passage:

1. Can anyone become a blogger (someone who writes a blog)?

2. What is the difference between a personal blog and a business blog?

3. Do you need a lot of technical knowledge to create a blog?

4. Is blogging expensive?

5. Are blogs interactive sites?

6. How many people visit a blog?

7. Why should people be careful with the information in a blog?

Part 6: Revision

6a Fill in the gaps

Fill in the gaps with these words:

chat client   collaborate   comment   content   interactive   marketing   media
post   product   share   text messaging   upload   video chat

1. People can .... information on social networking sites.
2. Businesses can use IT for .... their new ....
3. Web 2.0 websites are ....
4. In the company they use a .... to communicate with the employees.
5. She uses .... to talk to her son who lives in Australia.
6. Young people use .... a lot to communicate with their friends.
7. You can .... your photos on Facebook and other people can .... or rate them.
8. You can create your own .... on a blog.
9. People can .... comments in social networking sites.
10. Users of Wikipedia can .... to create content.
11. YouTube, Flicker and My Space are .... upload sites.
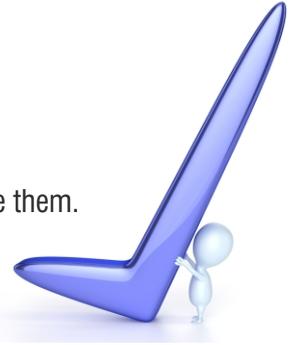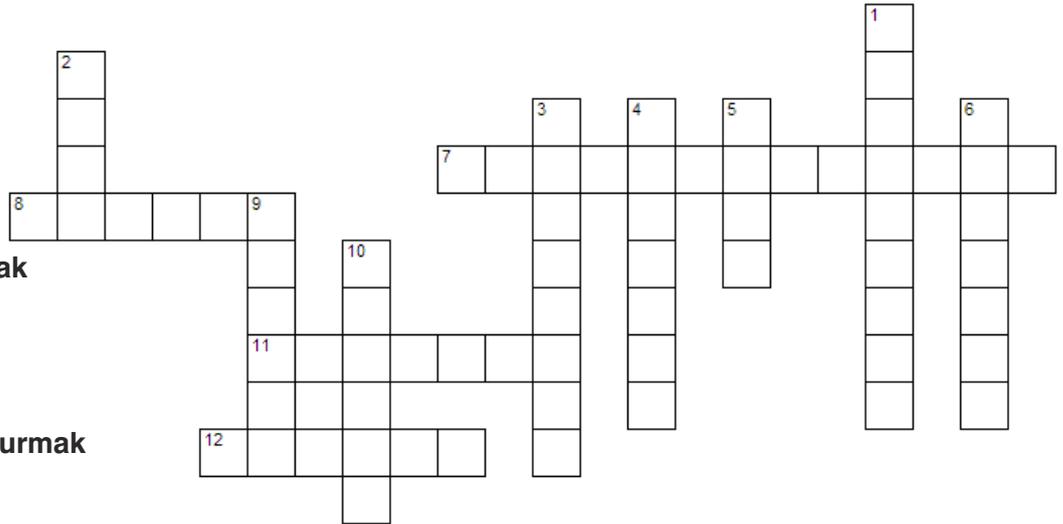
6b Puzzle

Complete the puzzle with the English equivalents of the following words:

ACROSS
7   iletiþim
8   10 yıl
11   tek yönlü
12   statik, hareketsiz

DOWN
1   gerçeklere dayalı olarak
2   deðerlendirmek
3   çalıþan
4   yayınlamak
5   görüþ
6   baðlanmak; baðlantı kurmak
9   çaba
10 yaratmak; oluþturmak

6c Translate

Translate the following phrases and sentences into English:

1. Ahmet görüslerini blogunda paylasır.
2. Akrabalarımla Skype'da görüntülü konusma yaparım.
3. Metin iletisi düsük maliyetli bir iletisim türüdür.
4. Arkadaslarımla Facebook'da baglantı kurarım.
5. Isletmeler blogları ürünlerini pazarlamak için kullanabilir.

6d Miming Game

Your teacher will put you in groups. Take a few minutes to decide on 6 words that you want to mime. Then take turns to mime the words. The group which makes the most correct guesses wins.