

Lesson 1: Media and Modes of E-communication

A Look at the pictures and say what you see in them.



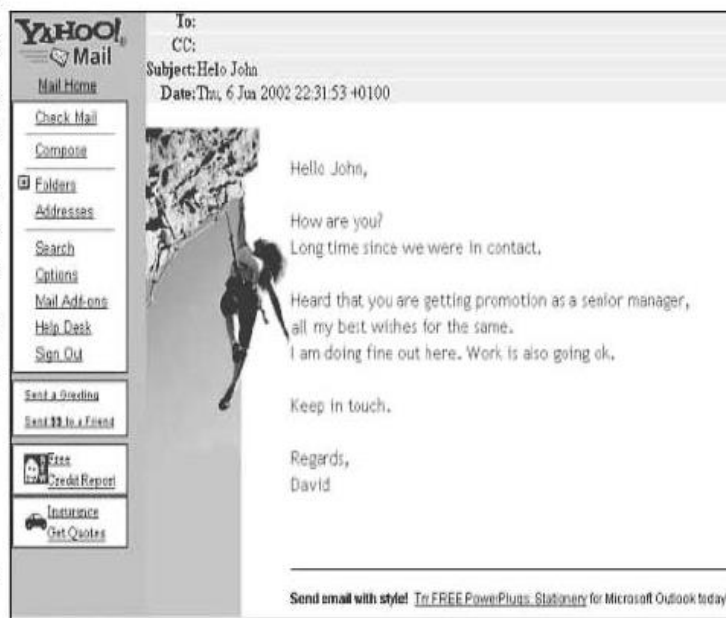
B Work in pairs. Discuss which of the following words you are familiar with. How are they related to e-communication?

facebook, e-mail, web site, blog, e-commerce, twitter, e-learning, iPod, tablet pc, information super high way, social network, smart phone

C Read the text and answer the questions that follow.

Let's imagine a citizen's ordinary day at work. The morning probably starts with a cup of coffee/tea, followed by greeting the colleagues. Then comes the inevitable, which is log in the computer. For many of us the third step has become an automatic behavior and it dominates the rest of our work day, receiving and sending dozens of emails.

An e-mail is an electronic mail. It is a computer-aided way of exchanging digital text



Lesson 2: Social Network Services

- A** Look at the following logos. Are you familiar with them? Discuss with your partner what they are and how they are related to the field of e-communication.



- B** Read the text and answer the following questions.

The Internet technology has helped design a large number of web sites to facilitate social relations among people around the world. These are known as social networking services or social networks or social media. At present, Facebook is the *most popular social media site*. Google+, Twitter, LinkedIn, etc. are other frequently used social services. Social network services are web-based and hence, provide ways for the users to interact through the Internet. *These services* make it possible to connect people across the borders and thus *have made the users feel that they really live in a global village*.

- F** Look at the following table adapted from Wikipedia. It shows some data on worldwide use of social networks.

Social Networks	Individual users	Percentage (%) of popularity	Regions covered
Facebook	792,999,000	55.1 %	worldwide
Google+	250,000,000	17.7 %	worldwide
Twitter	167,903,000	11.7 %	worldwide
LinkedIn	94,823,000	6.6 %	Asia and Europe
MySpace	61,037,000	4.2 %	USA and Canada
Others	255,539,000	17.8 %	
Total	1,438,877,000	100 %	