Unit 13
Media and E-Communications

OBJECTIVES

After the completion of this unit, you should be able to –

- ➤ surf the Internet.
- ➤ read and write emails.
- ➤ narrate incidents in a logical sequence.
- ➤ read intensively and extensively.
- ➤ present information in charts.

OVERVIEW

Lesson 1: Media and e-Communications

Lesson 2: Social Network Services

Lesson 3: E-learning

Lesson 4: Revision and Test

ANSWER KEY

Lesson 1 : E-Communications

A. *Look at the pictures, and think what you see in them.*

Now, write which of the words in the following box you are familiar with. How are they related to e-communications?

> Yahoo, Google, Skype, facebook, e-mail, web site, blog, e-commerce, twitter, e-learning, iPod, tab, information super high way, social network, smart phone

B. *Read the following passage.*

Let's imagine a citizen's ordinary day at work. The morning probably starts with a cup of coffee or tea, followed by greeting the colleagues. Then come the inevitable tasks including switching on the computer and logging in the email. For many of us, the third step has become

an automatic behaviour, and it dominates the rest of our working day, receiving and sending dozens of emails.

An e-mail is an electronic mail. It is a computer-aided way of exchanging digital text messages from a sender to one or more recipients. Emails operate through a network of computers linked by the Internet. There are commercial server agencies, such as Yahoo, Gmail, Hotmail, etc that accept the text message from the sender, forward it and deliver instantly to the digital mailbox of the recipient. If the recipient is not online, the message is stored and delivered later when the recipient is online. The email works instantly just with the click of your mouse. It has been a powerful communication tool in our modern life.

C. Answer the questions.

1. Question: What is an email?

Answer: ....

2. Question: How does an email operate?

Answer: ....

3. Question: How do the commercial servers work in the process of an email?

Answer: ....

4. Question: How is the email a powerful communication tool?

Answer: ....

5. Question: How do emails affect our daily work schedule?

Answer: ....

D. *Read the following email exchanged between two friends. Like an informal letter, an email to a close one is casually written. Now, write an email like the one below to your friend.*

Subject: Details of Dhaka Tour

FROM: Shoilee<malihamanir@gmail.com>

TO: Rafit<rafitmuhammad@gmail.com>

Sunday, February 22, 2015 7:30 AM

Hi Rafit!

Thanks for Your email. I'll fly from Washington DC at 7:36 hours local time on 13 July with Qatar Airlines via London-Doha and land Dhaka on 15 July around 13:41hours local time. Wish to stay 2 days in Cox's Bazar and 1 day in Mymensingh. Return flight is on 21 July at 3:04 hours local time.

Keep fine and in touch. Hope to see you soon!

Shoilee

E. *Read the following text. It gives information on the origin of the email. Choose the appropriate forms of the verbs from the box to complete the sentences. You can use a verb more than once.*

send, say, use, remain, call, expand, allow, develop, spread

Sending text messages electronically could be ……………. to date back to the Morse code telegraph of the mid 1800s and the 1939 New York World's Fair. In the fair, IBM ……………. a letter of congratulations from San Francisco to New York on an IBM radio- type, …………….it a high-speed substitute for mail service in the world of tomorrow. Teleprinters were ……………. in Germany during World War II.   The use ……………. until the late 1960s when there was a worldwide Telex network. Additionally, there was the similar   American system ……………. TWX which……………important until the late 1980s.

With the introduction of MIT's Compatible Time-Sharing System (CTSS) in 1961, for the first time multiple users were ……………. to log into a central system from remote dial-up terminals. They were also able to store and share files on the central disk. Informal methods of using this to pass messages ……………. and   were ……………. to create the first true email system.

Lesson 2 : Social Network Services

A.

Look at the following logos. Do you know them? Think what they are.

Now, discuss with your friend what the above logos are and how they are related to the field of e-communications.

B. *Read the following text.*

The advantages of the Internet technology have made it possible to emerge a good number of web sites to facilitate social relations among people around the world. These are known as social networking services or social networks.   At present, Facebook is the most popular. 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 sharing interests and activities across the borders and thus have made a lot for the users to feel that they really live in a global village.

Why are social networks expanding so fast? The answer is simple. Most of the social services are cost free. You can make use of them free, paying a very little to your Internet service provider. Secondly, you can make your personal profile public before the entire online community. It is like presenting yourself before the entire world. You can also look into other people's profile if you are interested. It is simple and easy. Thirdly, social networks allow users to upload pictures, multimedia contents and modify the profile. Some networks like Facebook allow users to update their profiles. Fourthly, networks allow users to post blog entries. User profiles have a section dedicated to comments from friends and other   users. Finally, there are privacy protection measures, too.   A user himself or herself decides on the number of visitors/viewers, and what information should be shared with others.

C. *Answer the questions.*

1. Question: What do you mean by social networks??

Answer: ....

2. Question: What are some uses of social networks?

Answer: ....

3. Question: What is Facebook?

Answer: ....

4. Question: Do you use Facebook, and why?

Answer: ....

5. Question: Are most of the social services cost free?

Answer: ....

D. *Choose the best answer, and write in the gaps.*

1. The _____ technology has made social networking sites to emerge.
    a. LinkedIn
    b. Internet
    c. Google+
    d. Twitter

2. Users have to pay for _____ .
    a. social networks
    b. their online connections
    c. multimedia contents
    d. uploading pictures

3. User accounts have _____ protection measures.
    a. virus
    b. identity
    c. personal secrecy
    d. network

4. User profiles have a section for _____ .
    a. others' remarks

b. outsider's editing

c. outsider's moderation

d. outsider's uploading

E. *Read and note the information on the worldwide use of different social networks.*

Social Networks	Individual users	Percentage (%)of popularity	Regions covered
Twitter	792,999,000	55.1 %	worldwide
Google+	250,000,000	17.7 %	worldwide
Facebook	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%	

F. *Now, complete the following dialogues about Facebook and MySpace, and make your own dialogue on the rest of the social networks in the table.*

1   Question: _____ social network is the most popular?

Answer: Facebook is _____ .

Question: _____ individual users use Facebook?

Answer: About 793 million.

Question: _____ part of the world is Facebook mostly used in?

Answer: Worldwide. It's popular worldwide among individual users.

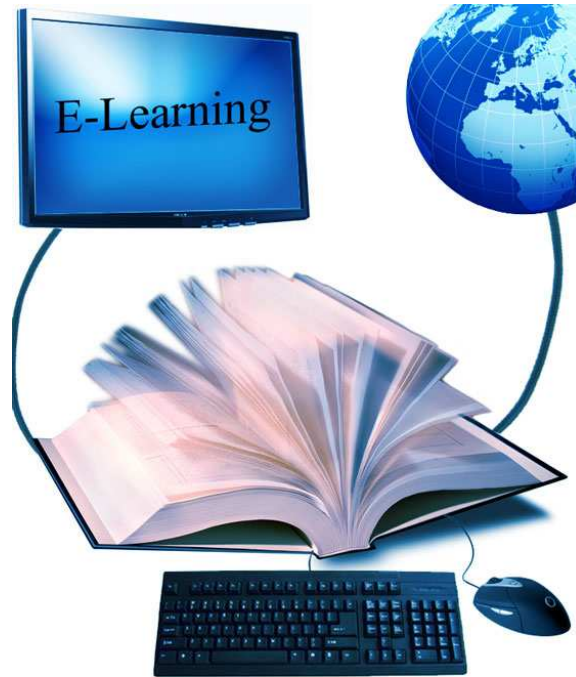2 Question: _____the least popular?

Answer: MySpace is _____ .

Question: _____ individual users use MySpace?

Answer: _____.

Question: _____ mostly used?

Answer: _____among individual users.

Lesson 3 : E-Learning

A. *Look at the following picture. Do you identify it? Think what it is.*

Now, discuss the following questions with your friend, and write answers to them.

a.   Have you ever experienced any digital education programmes in multimedia or CD/DVD?

b.   Have you ever used any digitized educational resources, such as   Oxford Dictionary, Banglapdedia, and IELTS/TOEFL practice materials?

c.   Have you ever heard of any online education course?

d.   Have you ever seen a classroom teaching programme on TV?

B. *Read the following passage.*

Can you think of a classroom where there is no blackboard or desks? Do you believe that you can be a student without a traditional book or writing pad or even pen and pencil? Are you not thrilled to imagine that you have asked a question, and your tutor is answering that while flying midair in a Boeing from California to Tokyo? These are all possible on a 'virtual campus' in the system of e-learning. No kidding! For quite a long time, educationists have been utilizing the advantages of computer technology. The social   networking   services   have   a huge   potential   to   help educationists in this sector. They have access to millions of people worldwide. Educationists have noticed that a large number of social network users come from

young generation and especially belong to the student community. So, side by side computer assisted teaching-learning software, online education programmes are evolving fairly rapidly to assist conventional education system. But, is that e-learning?

We may confuse distant education or computer-based learning or computer-assisted training or even online education programmes with e-learning. But, we should be cautious about the mix-up. What happens in an online education programme? Maybe, you get some materials online from your tutor. Maybe, you submit your assignment through emails. Or even, you may take your test online. But, there must be some conventional campus, a department or institute from where your certificate will come.

But, in e-learning, every step, such as registration, admission, classroom entry and exit, class work, attendance, discussion with course mates, feedback, exams, and finally certification must take place electronically through computer and the Internet technology on a virtual campus. Everything is digitized and conducted by a system called Learning Management System (LMS). So, online education programmes blend various components of e-learning. The revolutionary concept of e-learning is already in its practice phase in many parts of the world.

C. *Answer the questions.*

1. Question: What is LMS?

Answer: ....

2. Question: What is e-learning?

Answer: ....

3. Question: What is a virtual campus?

Answer: ....

4. Question: Do you like e-learning, and why?

Answer: ....

5. Question: Do you believe that learning is possible on a virtual campus?

Answer: ....

D. *Complete the following sentences.*

1. Education experts …………………… utilizing the advantages of computer technology …………. a long time.

2. In e-learning, everything from admission to certification must ……………. ……...............electronically through computer and the Internet technology on a virtual campus.

3. In some online courses, you ………… …………. your test online.

4. In case of online programmes, there …………………… some conventional campus where …………………………………………………………… .

5 In e-learning, all activities ……….………………. by a system called Learning Management System (LMS).

D. *Write an email to your tutorial teacher expressing your feelings and opinion regarding the next mode of education – e-learning. Also, ask your tutorial teacher to clarify if anything in the text is not understood by you.*

Lesson-4: Revision and Test

A. *Write the meanings of the words in the following table.*

Words	Meanings
Inevitable	
Dominate	
Probably	
Exchanging	
instantly	
Operate	
advantage	
Protection	
conventional	
Component	

B. *Fill in the blanks in the following passage by inserting suitable words.*

We may confuse distant education, computer-based learning, computer-assisted training, or even online education programmes with e-learning. But, we (a) ─ be cautious about the mix-up. What happens in an online education (b) ─? Maybe, you get some materials online from your tutor. Maybe, you submit your assignment through (c) ─. Or even, you may take your test (d) ─. But, there must be some conventional campus, a department or institute from where your certificate will (e) ─.

C. *Read the statements in columns A and B. Now, match them to make complete sentences.*

Column A	Column B
1. Everyday I send and receive	a. spend much time on facebook.
2. A students should not	b. online from the tutor.
3. A student can get materials	c. server agency across the globe
4. E-learning takes place	d. a lot of emails.
5. Yahoo is a very popular	e. on a virtual campus.

D. *Write an email to your friend requesting him/her to send you some materials through an email attachment.*

⚷ ANSWER KEY

Lesson-1

B.
1. An e-mail is an electronic mail.
2. An email operates through a network of computers linked by the Internet.
3. The commercial servers accept the text message from the sender, forward it, and deliver instantly to the digital mailbox of the recipient.
4. The email is a powerful communication tool as it works instantly just with the click of the mouse.
5. Emails affect our daily work schedule as we daily receive and send dozens of them.

C.
Subject: A tour to Cox's Bazar
FROM: Rafit<rafitmuhammad@gmail.com>
TO: Shoilee<malihamanir@gmail.com>
Friday, January 15, 2016 8:30 PM
Hi Shoilee!
We're going on a tour to Cox's Bazar tomorrow. We'll go by microbus, and stay there two days. We'll visit the Inani Beach and other interesting spots. We'll enjoy sea fish.

Hope get back to Savar on Tuesday next.
Wish us luck.
Hope to see you soon!
Rafit

D.
Sending text messages electronically could be <u>said</u> to date back to the Morse code telegraph of the mid 1800s and the 1939 New York World's Fair. In the fair, IBM <u>sent</u> a letter of congratulations from San Francisco to New York on an IBM radio- type, <u>calling</u> it a high-speed substitute for mail service in the world of tomorrow. Teleprinters were <u>developed</u> in Germany during World War II. The use <u>remained</u> until the late 1960s when there was a worldwide Telex network. Additionally, there was the similar American system <u>called</u> TWX which <u>remained</u> important until the late 1980s.
With the introduction of MIT's Compatible Time-Sharing System (CTSS) in 1961, for the first time multiple users were <u>allowed</u> to log into a central system from remote dial-up terminals. They were also able to store and share files on the central disk. Informal methods of using this to   pass messages <u>spread</u> and   were <u>expanded</u> to create the first true email system.

Lesson-3
B.
1. Social networks mean the web-based services that provide ways for the users to interact through the Internet
2. Social networks facilitate social relations among people around the world.
3. Facebook is a social networking service.
4. Yes, I do. I use Facebook for exchanging interests and activities with my friends and relatives.
5. Yes, most of the social services are cost free.
C.
1. b. Internet
2. b. their online connections
3. c. personal secrecy
4. a. others' remarks
D.
1 Question: <u>Which</u> social network is the most popular?
   Answer: Facebook is <u>the most popular</u>.
   Question: <u>How many</u> individual users use Facebook?
   Answer: About 167,903,000.
   Question: <u>Which</u> part of the world is Facebook mostly used in?
   Answer: Worldwide. It's popular worldwide among individual users.
2 Question: <u>Which social network</u> is the least popular?
   Answer: MySpace is the least popular.
   Question<u> How many</u> individual users use MySpace?

Answer: <u>About</u> 61,037,000.
Question: <u>How is MySpace</u> mostly used?
Answer: <u>MySpace is mostly used</u> among individual users.

Lesson-3
B.
1. LMS means Learning Management System.
2. E-learning takes place electronically   through computer and the Internet technology on a virtual campus.
3. A virtual campus is an electronic campus created by computer and   the Internet technology.
4. Yes, I do. I like e-learning as it helps me to have education on a virtual campus.
5. Yes, I do.

C.
1. Education experts <u>have been</u> utilizing the advantages of computer technology <u>for</u> a long time.
2. In e-learning, everything from admission to certification must <u>take place</u> electronically through computer and the Internet technology on a virtual campus.
3. In some online courses, you <u>may take</u> your test online.
4. In case of online programmes, there <u>must be</u> some conventional campus where <u>your certificate will come from</u>.
5 In e-learning, all activities <u>are digitized and conducted</u> by a system called Learning Management System (LMS).

D.
Subject: E-*learning*

FROM: Rafit<rafitmuhammad@gmail.com>

TO: Shoilee<malihamanir@gmail.com>

Friday, January 15, 2016 8:30 PM

Dear Teacher,
I much like e-learning that takes place electronically through computer and the Internet technology. This mode of learning allows us to have education on a virtual campus. E-learning helps us to learn our lessons twenty four hours. It's neither time-bound nor confined to the classroom.

Please clarify the differences between the status of the conventional education and e-learning in our country.

Best regards,

Rafit

Lesson-4
A.

Words	Meanings
inevitable	essential
dominate	control, govern
probably	very likely
exchanging	sharing, giving and receiving reciprocally
instantly	immediately
operate	function
advantage	opportunity
protection	safety, defense
conventional	customary, usual
component	element, ingredient

B.
We may confuse distant education, computer-based learning, computer-assisted training, or even online education programmes with e-learning. But, we (a) <u>should</u> be cautious about the mix-up. What happens in an online education (b) <u>programme</u>? Maybe, you get some materials online from your tutor. Maybe, you submit your assignment through (c) <u>emails</u>. Or even, you may take your test (d) <u>online</u>. But, there must be some conventional campus, a department or institute from where your certificate will (e) <u>come</u>.

C.
1. Everyday I send and receive <u>a lot of emails</u>.
2. A students should not <u>spend much time on facebook</u>.
3. A student can get materials <u>online from the tutor</u>.
4. E-learning takes place <u>on a virtual campus</u>.
5. Yahoo is a very popular <u>server agency across the globe</u>.

D.
Subject: Some materials

FROM: Shoilee<malihamanir@gmail.com>

TO: Rafit<rafitmuhammad@gmail.com>

Saturday, January 16, 2016 9:00 PM

Hi Rafit!
Hope everything's well with you. You know I'm now doing an online SSC programme with Bangladesh Open University. I need materials relating to paragraph writing. Please send me some relevant materials through an email attachment.

I always appreciate your generosity and cooperation

Yours,

Shoilee