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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF ENGLISH

UNIT-I

ENGLISH FOR TECHNOLOGY- SHS1605

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INTRODUCTION TO INTERNET

Introduction to Internet

Internet is a global communication system that links together thousands of individual networks. It allows exchange of information between two or more computers on a network. Thus internet helps in transfer of messages through mail, chat, video & audio conference, etc. It has become mandatory for day-to-day activities: bills payment, online shopping and surfing, tutoring, working, communicating with peers, etc.

What is Internet?

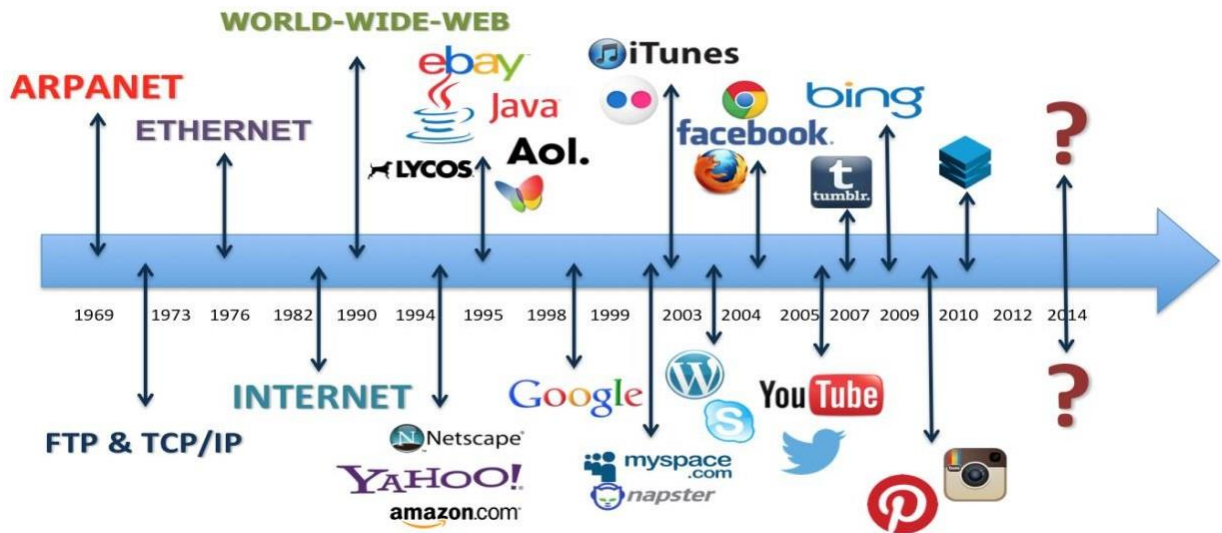
The Internet is a global network of networks connecting millions of users worldwide via many computer networks using a **simple** standard common addressing system and basic communications protocol called TCP/IP (Transmission Control Protocol/Internet Protocol). It is a collection of standalone computers (and computer networks in companies, schools, and colleges) all loosely linked together, mostly using the telephone network. The connections between the computers are a mixture of old-fashioned copper cables, fiber-optic cables, wireless radio connections and satellite links.



History

The first workable prototype of the Internet came in the late 1960s with the creation of ARPANET, or the Advanced Research Projects Agency Network. Originally funded by the U.S. Department of Defense, ARPANET used packet switching to allow multiple computers to communicate on a single network. The technology continued to grow in the 1970s after scientists Robert Kahn and Vinton Cerf developed Transmission Control Protocol and Internet Protocol, or TCP/IP, a communications model that set standards for how data could be transmitted between multiple networks. ARPANET adopted TCP/IP on January 1, 1983, and

from there researchers began to assemble the “network of networks” that became the modern Internet. The online world then took on a more recognizable form in 1990, when computer scientist Tim Berners-Lee invented the World Wide Web. While it’s often confused with the Internet itself, the web is actually just the most common means of accessing data online in the form of websites and hyperlinks. The web



helped popularize the Internet among the public, and served as a crucial step in developing the vast trove of information that most of us now access on a daily basis.

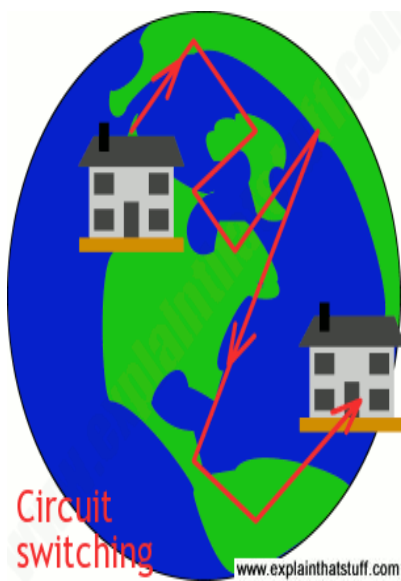
.What does the Internet do?

The Internet has one very simple job: to move computerized information (known as **data**) from one place to another. That's it! The machines that make up the Internet treat all the information they handle in exactly the same way. In this respect, the Internet works a bit like the postal service. Letters are simply passed from one place to another, no matter who they are from or what messages they contain. The job of the mail service is to move letters from place to place, not to worry about why people are writing letters in the first place; the same applies to the Internet.

Just like the mail service, the Internet's simplicity means it can handle many different kinds of information helping people to do many different jobs. It's not specialized to handle emails, Web pages, chat messages, or anything else: all information is handled equally and passed on in exactly the same way. Because the Internet is so simply designed, people can easily use it to run new "applications"—new things that run on top of the basic computer network. That's why, when two European inventors developed Skype, a way of making telephone calls over the Net, they just had to write a program that could turn speech into Internet data and back again. No-one had to rebuild the entire Internet to make Skype possible.

How does Internet data move?

Circuit switching



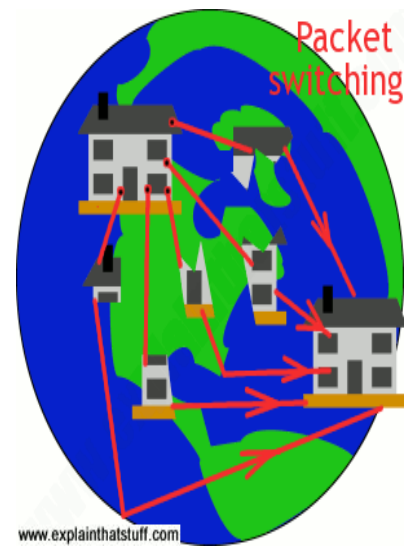
Much of the Internet runs on the ordinary public telephone network—but there's a big difference between how a telephone call works and how the Internet carries data. If you ring a friend, your telephone opens a direct connection (or circuit) between your home and theirs. If you had a big map of the worldwide telephone system (and it would be a *really* big map!), you could theoretically mark a direct line, running along lots of miles of cable, all the way from your phone to the phone in your friend's house. For as long as you're on the phone, that circuit stays permanently open between your two phones. This way of linking phones together is called **circuit switching**. Now the circuit switching is done automatically by an electronic telephone exchange.

Circuit switching is a really inefficient way to use a network. Even though you're not actually sending information down the line, the circuit is still connected—and still blocking other people from using it. The Internet could, theoretically, work by circuit switching—and some parts of it still do. If you have a traditional "dialup" connection to the Net, you're using circuit switching to go online. No-one can phone you while you're online; you'll be billed for every second you stay on the Net; and your Net connection will work relatively slowly.

Packet switching

Most data moves over the Internet in a completely different way called **packet switching**. Suppose you send an email to someone in China. Instead of opening up a long and convoluted circuit between your home and China and sending your email down it all in one go, the email is broken up into tiny pieces called **packets**. Each one is tagged with its ultimate destination and allowed to travel separately. In theory, all the packets could travel by totally different routes. When they reach their ultimate destination, they are reassembled to make an email again.

Packet switching is much more efficient than circuit switching. You don't have to have a permanent connection between the two places that are communicating, for a start, so you're not blocking an entire chunk of the network each time you send a message. Many people can use the network at the same time and since the packets can flow by many different routes, depending on which ones are quietest or busiest, the whole network is used more evenly—which makes for quicker and more efficient communication all round.



How computers do different jobs on the Internet

The Internet is really nothing more than a load of wires—metal wires, fiber-optic cables, and "wireless" wires (radio waves ferrying the same sort of data that wires would carry). Much of the Internet's traffic moves along Ethernet networking cables like this one. There are hundreds of millions of computers on the Net, but they don't all do exactly the same thing. Some of them are like electronic filing cabinets that simply store information and pass it on when requested. These machines are called **servers**. Machines that hold ordinary documents are called file servers; ones that hold people's mail are called mail servers; and the ones that hold Web pages are Web servers. There are tens of millions of servers on the Internet.

A computer that gets information from a server is called a **client**. When your computer connects over the Internet to a mail server at your ISP (Internet Service Provider) so you can read your messages, your computer is the client and the ISP computer is the server. There are far more clients on the Internet than servers—probably getting on for a billion by now!

When two computers on the Internet swap information back and forth on a more-or-less equal basis, they are known as peers. If you use an instant messaging program to chat to a friend, and you start swapping party photos back and forth, you're taking part in what's called **peer-to-peer (P2P)** communication. In P2P, the machines involved sometimes act as clients and sometimes as servers. For example, if you send a photo to your friend, your computer is the server (supplying the photo) and the friend's computer is the client (accessing the photo). If your friend sends you a photo in return, the two computers swap over roles.

Apart from clients and servers, the Internet is also made up of intermediate computers called **routers**, whose job is really just to make connections between different systems. If you have several computers at home or school, you probably have a single router that connects them all to the Internet. The router is like the mailbox on the end of your street: it's your single point of entry to the worldwide network.

What is TCP & IP?

If everything is sent by packet-sharing, and no-one really controls it, how does that vast mass of data ever reach its destination without getting lost?

The answer is called TCP/IP, which stands for Transmission Control Protocol/Internet Protocol. It's the Internet's fundamental "control system" and it's really two systems in one. In the computer world, a "protocol" is simply a standard way of doing things- a tried and trusted method that everybody follows to ensure things get done properly. So what do TCP and IP actually do?

Internet Protocol (IP) is simply the Internet's addressing system. All the machines on the Internet- yours, mine, and everyone else's- are identified by an Internet Protocol (IP) address that takes the form of a series of digits separated by dots or colons. If all the machines have numeric addresses, every machine knows exactly how (and where) to contact every other machine.

When it comes to websites, we usually refer to them by easy-to-remember names (like www.explainthatstuff.com) rather than their actual IP addresses- and there's a relatively simple system called **DNS (Domain Name System)** that enables a computer to look up the IP address for any given website. In the original version of IP, known as IPv4, addresses consisted of four pairs of digits, such as 12.34.56.78 or 123.255.212.55, but the rapid growth in Internet use meant that all possible addresses were used up by January 2011.

The other part of the control system, **Transmission Control Protocol (TCP)**, sorts out how packets of data move back and forth between one computer (in other words, one IP address) and another. It's TCP that figures out how to get the data from the source to the destination, arranging for it to be broken into packets, transmitted, resent if they get lost, and reassembled into the correct order at the other end.

Intranets on the Internet

Though the name might be confusingly similar to Internet, an **Intranet** is a subsystem that takes advantage of the larger Internet. An Intranet is a closed network that typically belongs to a specific organization and is accessible only to members of that organization as regulated via some security method.

WORLD WIDE WEB

The World Wide Web (WWW) is combination of all resources and users on the Internet that are using the Hypertext Transfer Protocol (HTTP).

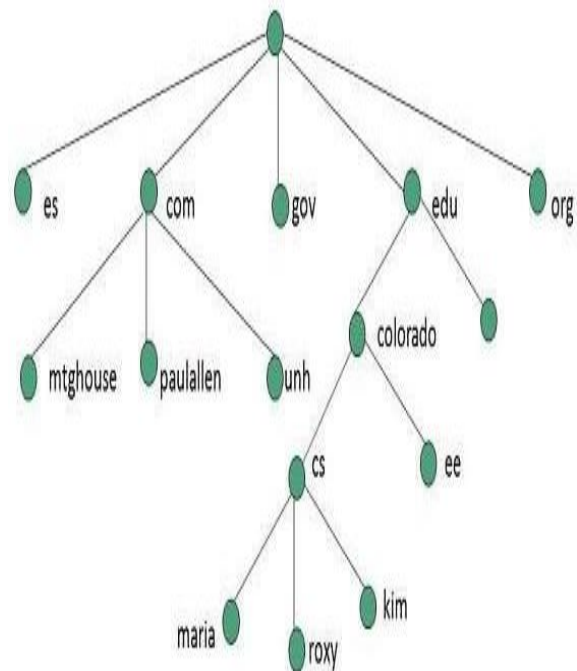
The Web, as it's commonly known, is often confused with the internet. Although the two are intricately connected, they are different things. The internet is, as its name implies, a network - a vast, global network that incorporates a multitude of lesser networks. As such, the internet consists of supporting infrastructure and other technologies. In contrast, the Web is a communications model that, through HTTP, enables the exchange of information over the internet.

Overview

WWW stands for World Wide Web. A technical definition of the World Wide Web is : all the resources and users on the Internet that are using the Hypertext Transfer Protocol (HTTP). A broader definition comes from the organization that Web inventor Tim Berners-Lee helped found, the World Wide Web Consortium (W3C). The World Wide Web is the universe of network-accessible information, an embodiment of human knowledge. In simple terms, The World Wide Web is a way of exchanging information between computers on the Internet, tying them together into a vast collection of interactive multimedia resources.

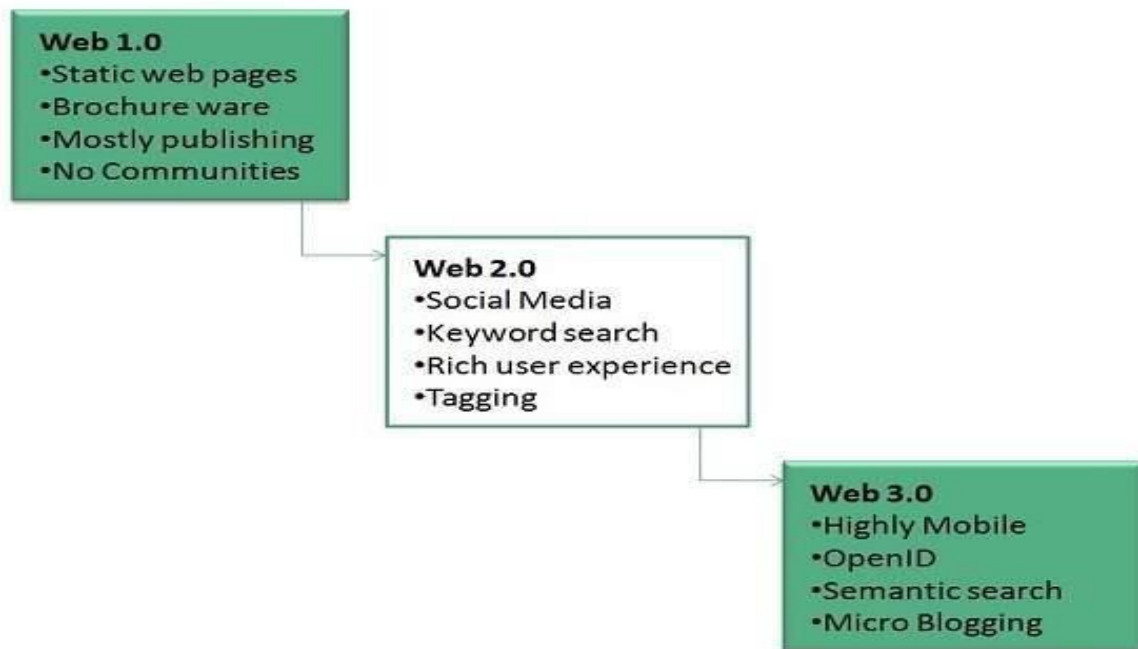
Internet and Web is not the same thing:

Web uses internet to pass over the information.



Evolution

World Wide Web was created by Timothy Berners Lee in 1989 at CERN in Geneva. World Wide Web came into existence as a proposal by him, to allow researchers to work together effectively and efficiently at CERN. Eventually it became World Wide Web. The following diagram briefly defines evolution of World Wide Web:



History of World Wide Web:

Tim Berners-Lee is the inventor of the Web and the director of the W3C, the organization that oversees its development. Berners-Lee developed hypertext, the method of instant cross-referencing that supports communications on the Web, making it easy to link content on one web page to content located elsewhere. The introduction of hypertext revolutionized the way people used the internet. In 1989, Berners-Lee began work on the first World Wide Web server at CERN. He called the server "https" and dubbed the first client "WWW." Originally, WWW was just a WYSIWYG hypertext browser/editor that ran in the Next Step environment. By the end of 1990, the first Web page was served. The World Wide Web has been widely available since 1991. In April 1993, the World Wide Web technology was

available for anyone to use on a royalty-free basis. In 1995 the first connection was established over what is today known as the internet. Since that time, the web has changed the world. It has perhaps become the most powerful communication medium the world has ever known. A global web of computers known as the Internet, allows individuals to communicate with each other often called the World Wide Web. The Internet provides a quick and easy exchange of information and is recognized as the central tool in this Information Age.

Difference between Internet and WWW:

The Internet is known as “interconnection of computer networks”. The Internet is a massive network of networks. It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet. Information that travels over the Internet does so via a variety of languages known as protocols.

The World Wide Web, or “Web” for short, or simply Web, is a massive collection of digital pages to access information over the Internet. The Web uses the HTTP protocol, to transmit data and allows applications to communicate in order to exchange business logic. The Web also uses browsers, such as Internet Explorer or Firefox, to access web documents called Web pages that are linked to each other via hyperlinks. Web documents also contain graphics, sounds, text and video.

What are Search Engines?

Search engines are the programs which are needed to extract the information from the internet. They play a very important role in our daily routine. as today for each and every information we are dependent on internet.

Web search engines work with the help of two programs, Spider which fetches as many documents as possible. Another program, called an indexer, reads the documents and creates an index based on the words contained in each document. Each search engine uses an algorithm to create its indices such that, only related results for specified keywords is stored and returns a list of the documents where the keywords were found.

A Search Engine Works in the Following Order:

Web crawling:

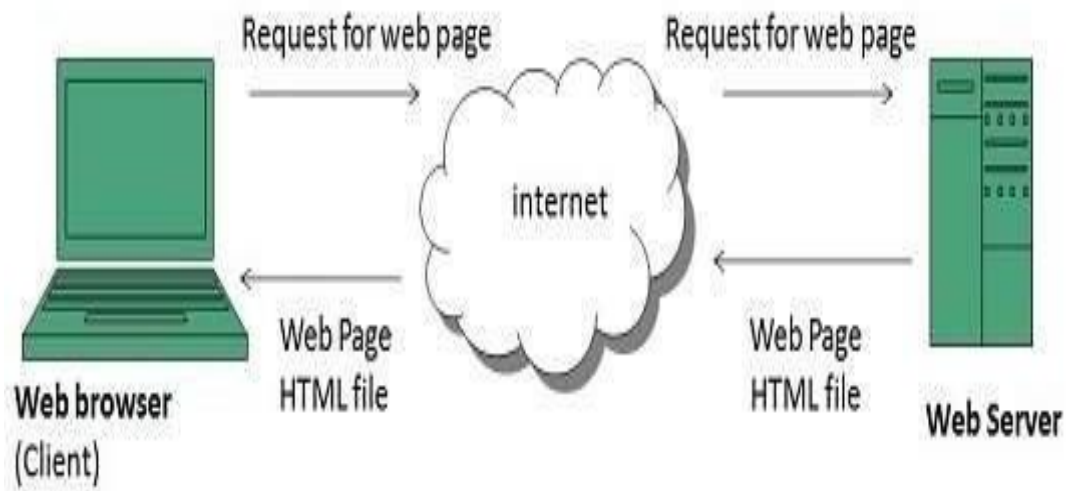
Web search engines work by storing information about many web pages. These pages are retrieved by the program known as web crawler – which follows every link on the site. Web crawler may also be called a web spider.

Indexing: Indexing also known as web indexing, it stores data to facilitate fast and accurate information retrieval. **Searching:** A web search query fetches the result from the web search engine entered by the user to meet his information needs.



WWW Operation

WWW works on client- server approach. Following steps explain how the web works: User enters the URL (say, <http://www.tutorialspoint.com>) of the web page in the address bar of web browser. Then browser requests the Domain Name Server for the IP address corresponding to www.tutorialspoint.com. After receiving IP address, browser sends the request for web page to the web server using HTTP protocol which specifies the way the browser and web server communicate. Then web server receives request using HTTP protocol and checks its search for the requested web page. If found it returns it back to the web browser and closes the HTTP connection. Now the web browser receives the web page, it interprets it and displays the contents of web page in web browser's window.



Future of WWW

There had been a rapid development in field of web. It has its impact in almost every area such as education, research, technology, commerce, marketing etc. So the future of web is almost unpredictable. Apart from huge development in field of WWW, there are also some technical issues that W3 consortium has to cope up with.

User Interface

Work on higher quality presentation of 3-D information is under development. The W3 Consortium is also looking forward to enhance the web to full fill requirements of global communities which would include all regional languages and writing systems.

Technology

Work on privacy and security is under way. This would include hiding information, accounting, access control, integrity and risk management.

Architecture

There has been huge growth in field of web which may lead to overload the internet and degrade its performance. Hence better protocol is required to be developed.

CREATING AND MANAGING EMAIL ACCOUNTS

INTRODUCTION

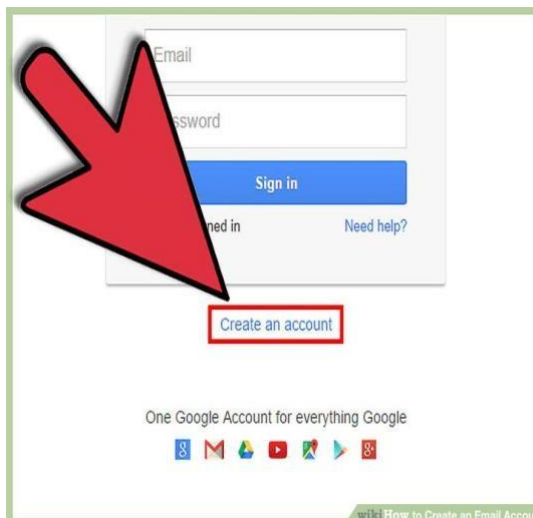
Setting up a Gmail account is easy. You will begin by creating a Google account, and during the quick sign-up process you will choose your Gmail account name. In this lesson, we'll show you how to set up your Google account for Gmail, add and edit contacts, and edit your mail settings.



Setting up a Gmail account

To create a Gmail address, you'll first need to create a Google account. Gmail will redirect you to the Google account sign-up page. You'll need to provide some basic information like your name, birth date, gender, and location. You will also need to choose a name for your new Gmail address. Once you create an account, you'll be able to start adding contacts and adjusting your mail settings.

To create an account:



1. Go to www.gmail.com.
2. Click Create account.
3. The sign-up form will appear. Follow the directions by entering the required information.
4. Next, enter your phone number to verify your account. Google uses a two-step verification process for your security.
5. You will receive a text message from Google with a verification code. Enter the code to complete the account verification.
6. Next, you will see a form to enter some of your personal information, like your name and birthday.

7. Review Google's Terms of Service and Privacy Policy, then click I agree.
8. Your account will be created.
9. Just like with any online service, it's important to choose a strong password- in other words, one that is difficult for someone else to guess.

Signing in to your account

When you first create your account, you will be automatically signed in. Most of the time, however, you'll need to sign in to your account and sign out when you're done with it. Signing out is especially important if you're using a shared computer (for example, at a library or office) because it prevents others from viewing your emails.

To sign in:

- Go to www.gmail.com.
- Type your user name (your email address) and password,

then click Next. To sign out:

- In the top-right corner of the page, locate the circle that has your first initial (if you've already selected an avatar image, it will show the image instead).
- To sign out, click the circle and select Sign out.

Managing Email Accounts



Mail settings

Occasionally, you may want to make adjustments to Gmail's appearance or behavior. For example, you could create a signature or vacation reply, edit your labels, or change the theme. These adjustments can be made from your mail settings.

To access your mail settings:

Click the gear icon in the top-right corner of the page, and then select Settings. From here, you can click any of the categories at the top to edit the desired settings.

Adding contacts

Like all major email providers, Gmail lets you keep an address book of contacts so you don't have to memorize everyone's email addresses. You can also add other contact information, like phone numbers, birthdays, and physical addresses.

To add a contact:

Click the Google apps button.

Click the Contacts button in the drop-down menu.

Your contacts screen will appear. Click the Add new contact button in the lower-right corner. Enter the contact information, then click Save.

To edit a contact:

In the Google apps drop-down menu, select Contacts. Locate the contact you want to edit, then click Edit Contact. You can now make any changes you want to the contact.

By default, when you send an email to a new address, Gmail adds the address to your contacts. You can then go to your contacts to edit the person's information as needed.

Importing mail and contacts

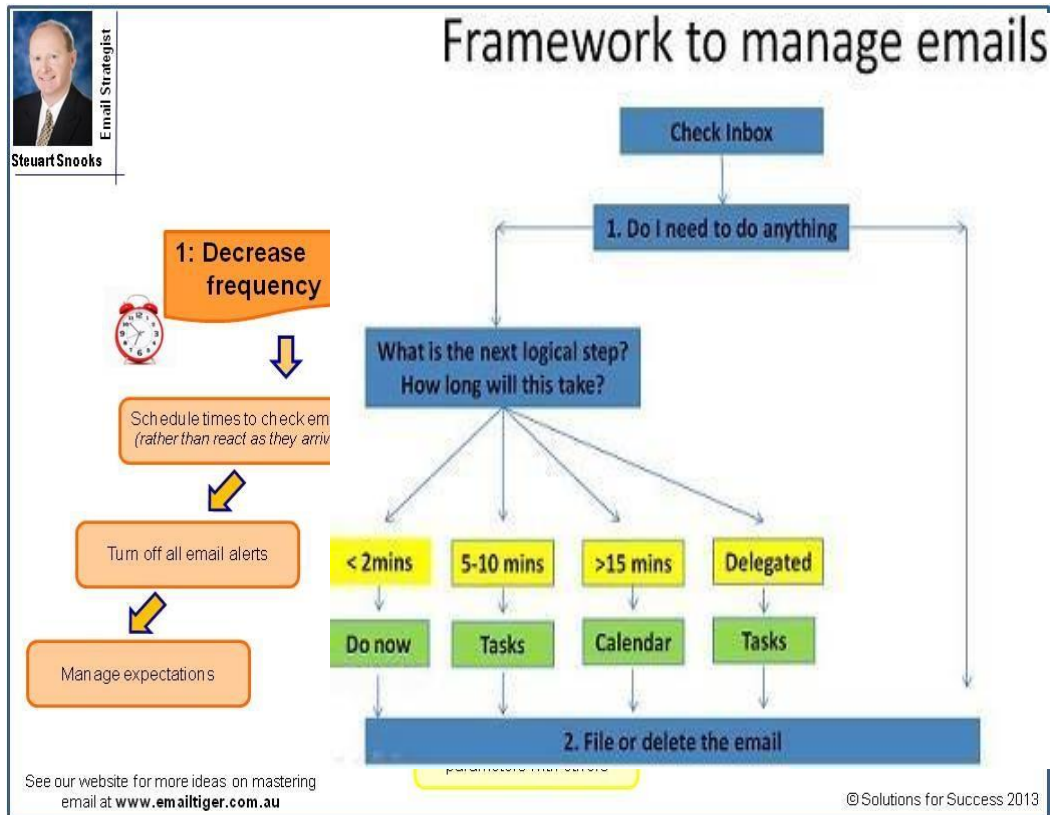
You may already have a contact list from another email address, and it would be a lot of work to re-enter all of this information manually. Gmail allows you to import your contacts from another email account, and you can even import all of your email messages from that account. Several email providers are supported, including Yahoo!, Hotmail, and AOL.

To add other accounts:

Click the gear icon in the top-right corner of the page, then select Settings.

Go to Accounts and click Add a mail account. You can then follow the instructions on the screen to import your mail.

Efficient E mail management



Managing Email Accounts

1. Set aside time to read and respond to email.

Don't leave your email program open all day long. Alerts and beeps from incoming messages can interrupt your work flow and leave you unfocused. Instead, schedule specific blocks of time throughout the day for checking your email. You might even try marking your calendar and setting your availability to "busy." If necessary, turn off your cell phone and shut your office door to prevent interruptions by family members. The amount of time required for reviewing email and replying will depend on how frequently you check messages and how many you typically receive. Some entrepreneurs find it more effective to dedicate 10 minutes every hour to email. Others prefer to only check email just two or three times a day.

2. Take action immediately.

Making quick decisions and pursuing immediate action will help keep your email inbox under control. The idea is to not delay until tomorrow what can be accomplished right away. When you check your messages, browse the inbox for emails that can be immediately deleted such as spam or promotional emails. Then select messages that don't require a response and delete or archive them. Once you've pared down the number of messages in your inbox, you'll be able to better evaluate which ones are the most critical. Don't let important emails sit in your inbox for days. Unless you're on vacation, respond within 48 hours. Reply to the sender as soon as you've read his or her message.

If you're unable to respond immediately, communicate to the sender that you received the message and will be in touch shortly. Set a deadline and follow up.

3. Organize an inbox with labels, folders and categories

Although a majority of emails can be deleted, you'll most likely want to retain messages related to key aspects of your business. Correspondence between clients, colleagues and employees can help clarify any miscommunications. Most email programs let users mark messages with specific labels or categories. Prioritize, group, sort and file messages to keep your inbox organized. The better your filing system, the easier it will be to locate specific emails when you need them. Create parent categories for broad subjects such as the following: clients, projects and finances. Then use subcategories to file emails related to specific clients or projects. Before you file a message, ensure the subject line is search-friendly. If it doesn't accurately describe the content of the email, edit the subject line before it's categorized and archived.

4. Unsubscribe from unwanted promotional emails.

Newsletters and advertisements can overwhelm your inbox and bury important messages. Clean out the clutter. Unsubscribe from receiving messages from specific senders if you no longer want to receive their missives or don't have the time to read them. To make the unsubscribe process quick and painless, search your inbox for the term "unsubscribe." Review the search results and determine whose emails you would continue to welcome and the missives you would prefer to live without.

FUTURE OF DIGITAL MEDIA

Technological innovations increasingly affect how we engage with media, entertainment and information. They also affect how we connect and interact with one another and as a collective, where newer generations are leading the evolution. The broader cultural consequences have just begun to be felt. Digital media is the right place to gain and share knowledge, empowering people to learn from others and better understand the world.



- **Too much information:** Because there are no barriers to entry any more (blogs, social media, etc.), there will continue to be more and more information out there. It's already overwhelming for most people, but it'll get even worse over time.
- **Winner takes all:** When there is too much supply (of information, articles, blogs, etc.) and limited piping to discover content (Face book, Google, email lists, and other channels), it leads to a "winner take all effect" where the majority of traffic goes only to the best and/or most prominent content.
- **Information is free:** If the Information Age has taught us anything, it is that good information is destined to get more abundant over time, and to cost less and less as a result. Even though the big media sites have found a solution in using pay walls for now, I

think over time this solution is less tenable.

- **Niches are possible:** Even though, more broadly, information is trending towards a cost of zero, there can still be important niches that can be subscription based. Particularly ones where ad-based models can't work, or where it is tough to gain insider knowledge on
- **Changing revenue models:** Native ads, sponsored content, and broad sponsorships that connect brands with a particular media voice are the way of the future. Programmatic ads and other interruptions will be less prominent. The smart companies will be the ones that integrate native in ways that are ethical and not intrusive to the user experience
- **Lean and mean:** Let's face it - old media had an oligopoly on distribution, which allowed them to charge too much for ads. New media needs to learn to be lean (keeping costs down) and mean (aggressive with content) to make business work. There's a sea of change happening here as big media fails to change, and new media will fill in the gaps.
- **Visuals cut through the clutter:** Whether it is video, info-graphics, or data visualizations, these are the ways to cut through the clutter of too much information. They are also a way to take advantage of the "winner take all" situation - more people share this type of content.

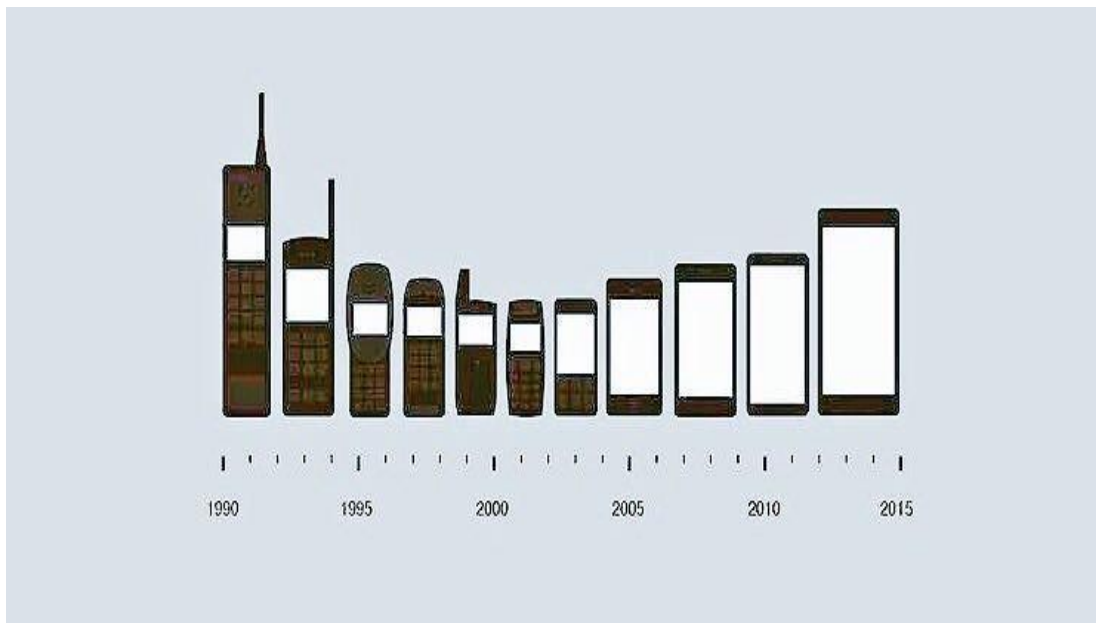
FUTURE OF DIGITAL MEDIA MARKETING

A decade ago, digital marketing was just a simple concept that focused on online content and SEO. It was unsophisticated, and only a few people talked about it. But things have changed. Digital marketing has grown to a force we cannot ignore. It's now more personalized, sophisticated, and relevant to the needs of the marketers. Companies are now able to target their audience with focused precision like never before.

Mobile Devices

More people are interacting with the digital world via mobile devices. The modern consumer is using the mobile device to do everything, from reading news, researching, shopping to surfing the web. Traditional advertising channels such as TV, magazines, and newspapers are dying, while mobile-based advertising channels are on an upward trajectory. Similarly, digital marketers are now taking mobile seriously and are incorporating it into their digital marketing strategies. They have accepted the fact that mobile is the future and can only become bigger and better.

Artificial Intelligence (AI)



Artificial intelligence has become an important part of the digital marketing world. Statistics show that more than 51% of digital marketing leaders have adopted artificial intelligence, with more than 72% planning to incorporate this technology into their marketing strategy in the next two years.

- AI is helping marketers personalize user experience; this has made it easy for brands to transform prospects into real, loyal customers
- AI is able to predict the future, and this is helping marketers make decisions quickly and easily
- Artificial intelligence helps decrease the amount of time spent on a particular task and increase efficiency. Improved efficiency also means fewer errors
- Thanks to AI, reaching the right target audience online has become easier and simpler

Social Media

Social media plays a big role in influencing future trends in marketing. Companies have accepted this fact and are flocking social media platforms like never before. More and more digital marketers are using social media to advertise their products and services.

- Almost everyone is on social media
- Placing ads on social media is cheap, and even digital marketers with small budgets can get results
- Social media offers excellent targeting: demographic, connections, interests, languages, locations, and behaviors. This allows marketers to create more relevant market campaigns so they can reach their intended audience
- Social media gives marketers control and this offers them flexibility with their marketing strategies
- The leading social media platforms such as Face book and Twitter have invested in sophisticated algorithms that allow marketers to know how people are engaging with their accounts, pages, and ads

THE PERCENTAGE OF TOTAL MEDIA TIME SPENT ON SOCIAL MEDIA



Source: Nielsen NPOWER/National Panel; RADAR; Nielsen Netview; Nielsen VideoCensus and Nielsen Electronic Mobile Measurement

Copyright © 2017 The Nielsen Company

Relevant Content

In a world where information is all over the place, customers now gravitate to marketers that offer relevant information. They want you to give them information that is easy to consume. Marketers are now using short, eye-catching visuals to catch reader's attention. Most of them are using videos and info graphics that are 10-30 seconds long to advertise. These videos and info graphics are visually strong and contain everything there is to learn about a product or service. The use of relevant content and real-time marketing is growing in popularity, and companies need to keep this in mind when thinking about the future marketing trends.

Ad Blocking

This is another trend that will shape the future of digital marketing. Today's consumers are easily annoyed by too many ads, and most of them are using ad blockers or skipping videos. Since the modern day client knows how to use ad blocking technologies, accurate targeting is important. Change your marketing strategy and ensure it's focused on accurate targeting; this will help ensure your ads reach the right people.

Videos

There is no denying the importance of video in today's world. People are using videos to communicate, share ideas, and solve problems. In fact, a recent study shows that video is the first thing people think of when they need to be educated or entertained. The leading companies are now spending huge amounts of money on ads that run before a video starts. Experts predict this trend will gain popularity in future. It's, therefore, important to make sure you incorporate this trend into your digital marketing. Remember to keep your ads short and ensure the content of your ads relate to the viewer's demographics.

Native Advertising

More and more digital marketers are adopting native ads. These are ads that aim to inspire, educate, or entertain consumers, without directly promoting a product or a service. These ads often consist of videos, great photos, written content, graphics, and visually stunning articles. Consumers love native ads because they are enjoyable and don't promote brands directly. Digital marketers are now investing huge amounts of money in native advertising because they've realized it's more effective than other methods of advertising. They are also going for this marketing technique because it's helping them avoid ad blocking technologies. If you want to survive in the digital marketing world, ensure you adopt native advertising.

Future of Digital Advertising

We identify and explore several emerging technologies currently disrupting the market, and outline how you can harness them to develop exciting new advertising strategies that boost sales and delight customers.

1. The Internet of Things (IoT)

The IoT refers to the billions of devices around the world that are now connected to the Internet, collecting and sharing data. Many IoT devices are made for consumer use, such as smart home electronics, connected vehicles, wearable technology, and remote-monitoring home appliances.

KEY STAT: A 2017 Gartner, Inc. report forecasts that there will be more than 20 billion connected IoT devices by 2020.

2. Connected TV

A connected TV is any television that connects to the Internet. This can be directly with a smart TV, or through over-the-top (OTT) devices that connect to a TV and enable internet use, such as the Amazon Fire Stick, Roku, PlayStation, etc. Connected TV allows users to stream content, such as movies, music, and social media, from sources like Hulu, Netflix, and YouTube. And the cord-cutting trend is expected to continue, so connected TVs and those services are only going to become more popular.

KEY STAT: According to a 2017 eMarketer study, 168 million users owned a connected TV, and this number is expected to rise to 194 million users in 2021.

3. Voice-assisted devices

Augmented reality and virtual reality applications, while still in their infancy, may someday be as ingrained in our everyday lives as the smart watch. Whether you call them voice searches or digital assistants, voice-assisted devices are certainly here to stay. Since introducing voice-enabled search in 2002, Google has integrated it in Google Search, Google Chrome, Android smart phones and tablets, and Google Home smart speakers.

KEY STAT: More than 39 million Americans own some sort of smart speaker device, according to a 2017 e-Marketer report on connected TV in the U.S.

4. Digital audio

Audio is also an emerging trend in the digital media space. Although it has been around for years, digital audio advertising is taking off with digitally streamed radio broadcasts, music streaming services, and podcasts.

KEY STAT: The number of listeners and total hours spent consuming audio content continue to rise, with the average listener streaming four hours and 15 minutes of content each day, according to *The Smart Audio Report* by National Public Media.

Three Video strategies

Today's consumers expect content that's live, on-demand and hyper-relevant. Make your content more compelling, concise and addictive. Video is on the rise- from vertical video on social media, to using video for storytelling in micro- moments and geo-located video discovery and sharing.

Vertical video on the rise

By 2020, video will make up an astounding 80 percent of all internet traffic and, not surprisingly, two out of three marketers expect video to make up the majority of their content in the near future. In the mobile-first world, vertical video rules the day and is only expected to keep growing. Today, 94 percent of people hold their phones upright when capturing content on their smart phones. Billions of Snap chat and Instagram Stories are created worldwide every year, nearly all shot vertically. It makes sense that we're seeing major brands across categories move to embrace the vertical video format. Even Face book is seeing the vertical video light, with a recent upgrade to its default video orientation. In fact, last year, Face book tested the "larger rendering" of vertical video in News Feed on mobile and discovered that not only did people like the larger view, they watch longer—and with the sound on. Live video is taking off, as well: According to Face book, live videos have six-times the engagement as non-live videos. We're already seeing more live vertical video on mobile-first platforms like Snap chat and Instagram. Moving forward, we might see even more savvy brands experimenting with live streams across mobile, social and digital mediums.

Storytelling in micro-moments

It's not enough anymore for brands to create good content. To stand out in a sea of millions of stories, brands need to also tell stories in shorter increments, with bite-sized videos. Brands today have to "story tell in micro-moments because it's apparent that we're living in an ADD culture, where everybody is short on the only commodity that matters in this life—our time." Our time is even more fragmented online. Instead of spending much hours online surfing the web and social media, people explore the digital world in short bursts, from mobile devices. And those micro-moments— moments when people go online looking for recommendations for what to do, where to go, what to buy—are opportunities to connect through story telling.

People love brands that aren't afraid to let people in. That's why the most popular videos on Snapchat and Instagram Stories have a more edgy, intimate feel. They capture human experiences.

Geo-located video discovery and sharing

As a longtime partner of Snapchat, Tag board has worked with dozens of professional and college teams across sports to share live Snapchat content on the giant video displays in stadiums. You probably saw a recent example of this if you went to this year's college playoff games. The power of Snap chat's Snap Maps is undeniable. You share your location for snaps, which then appears to friends on a map and updates when you open the application again.

Location is already starting to play a bigger role in how people discover video at events. We're seeing Facebook Messenger build on its Live Location feature, while YouTube recently launched Director Mix, allowing brands to deliver thousands of localized videos in one campaign using Google Maps data.

The Future of Digital Transformation: What Does it Look Like& How to Plan For It?

"By 2020, 50% of the Global 2000 will see most of their business depend on their ability to create products, services, and experiences that are digitally-enhanced." Digital transformation does not only mean technology, and it will eventually affect every industry. The companies should make preparation for the upcoming changes. In the future, traditional business models will leave their place to the platforms that companies can directly connect with customers. Let's find the importance of transparency for companies in the future and new partnership ecosystems.

USING AUDIO & VIDEO TO LEARN VOCABULARY & GRAMMAR

Before studying vocabulary, understand the difference between each word in a word-family. By doing so, you will be able to understand how to use words more easily. A word-family is a grouping of words derived from the same base. For example, active, actively, activities, and activity are all in the same word-family. There is a difference between passive vocabulary and active vocabulary. Passive vocabulary is used in reading and listening, where you are receiving information. Active vocabulary is used in writing and speaking, where you are giving information. In reading, you have time to think. If you want to be fluent, you don't have time to think because the definition of fluent is to speak smoothly and easily.

Your goal should be to increase the depth of your vocabulary knowledge instead of the breadth of your vocabulary knowledge. There are many English learners who know 8,000 words, but they cannot speak a single sentence. On the other hand, there are people who know only 2,000 words and they can speak fluently. The difference is how deeply you know a word. Knowing 10,000 words passively will not help you with speaking. Instead focus on learning the first 2,000 words deeply. Learning vocabulary by memorizing the

definition in your native language is an inefficient way to learn words. Rather, reading is the best way to increase your vocabulary.

Learn words by seeing the word in a sentence. You can look up words in a dictionary, but study them in sentences, not the word itself.



A. How do you like my _____?
B. It's great/fantastic/awesome!

A. Which company makes a good _____?
B. In my opinion, the best _____ is made by

What video and audio equipment do you have or want?
In your opinion, which brands are the best?

Why Learn English with Audio?

So why English audio? You definitely should not forget about all the other tools available to you, but audio has some unique advantages:

- **Your eyes can take a break from screens.** Using audio tools does not require that you look at a screen—like your cell phone screen or computer screen—for long periods of time, the way video exercises and films do. These days, we are surrounded by visuals, on our laptops, tablets and cell phones... so it is great to give your eyes a break! Just relax, close your eyes and listen.
- **Audio is easy to find in several formats.** You can download audio files online and upload them to your phone or iPod. You could go shopping for an audio book or buy a CD English learning course to play in your car. They also tend to be less expensive than movie downloads or Blue-ray discs.
- **Audio can be used in your spare time and when you travel.** For example, if you take public transit to school or to work, you can definitely use both audio and video tools to improve English. But if you drive, then audio is the only way to learn, because you have to keep your eyes on the road!
- **Finally, audio can be a very entertaining form of English listening practice.** Talk radio and news are just the start. There are radio dramas and comedies, podcasts and audio books available to you. As you'll see below, the options are endless!

Tips to Learn English with Audio Strategically

- No matter what kind of English audio tool you are using, you need to make sure that **it is appropriate for your level of English**. If you are a beginner, you will have a lot of difficulty understanding the readings of Shakespeare or a documentary on international financial systems. You are likely to get discouraged and stop using this kind of audio quickly. Do not waste your time; start slow and build up on your listening skills.
- It is also very important to **have fun** with audio. The readings of Shakespeare may be great practice for you as an advanced English speaker, but if you do not like poetry, you will probably not enjoy it that much. Choose an audio book that you love or that interests you. Start on a new radio show. As long as you enjoy your learning, it will be beneficial to you.

- Here's a more practical tip: choose **comfortable headphones or ear buds** for your audio English practice. There are two reasons for this: first, if you listen to audio in a public space, it is a considerate (polite) thing to do to respect other people and not force them to listen to your language lessons, too. Second, you may be listening (and wearing headphones) for long periods of time, so your head and ears should be comfortable while you do that!

Podcasts for English Learning

Podcasts are daily, weekly or monthly audio programs that you can subscribe to, either for free or for a small fee. Then you download to your computer, phone or tablet. Podcasts cover so many different topics and come in so many forms, you are bound to find something that interests you! News, sports, analytical programs, interviews, pop culture-podcasts have it all.

Keep in mind that some podcasts may be above your English level. Choose those that are not only interesting, but that you can understand as well. Some good resources to find podcasts are:

- [Earbud](#)
- [Podbean](#)

One of the most popular podcast programs for English learners is EnglishClass101 by Innovative Language. It has over 1,500 video and audio lessons to teach you English, in the style of podcasts. These podcasts also come with interactive learning tools, so that you can practice your English with relevant activities.

Audio books for English Learning

When it comes to **English audio books**, you may want to start with genres that have easier vocabulary and grammar, such as **young adult** and **adventure fiction**.

As you get more advanced, you may enjoy listening to the readings of modern bestselling books, classical English literature and even non-fiction, if you want a challenge.

Here are some great places to find English audio books that match your learning level:

- **Audible**, an app that is compatible with (works with) most Android devices, is dedicated to audio books (most paid, but some free).
- **Apple iBooks** has a dedicated audio books section, with free and paid choices available as well.

- **The New York Times Best Sellers** list will give you some ideas, if you would like to listen to popular fiction or the latest in book trends, especially in the USA.
- **All-Time 100 Novels** is the list by *Time* of the best English-language novels since 1923. That may be subjective (not the same for everyone), of course, but it offers great suggestions for your next audio book, especially if you would like to listen to an American classic.
- **Your local library** may have audio books on CDs or available as online downloads **for free**. Be sure to check it out!

Radio Comedies and Dramas

The ultimate English listening practice for advanced speakers are definitely **radio comedies and dramas**. BBC Radio is famous for producing high-quality ones. These are just like your favorite TV shows with an interesting plot, engaging characters and witty (clever) dialogue, except they rely only on voices and sounds to tell the story. This is far from easy for an English learner to follow along with, so it will be a great test of your listening skills! “Wooden Overcoats” is a comedy set on a small island and following the director of a local funeral home and his new employee. Do not be put off by the subject, because the show is funny and clever! It is released in a podcast format and has won multiple comedy awards and nominations. This is one of the best comedies on BBC Radio 4 that follows the adventures of a small airline. There are only four characters (and one of them is voiced by Benedict Cumberbatch). The episodes are each 30 minutes long, so you can listen to one or several at a time.

Using English audio is the perfect way to get English listening practice and become better at understanding English speech, its patterns and even different English accents. Depending on the audio tool you choose, you may learn new and exciting vocabulary, practice grammar and improve pronunciation, or just have fun and be entertained while you listen. Keep in mind that patience is very important when you work with audio, because listening is not easy. Your improvement will be gradual—but once you decide to learn English with audio, as long as you listen regularly and are having fun, you will soon see the results.

<https://www.talkenglish.com/vocabulary/learn-vocabulary.aspx>

USING VIDEO TO LEARN VOCABULARY & GRAMMAR

If you search the internet, even on sites such as YouTube, you will find many videos that other teachers have uploaded for people to use. These can have many benefits, including:

- A different accent for students to hear.
- A different teaching style.
- A change of focus during the lesson.
- Expertise on a subject the teacher is unfamiliar with.
- Visual and audio explanations of words that can't be provided in the classroom.

Students, especially younger ones, also love the fact they are watching video or TV during a lesson. If they realize they can watch vocabulary lessons on the internet, this will also encourage them to watch more at home in their own time, if they have internet access.

Making vocabulary videos – another approach to teaching

Many students love doing project work. One project that would be fun as well as educational is making vocabulary videos. These could then be used in the class, or they could be posted on the internet for other students to access. The work for this could take place over several lessons. You could start by having a vocabulary lesson, or directing students to try to write their own vocabulary lists around a particular theme or subject. They could then decide how to present their vocabulary. The discussions around this topic are just as useful for their development as the actual vocabulary lists are. Some ideas they may have are:

- Using pictures to illustrate words.
- Taking photographs and editing them together.
- Writing a poem or script for a role play using the key vocabulary.
- Explaining techniques that helped them remember the words.

Having a good vocabulary will help you to improve your language level and become a more confident speaker of English. Choose your level, beginner or intermediate, and start learning new words today to improve and practise your English vocabulary. Decide which area of

vocabulary you need help with today and choose a topic to work on. You can listen to the words in the first exercise to practise your pronunciation. When you do the online interactive exercises, you can see how well you've done. Practising little and often is the best way to improve your vocabulary, so come back tomorrow to choose another topic to work on. Good luck!

<https://learnenglish.britishcouncil.org/vocabulary>

UNIT-II

ENGLISH FOR TECHNOLOGY- SHS1605

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	Online applications
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UNIT-1

ONLINE TOOLS FOR LEARNING ENGLISH

These days there are lots of online resources to help you learn English at home for free. Although the best resource is always a good teacher, you might only see your teacher a few hours a week. That leaves a lot of time for you to practice at home.

How to Study English with E-learning Resources

We are going to see what is on the Internet for English students and how you can benefit. First, it is important to know what makes all these resources different. The resources we will see are different in terms of:

- **Learning method.** Some e-learning tools are just like traditional classrooms, with textbooks, teachers, tests and assignments. Other tools will keep you focused on learning with clever activities. Others will help you learn in a fun way by using games. Others will give you lessons filled with more visual materials, like videos and texts. You need to decide which types of materials help you learn better than others. It is all about what you like!
- **Time commitment.** There are solutions that will offer you complete independence in learning—this means that you can decide when, where and how you learn. You do not need to follow someone else's schedule.

There are also resources where English teachers will meet you online and help you learn, but you will need to make a schedule or follow the teacher's schedule. So, you need to decide how much time you want to spend learning English every day. You also need to decide how important a flexible schedule is for you!

- **Level.** While some online resources will work for every English student at every skill level, from beginner to advanced, some resources are made for English students at specific skill levels. This means that you must be a beginner, an intermediate or an advanced learner to use these specific e-learning resources.



- **Topics.** There are sites that focus on special aspects of learning such as writing, listening, vocabulary or grammar. Some focus on exams like the TOEFL, TOEIC and IELTS. There are also sites that offer a broad spectrum of areas and topics you can work on, which is great if you want to learn general English skills.
- **Materials.** How do you learn best? Do you remember English lessons better when you read them? Do you have more fun learning with videos and music? Do you love to sing? Choose the e-learning resource that uses your favorite materials.

Check out some of the tools below

Vocabulary

1. Quizlet– This app allows you to make flashcards and quizzes. Perfect for reviewing vocabulary. There are also flashcards and quizzes made by other people on the IELTS test.
2. Anki- Another great site for vocabulary. It is a spaced repetition flashcard program, that will make remembering vocabulary easy.
3. Wordreference.com is a powerful translation tool.
4. Wordsteps helps you remember 20 new words a day.
5. Memrise– Memrise helps you learn words and phrases by using a spaced repetition program similar to Anki. All the materials are contributed by other users, so there are lots of materials ready to go.

Reading

1. Learning with texts allows you to paste in a section of text, note which words within that text you do and don't know, quickly look up the words you don't, and create flashcards from them.
2. Dreamreader.net is a great resource for students who want to practice their reading skills. New articles are uploaded daily; with quizzes to test your knowledge.
3. The English Learner Movie Guides provide movie and character summaries, as well as words and phrases learners might not know from well known movies.

Pronunciation

1. Forvo allows you to simply type in a word and hear how a native speaker would say it.
2. Sounds of Speech is an invaluable app for anyone learning phonemes. It animates the different mouth movements required to make each sound.
3. British Council Phonemic Chart allows you to see and listen to all of the sounds of English

Listening

TuneIn Radio– With over 100,000 stations, TuneIn has the largest selection of free sports, music, talk & news radio from around the world.

RhinoSpike is an online language learning community that allows users around the world connect and exchange foreign language audio files. Get any foreign language text read aloud for you by a native speaker!

VOA Learning English allows you to listen to the news in English and improve your listening and vocabulary at the same time.

Lyrics Training provides gap-fills for well known English songs. Great for listening, grammar and vocabulary.

Speaking

Google+ Hangouts– Simply set up an account and connect with lots of people who want to practice speaking English.

iTalki is a language learning social network that connects students and language teachers.

Verbling lets language learners connect with native speakers around the world through live chat and video.

Bussuu.com is one of the biggest language exchange communities on the web.

VoiceThread is a tool that allows you to upload pictures and videos and then record yourself talking about them.

Writing

Lang 8 is a language learning platform where native speakers correct what you write.

Common Errors in English Usage explains common errors and how to avoid making them.

Grammarcheck.net allows you to input your writing and identify common grammar errors.

Purdue Online Writing Lab helps students by providing literacy materials, such as handouts and slide presentations. Students may also submit questions for feedback.

ONLINE PLATFORMS

Memrise is one of the most popular e- learning tools for language learning. It is not just for learning English. It is for learning *anything!* However, it makes an excellent English e-learning tool. When it comes to its methods, it uses many little quizzes with multiple choice questions to help you learn English vocabulary. You will see a definition and need to choose the correct word, or see an English word and need to choose the correct definition. There are many other ways to play with these courses and quizzes. To help your memory, Memrise uses *mems*.

Every *mem* makes some kind of interesting, memorable connection that helps you learn and remember the meaning of an English word. Each *mem* can be in the form of a cartoon, a drawing, a picture or a word. These *mems* are created by you and other English-learning members of Memrise.

British Council has an official site full of different kinds of resources for learning English. It offers learning materials that are perfect for different age groups, and you can choose resources to focus on the specific English skills you want to develop.

There are kids, teens and adults sections, as well as writing, reading, listening and speaking sections. For example, if you are an adult and you want to practice writing, you can pick a section where you can learn how to write professional emails. There you will have different units and tasks to complete. Tasks include things like filling out missing words related to the given subject.

MOOEC stands for Massive Open Online English Course. It offers online courses for learning more general English. The courses are provided by universities and colleges. It is not a typical example of an online course because the lessons are shorter and you can learn at your own pace, but it is a great way to see if online courses work for you. Plus, it is completely free!



Coursera is a massive online learning platform with numerous top universities offering courses for everyone. Their English courses are usually designed for more advanced English learning. The English topics range from TOEIC preparation and English writing practice to interview preparation. You can also take courses *in English* to learn about other subjects—everything from marketing and business management to astronomy, chemistry and math can be found here. You can take Coursera courses at your own pace, or you can instead follow the rhythm of the group of students. The courses usually last for a few weeks or a month. There is also an option to take more courses integrated into a *specialization* by a topic.

YouTube videos



FluentU takes real-world videos from YouTube, transcribes them, translates them, puts interactive subtitles on them and creates activities from them. Now all of your favorite YouTube videos are English lessons! There are many different types of videos. FluentU makes it easy to watch and understand native English videos with **interactive captions**. Tap or click on any word to see what it means, learn how to use it, hear it pronounced and more. The videos are organized by genre and level, so it's super easy to find the

ones that work for you. FluentU also keeps track of your learning, then suggests videos and examples perfect for you. Start using FluentU on the website or download the FluentU app from the iTunes store or Google Play store.

Break Into English is a site offering online Skype courses with teachers. It offers different topics and you can choose your own schedule to take lessons and interact with the professor. Which level? All level classes are available, but there are a lot offered for intermediate students, covering areas such as general English, business English, legal English and conversation classes for children. The lessons are offered by teachers trained by the company.

With **Live English**, you can also take English classes on Skype or even by telephone. Live English focuses on topics such as spoken English, job interview preparation, exam preparation and business English. It offers flexibility in designing a program that is suitable for you.

5 online tools you can try

The internet is filled with wonders. Through the internet, you have endless tools that improve your English. If you want to learn English, and you want innovative ways to do so, keep reading. Below, we learn about 5 online tools to learn English that you can use. Check each one out, and adopt them into your practice!

#1 – Quizlet.

This is an app that combines **visuals** with **text**. It does so in many ways, primarily using flashcards to help English learners. It does so through simple quizzes, games, and interactive diagrams. That's right, since the flashcards are digital, you can interact with them. You can add as much detail and notes as you need. This improves your learning experience. Quizlet is a very popular tool. It is one best to enhance your **vocabulary**. Through Quizlet, you gain insight into what words visually represent – which is vital for mastering a language.

#2 – Word Reference.

Also known as wordreference.com, this is a translation tool. But specifically, it is designed for the world's most spoken languages. This tool's importance is in its attention to detail. It translates words and phrases, providing endless options on what a word means.

It's a detailed encyclopedia of word meanings. Credentials. This website has been around since 1999. It has been consistently ranked in the top 500 visited of all time. It's almost 20 years old. And that's how long its developers have been updating its databases.

#3 – Dream Reader.

One doesn't learn English just for speech. They learn to read it too. Dreamer Reader helps with that. It's a website designed to help you improve your English reading skills. It does so by uploading articles and content. You read those articles and are then tested on what you have read. The tests gauge how well you absorbed the material. It's a place to practice comprehension. It develops your ability to understand while improving your English vocabulary too. This website was founded by Neil Millington, an EFL lecturer in Japan. His mission is to provide an online tool that develops reading skills – one that is effective. It provides a free online tool for those who need access to practice.

#4 – Forvo.

When you learn to speak English, proper pronunciation is a must. It's a core part of being fluent. You want to speak smoothly, and to be understood as you talk. This is what Forvo does. It's a database of English words, showing you how a native speaker would pronounce each one. You can also get pronunciations of words in other major languages. Offline, the only way to pronounce words correctly is by hearing them from others. Now, you don't need that. You can simply listen to word pronunciations online, through a website like Forvo. Obviously, there are other websites like it. But this is the most comprehensive.

#5 – Lang 8.

This website is less of an online tool and more of a gathering place for English learners. Here, you get to improve your writing skills. What you do is submit your writing to the website. There, it gets reviewed by native English speakers, where they correct your mistakes. Through this website, you get free revisions. You get “instructor” guides on improving your writing. Again, this website works with a multitude of languages, not just English. It's also based on good-will, with free give and take.

General Resources

English is known as a ‘Universal Language’ because of its popularity and presence all over the globe. From the poorest countries to the wealthiest ones, English has found a place. Learning and mastering a language which several billion people all over the world can speak, read and write; connects us on the global level. It is thus vital to learn this language and improve our existing skills. That’s why we have collected a set of resources from all over the internet which will help you learn English from the absolute basics and have you speaking like a native.

1. This collection of free English learning resources is designed to help you study whatever aspect of conversational English is most interesting or important to you at the moment <http://www.ef.com/english-resources/>
2. Materials, Tips, and Tools to Help You Learn English. Resources include grammar explanations, vocabulary reference pages, quiz sheets, pronunciation help, and listening and reading comprehension strategies. <https://www.thoughtco.com/learn-english-1210365>
3. com provides a large and growing collection of English as a Second Language (ESL) tools & resources for students, teachers, learners and academics <https://www.usingenglish.com/>
4. Here are a variety of resources to help educators with English Language Learners. <http://www.uen.org/k12educator/ell/>
5. To help you develop your language skills and prepare for your exam, we have some free resources to help you practice your English. <http://www.cambridgeenglish.org/learning-english/parents-and-children/>
6. Learn English from the elementary to the advanced level on this site. <http://www.english-test.net/>
7. Learn English online with free courses vocabulix <https://www.vocabulix.com/>

The flexibility to learn a new language on your schedule, with any device, from anywhere in the world. You'll get full access to all of our latest features and can start learning immediately – no lengthy downloads or installations required.

1. http://www.rosettastone.com/lp/sbsr/livemocha/?prid=livemocha_com
2. This web site is for people studying for an English language exam <http://www.examenglish.com/>
3. This is an English learning site for self-studying language learners and for teachers and tutors to use in the classroom, online, or for curriculum assignments <http://englishinteractive.net/>
4. A huge free online English learning resource <http://www.eslfast.com/>
5. Everything students and teachers need to begin learning English including grammar explanations, vocabulary building exercises, listening and reading comprehension, reference materials, quizzes, and tutorials. <https://www.thoughtco.com/esl-basics-4133096>
6. Learn English from the absolute basics <https://www.learnenglish.de/basicspage.html>

CONVERSATION

1. Real English® is an online video library of spontaneous dialogues of people interviewed on the streets of English-speaking countries, organized according to grammatical, lexical, and functional criteria used in the interactive exercises. <http://www.real-english.com/>
2. Repeat After Us is an award-winning online library with the best collection of copyright-free English texts and scripted recordings. Our free audio clips provide an excellent resource for students and literature lovers of all ages. <http://repeatafterus.com/>
3. Practise and improve your listening skills for your studies or for work. There are activities for different levels, so find your level and make a start. http://learnenglish.britishcouncil.org/en/listening-skills-practice?_ga=2.259189898.1621876209.1501047482-1187094158.1501047482
4. English Speaking Basics is for English speaking beginners who need help to understand the basics of speaking English. http://www.talkenglish.com/speaking/basics/speaking_basics_i.aspx
5. Learn to speak, write and read in English from the beginner level. <http://www.free-english-study.com/speaking/speaking-beginner-level.html>
6. English for Beginners - Easy Lessons, Games and Quizzes <http://www.esolcourses.com/content/topicsmenu/beginners.html>

7. Easy English phrases to learn conversation for beginners <http://englishconversations.org/lessons/english-for-beginners/>
8. Speak in English by mastering the basics of conversation. <http://everydayenglishconversations.com/>
9. Basic English conversations help beginning learners build basic English skills. Each conversation group includes a few short conversations introducing basic English phrases. <https://www.thoughtco.com/basic-english-conversations-1210096>
10. Basic English conversation from an easy basic English conversation to hard <https://www.easypacelearning.com/all-lessons/basic-english-conversation>
11. Listen to realistic English conversation to practice your English listening skills. <http://www.agendaweb.org/listening/real-english-conversations.html>
12. A collection of audio clips to help you learn English listening and conversation. http://www.audioenglish.org/english-learning/efl_basic_for_beginners.htm
13. Learn English speaking, vocabulary and grammar with TalkEnglish.com <http://www.talkenglish.com/>
14. Tips & Tricks of Spoken English[PDF] <http://superawakening.com/pdf/Tips%20&%20Tricks%20of%20Spoken%20English.pdf>
15. 7 Tips For Speaking English Fluently <https://www.englishforums.com/English/7TipsSpeakingEnglishFluently/wbjxk/post.htm>
16. 18 tips for improving your English <http://www.skola.co.uk/tips-improving-english.html>
17. 10 top tips for learning English at home <https://englishlive.ef.com/blog/10-top-tips-learning-english-home/>
18. Tips and tricks to improve your English vocabulary <https://www.urbanpro.com/a/improve-english-vocabulary-tips-tricks>
19. How to Improve Spoken English: Easy Tips and Tricks <https://blog.udemy.com/how-to-improve-spoken-english/>
20. General study tips for English language learners and tips from teachers [PDF] <https://www.bloomsbury-international.com/images/ezone/ebook/english-study-tips.pdf>

GRAMMAR

1. Developing a solid foundation in English grammar will not only help you create your own sentences correctly but will also make it easier to improve your communication skills in both spoken and written English. Study all the lessons below and incorporate your learning into your speaking and writing. <http://www.talkenglish.com/grammar/grammar.aspx>
2. Learn the basic language rules and use of everyday-life English while building up your vocabulary as you read more and more. <http://www.grammarbank.com/beginners-esl-lessons.html>
3. An open source learning site which allows you to download, reuse, or share the following English grammar lessons with your friends, colleagues, or students. <https://www.englishgrammar.org/lessons/>
4. 8 easy tricks for improving your English skills <https://www.english.com/blog/8-easy-tricks-improving-english-skills>
5. 3 tricks for learning English – prepositions, vocabulary, structure <https://www.engvid.com/3-tricks-for-learning-english/>

ONLINE APPLICATIONS FOR LEARNING ENGLISH

1. Grammarly (Improve Your Writing and Make Fewer Mistakes)

I use this app and highly recommend it. It's much more than just a spellchecker. It also highlights grammar mistakes and gives you an explanation. For example, let's say you write: *"I've been in France before."* Grammarly will tell you to change this to: *"I've been to France before."*

This is super helpful!



2. Anki (Digital Flashcards Everywhere)

If you have followed me for a while, you'll know how much I believe in the To Fluency Sentence Method. This is where you take sentences and phrases and repeat them in a smart way. This is the best way to learn new words and internalize grammar. You can do this focusing on your speaking, writing, and reading. Anki allows you to add your own digital flashcards (with audio) or upload cards that others have made. I've used this app for my own language learning and create flashcards for those inside my program.



3. Hello Talk (Get Speaking and Writing Practice with English Speakers)

If you haven't used this yet, you're going to love it! This app allows you to talk in real time with people from all over the world. It gives you the speaking practice that so many people need. The app includes video and audio calls, texting, translation tools, group chats, and a great search feature so that you can find friends. Get this today and get more speaking and writing practice.



4. Udemy (Take Courses for English Learners)

Personally, I've bought dozens of courses on Udemy on various topics. There are some good courses for English learners on this platform. However, don't just buy courses for English learners. Learn other things (in English!) too.



5. BBC Learning English (English Lessons Based on the News)

If you prefer structured lessons, this app is for you. Learn new vocabulary, take grammar lessons, and improve your pronunciation by taking lessons based on the news. They keep updating their app and have recently added subtitles to their videos.



6. Lingoda (Take Private and Group English Lessons Online)

While Hello Talk focuses on making friends with English-speakers, Lingoda allows you to take private and group lessons online. Classes are one hour and you can sign up for single lessons or for monthly subscriptions. Choose teachers by topic and your level. All materials are provided by the teacher. While they don't have a dedicated app, you can take the lessons from anywhere and on any device.



7. Lingq: (Quick Lessons and Test Your English)

This is a great app that is gaining more popularity. Take ready-made lessons (or import your own) and then, save words and use their SRS (like Anki) to memorize what you have learned.



FluentU



FluentU takes **real-world videos** like music videos, commercials, news, and inspiring talks and turns them into English learning experiences. Unlike traditional apps, FluentU uses a natural approach that helps you ease into the English language and culture over time. You'll learn English as it's spoken in real life. FluentU has a variety of engaging videos – topics like popular talk shows, music videos, and funny commercial

Rosetta Stone

Rosetta Stone is probably the most famous method for learning languages. It's also very a unique method compared to many others. Usually, an English app teaches you English with explanations in , our native language .But Rosetta Stone doesn't do that—it teaches you English *with* English. Rosetta Stone has exercises designed to help you learn basic words, before forming phrases and longer sentences.



MindSnacks

MindSnacks is known for its fun and simple-to-use interface. There are nine mini-games inside of the MindSnacks app. Each game is designed to help you master English words a certain way. For example, there is a game with lots of balloons—there are red balloons and blue balloons. Then, you might have three blue balloons with the words “glorify,” “ludicrous,” “abstruse,” and three red balloons with the words “absurd,” “praise,” “hard to understand.” Each word on the blue balloon means something similar to a word on the red balloon. You would match these up like this: “glorify — praise,” “ludicrous — absurd,” “abstruse — hard to understand.” This game is designed to help you learn new words.



Memrise

Memrise is a bit similar to MindSnacks—the focus of this app for learning English is English *words*. But, unlike MindSnacks, Memrise doesn't help you learn through games. Instead, it uses some creative, funny ways to help you remember what words mean. There are over thirteen pages of courses available on the app, from easy ones like “English Irregular Verbs” to more difficult ones like “A Tale of Two Cities” by Charles Dickens. Many English learners find learning new words to be one of the most difficult things about the language. American English uses a large vocabulary set in particular.



Babbel

Babbel's focus is teaching you real-life, conversational English. It's designed to be easy to use every single day, since the courses are split into 15-minute lessons. You'll learn and practice with realistic conversations. Babbel can even listen to your voice and help you with your English pronunciation. You can also be sure that you'll remember what you've studied, because Babbel will remind you to review important lessons before you forget them. One of the coolest things about Babbel is that it helps you find lessons you're personally interested in.



Mosalingua

Mosalingua is yet another app for learning English using some effective learning methods. Mosalingua tries to solve this problem by using a method called SRS. SRS stands for Spaced Repetition Software, and basically, it's software that's designed to help you review words *just* before you will forget them. So, let's say you forget a word three months after you learn it. Mosalingua will help you review these words maybe a week or two before you *do* forget it. Mosalingua also focuses on 1,500 of the most important words in English for practical and daily uses. So if you've just started to learn English, Mosalingua might be a great English app to check out.



Busuu

Busuu is a little bit different than many of the apps we've mentioned here. Many apps for learning English we talked about so far are for personal use. For most of the lessons, you go through them yourself. With Busuu, however, you can talk with native English speakers to practice your English speaking. Each Busuu lesson has some key vocabulary, a lesson dialogue, a writing practice session, a recording session (you practice saying some English out loud), a lesson review, and of course, the part where you can practice with other native English speakers.



Duolingo

Duolingo is designed to help you learn English quickly. That means if you've never learned English before, by using Duolingo about twenty minutes a day, you can probably start to talk in simple English, read a lot of English articles, and listen to some basic English phrases in very little time. It's really effective. In each lesson, Duolingo teaches you about seven new words based on a topic—like education, school, science and adjectives. There are exercises you have to do in each lesson.



WRITING ONLINE TESTS

Tips and tricks to create good exam questions

With only a few tips, you will create better questions. Better questions lead to better results :)

Avoid term like “always” and “never”

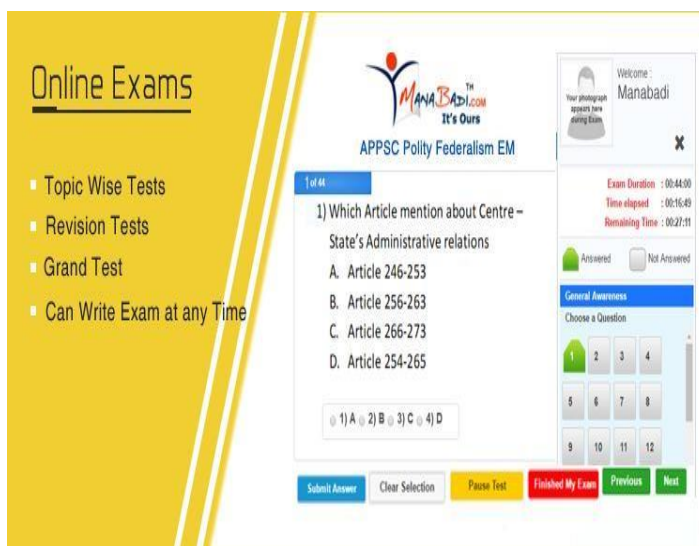
These terms are more often the incorrect options. And yes, participants do know this trick. You don't want to test if participants know these tricks. Instead you want to test their knowledge, of course.

Avoid double negatives

“Which of the following answers are NOT incorrect?” After reading this question three times, you finally understand what the meaning is of the question. Instead, you can also ask “Which of the following answers are correct?” It's the same meaning, but much easier to understand!

State the question positively instead of negatively

A negatively worded question challenges even the intelligent readers to understand the question. By avoiding this, you erase the amount of stress. Less confusing and less stress :)



Answer choices at the same length place most words in question **Ensure** most words are in the question. The answer options can be shorter and will make participants less confusing and more understandable.

Try to keep the

Often the longest answer option is the right one.

Ensure that all your answer options have almost the same length.

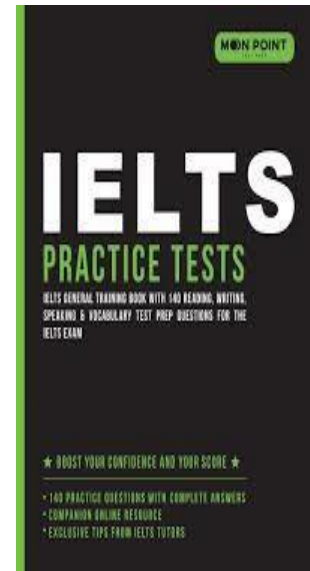
Give four or five answer options

Experts recommend to give four or five answer options. And you do what experts say, right?

Avoid using “none of the above” or “all of the above”

It’s very unlikely that the answer “none of the above” or “all of the above” is the right answer. But if you know that two answers are right (out of four) and you doubt if the other one is right, the answer must be “all of the above”. Now it’s just a game of logical thinking.

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FUNDAMENTALS OF ONLINE COMMUNICATION

What Is Online Communication?

A man is a social animal and loves to interact with fellow human beings. Along with the basic necessities of life like food, shelter and clothing, equally important are the need to communicate with others. Rare is the man who lives alone and does not interact with others and is considered to be happy

Before the advent of the electronic media, there were only two kinds of communication, verbal and non-verbal. But with the arrival of the World Wide Web, there are a plethora of methods that people can now communicate with each other. The online communication definition today, refers to how people as well as computers communicate with each other through a computer network and the internet.

Not a surprising factor, people are resorting more to online communication than the traditional forms due to its many advantages like the flexibility it provides for the person to communicate across the world with someone else. Parents and children and friends and siblings living in different corners of the world have been brought together by the click of a button. This form of communication also gives leverage to people who are more comfortable expressing their thoughts by putting them down on paper' meaning typing on the chat window or the email; than just speaking their thoughts out. It also gives an opportunity for a person to edit and correct what they want to communicate.



Since online communication is documented, it can be stored for later reference and has been known to be of importance especially related to legal aspects. Online communication saves a lot of time as well since the people involved can perfectly carry it on while doing other things as compared to a verbal communication where both parties have to be present

Types of Online Communication

Online communication can be a wide variety of things like communicating through chat rooms, through instant messaging applications, through electronic mails, through online forums, filling out requisite forms online, posting comments online through different social media sites or blogs, through social networking, or through online conferencing both video and audio. All of these types of online communication are being effectively used today increasingly.

Emails: Emails or electronic mails were the earliest forms of online communication. This is considered to be the sole reason for the decline of the postal service across the world. A method that saves time and money, it is still widely used by a multitude of people across the world for personal and professional communication. Emails work through an online interface and are hosted on the servers of different Internet Service Providers.

SMS: Another word for this is Short Messaging Service. As the name suggests, these are short messages with a capping of 160 alphanumeric characters that are transmitted from the sender to the receiver through the internet.

Chats: This is a very popular method of online communication as it allows a user to carry on a discussion with one or multiple people at the same time. The chat servers belong to a chat network through which the transcripts are broadcasted.

Forums: Also known as bulletin boards or discussion boards, these are online sessions that have multiple users interact with each other by posting messages on the same chat trail. This is popular for having discussion and debates on any particular topic.

Whiteboards: This tool or application works like a physical whiteboard and enables the user to draw or write on an online interface. It is popular in educational institutions and is good for one-way communication.

Instant Messaging: This mode of communication is an enhanced method of the chat. Messages can be conveyed through a special software to any user who is part of the same instant messaging network.

Both users have to be connected to the relevant network to be able to communicate online. However, if one user is not available they will be notified of getting a message from a user.

VoIP: VoIP or Voice over Internet Protocol is used to denote any audio or video transmission that happens between two or multiple users. This is a very popular method of communication nowadays as it allows users to interact real time and also captures the subtle nuances of the age-old verbal communication. This is used today mostly for hosting meetings and conference calls. A very popular company in this field is ezTalks that offers different methods of video conferencing.

Trillian (all in one): The latest in the online communication world, this is an innovative method of communicating online. The main advantage of this tool is that users can connect with numerous instant messaging services without having to create multiple connections.

Today, the online methods have made communication all the easier and have managed to bring people closer to each other. More than a method, this is fast becoming a way of life.

Need for Online communication

As the internet becomes more and more dispensable with a vast section of society, the significance and importance of online communication is also becoming quite evident. What exactly is online communication and why it is becoming very vital for the world as a whole and what does the future behold for online communication? Put in plain and simple words, any communication which takes places between individuals to individuals or group of individuals or between entities to individuals or groups of entities is referred to as online communication.

The communication can happen in many ways. It could be in the form of text sent across to various recipients in the through mails or even using various social media sites such as Facebook, Twitter, and WhatsApp. On the other end of the spectrum there are also audio and video communications between individual to individual, between closed groups and also to the world at large. There are products such as ezTalks which enable different users to communicate with one another using audio, video, text or a combination of all the three.

Important Benefits Of Online Communication

It is not surprising at all that online communication is getting more and more popular than that of the traditional form of communication. Whether it is for personal use or professional, people rely more on the online communication. It is bringing people more and more close to each other. Some of the undeniable pros of online communication are:

#1: Flexible in Nature

One of the best advantages of this online communication is its flexibility. You can communicate with anyone, anytime. Internet works 24 hours a day and you can anytime start communicating with a person. All you need is a computer or mobile device along with internet and a tool like ezTalks Meetings. If you want to discuss something very important with your business partners or clients and they are not in the city or country at that moment, you can choose online communication anytime.

#2: Very Cost Effective

You cannot deny the fact that travelling cost from one city to another or one country to another is way more than signing up for a software to launch a video conference. Even there are some tools like ezTalks Meetings where you can hold online conference for free. All you have to do is just sign up and create your account. It saves both money and time.

#3: Easy Connectivity

This is one of the best benefits of online communication. No matter where your teammate or partner is, you can connect with him/her from anywhere. Online communication has made it a lot easier for the business owners to connect with their clients and partners from any place in the world. You can anytime access your account and invite the client/partner to initiate a virtual meeting. You do not have to wait for them to come.

#4: Increase the Efficiency & Productivity

It is evident that work becomes much smoother when there is an ease of communication. When it is difficult to communicate, working gets more difficult. With the help of this online tools, one can also exchange important files, documents and presentations.

You will be able to share screen to with the help of the features. So, with the help of online communications like e-conference, e-mail, IMs and video calls, efficiency of work has increased. Of course when efficiency increases, productivity has to increase as well.

#5: Group Video Calls

For the business purpose, communication is not always limited between two persons. Often there are more people who are supposed to join the video conference or meeting. With the help of ezTalks Meetings you can host up to 100 participants in the starter (free) pack itself. This is one of the most efficient and reliable online communication tool that many business houses use to interact with their clients, partners and employees all over the world.

#6: Convenient

Lastly, it is way more convenient than any other form of communications. Online communication can be via chats, forums, VoIP, emails and e-conference. One sitting thousands of miles away from you in a completely different time zone may not be able to interact with you without the existence of internet. But now one can interact with you from anywhere at their own convenience. Whether it is from their office or from house or even when on go, with the help of internet you can have a steady communication.

Features of Online Communication

Before getting into the growing importance of online communication, it is important that we understand some basics about the features of online communication. Here are a few trademark features of any good online communication.

It is sent in the **digital format**. Any online communication is always in a digital format and it uses the reach and spread of the internet to move from the sender/senders to the recipient or recipients.

Immediate delivery – Any online communication is delivered to the recipient almost instantaneously. This is possible because the communication travels rapidly using the electronic mode of transmission and it lands on the recipients' device almost instantaneously.

It is interactive – Since the messages are delivered almost instantaneously, there is scope of high level of interactivity between the receivers and the senders. Messages in any form can be exchanged between receivers and senders and this certainly goes a long way in making it useful for all the stakeholders.

Individuality – The process of communication and the way it is exchanged, the form in which it is received and sent are highly customizable taking into account specific needs and requirements of the end users. The personalization features are becoming one of the biggest hallmarks and takeaways as far as various forms of online communications are concerned.

It helps **build communities** – If we look around we certainly will come across many instances where there are thousands of online communities of likeminded people or people with the same stakes in mind. This is very unique and possible on such a large extent only because of online communication.

Entertainment And Enjoyment – It also would be pertinent to mention that online communication is becoming one of the biggest drivers of entertainment and enjoyment. Whether it is sports, cinema, current events or news there is no doubt that today it reaches millions of people instantaneously because of online communication.

Importance of Online Communication

Given the unique features of online communication, there is no doubt that it plays a vital and critical part in bringing people, society, businesses, and the world closer together. The boundaries of time and distance have become irrelevant and insignificant because of online communication. It therefore is not a bad idea to briefly look into the importance of online communication.



It helps to bring together the world. The biggest importance is perhaps the fact that it brings together people of world and makes it well and truly a global village. There is nothing like time lag when information is shared across the internet using online communication.

It helps in almost each and every field of industry and business.

Whether it is arts and culture, sports, medicine, agriculture, industry, defense and even politics there are reasons to believe that online communication helps a lot in faster decision making, rapid dissemination of information and improved productivity across all levels.

As far as modern offices and commercial establishments are concerned, online communication is akin to the central nervous system because it helps in rapid flow of information which is so very vital to take the right decisions. In the medical field, thousands of lives can be saved using online communication because remote surgeries using this form of communication is now becoming quite common.

Benefits of Internet Communication

The advent of the internet has opened the world to a number of positive things. This piece of technology provides businesses the opportunity to keep in touch through live conversations, instant messaging, emails, live visual discussions, and more. This has made it feasible for companies to do some of their jobs remotely. Large entities that used to rely on expensive phone calls and mail deliveries can now communicate easily for a fraction of the price, which makes it harder to imagine our planet without the internet. The importance of internet communication cannot be over stressed. Let's now dive deep and look at the benefits of internet communication

1, Makes communication easier

Doing business through phone or mail doesn't work well. Before the internet came into existence, the only way to communicate was through a phone. Or if you needed to send a note you had to send letters via mail. With the arrival of the Internet, staff and team managers can connect instantaneously without leaving their work place. ezTalks Meetings, a one-stop internet communication provider, is a perfect example. With this platform, participants can communicate as if they were right next to one another thanks to its quality video and audio. The tool comes with a rich set of features like screen sharing, cross platform chat, innovative whiteboard, and more.

2,Enhances collaboration

Internet communication brings teams together across the globe. Staff can collaborate easily without limitations and make more informed decisions instantaneously. This leads to reduced project timelines, cutting back on the time required to launch a new product/service. This piece of technology is also useful in education. Not only can students collaborate with foreign students, they can share ideas and learn about the diverse cultures out there. Parents can also become actively involved in their kids' education by linking their children's school with libraries, homes, and more. Millions of schools around the world are already using this technology to enhance learning.

3,It is cost effective

The cost of internet communication is significantly low when compared with other means of communication like face to face meetings and mail delivery. The technology connects you to your partners, colleagues, clients and suppliers from just about any location for a fraction of the cost required to host a one-on-one meeting. And as technology continues to become more efficient, the cost of online communication continues to drop significantly. With the traditional face to face meeting, you need to spare time, cash to travel and so on. Internet communication allows you and your team to connect without having to leave your offices.

4,Improves work relationships

Building a good relationship between workers spread around the globe is not easy. Business trips can negatively affect life– work balance. Team members can burn out fast if they have to make business travels that deny them the chance to participate in crucial events with friends and family. With internet communication, employees can effortlessly communicate with one another at anytime from anywhere in the world. This allows employees situated in different parts of the world to give their opinion and voice their concerns. Therefore, internet communication is an important business asset, particularly for companies that have tapped into global markets.

5,Increases productivity

While the companies of yesteryear might not have treasured effective communication, modern workplace requires both the management and the staff have the tools to effectively communicate internally and externally. This is because effective communication is important in increasing productivity as it directly impacts the behavior of the employees and how they perform. Internet communication plays an integral role in getting stuff done fast and efficiently which ultimately improves productivity. Poor communication can have a negative effect on productivity as the staff may not get the adequate info to accomplish a job they have been assigned.

6,Increases accountability

ADVANTAGES AND DISADVANTAGES OF ONLINE COMMUNICATION

ADVANTAGES	DISADVANTAGES
Flexibility: accessible 24×7, any place as long as you have an internet connection	Text-based: Predominantly relies on inputting text which can be challenging for those who don't like to write or have poor keyboard skills, but with the advance of broadband connectivity and voice and video conference technology – this will be less of an issue.
Levelling: reserved people who usually don't speak up can say as much as they like while "loud" people are just another voice and can't interrupt	No physical cues: without facial expressions and gestures or the ability to retract immediately there's a big risk of misunderstanding
Documented: unlike verbal conversation, online discussion is lasting and can be revisited	Information overload: a large volume of messages can be overwhelming and hard to follow, even stress-inducing

Encourages reflection: participants don't have to contribute until they've thought about the issue and feel ready	Threads: logical sequence of discussion is often broken by users not sticking to the topic (thread)
Relevance: provides a place for real life examples and experience to be exchanged	Time lag: even if you log on daily, 24 hours can seem like a long time if you're waiting for a reply; and then the discussion could have moved on and left you behind
Choice: a quick question or comment, or a long reflective account are equally possible	Inefficient: it takes longer than verbal conversation and so it's hard to reply to all the points in a message, easily leaving questions unanswered
Community: over time can develop into a supportive, stimulating community which participants come to regard as the high point of their course	Isolation: some learners prefer to learn on their own and don't participate in the discussions
Limitless: you can never predict where the discussion will go; the unexpected often results in increased incidental learning	Directionless: participants used to having a teacher or instructor telling them what to do can find it a leaderless environment (and that's where tutors come in)

DEVELOPING LSRW SKILLS ONLINE

Websites to Improve Listening Skills for Teens and Adults

Listening is one of the 4 skills our students rarely get to practice outside of our classrooms. Language learners need to be able to hear English from various speakers and sources at different speeds. Chances are language learners will communicate in English more with non-native speakers versus native speakers since the world has about 400 million native speakers compared to over a billion non-native speakers of English. Below are various websites with audio recordings of music, poetry, news and more accompanied with exercises, games, or transcripts to help your language learners improve their listening skills. For more ideas on how to use web tools and apps to enhance student listening skills check out our webinar recordings, Teaching with Listening Tools and Apps and Audio Projects for Learners. To learn more about integrating technology to support English language learners, attend our free Friday webinars.

Listening Sites for Teens and Adults

- English Central has several Youtube videos at different English levels in which students are asked to listen to then try pronouncing the words correctly. Play against others.
- Dictation Exercises from English Club has different dictation exercises at various levels for students. Students can choose their listening speed and check their answers.
- Listen and Write is another site to find dictation exercises. Choose your audio level and take a test.
- AudioPuzzler is a game where students choose to listen to famous movie clips then type what they hear.
- PlayPhrase is a platform where students get to hear English phrases from over 300 movie clips and repeat what they hear.
- Lyrics Training and Tune into English help students to learn English by listening to popular songs then singing and playing games with others.
- LingoRank has over 400 selected talks to improve your English listening and vocabulary skills.

- Lit2Go is a free online collection of stories and poems in Mp3 (audiobook) format. An abstract, citation, playing time, and word count are given for each of the passages.
- ELLLO, the English Language Listening Library Online, has videos and audio recordings with listening quizzes and transcripts.
- Listen-A-Minute is a Sean Banville site with a listening and various class and online activities. Each listening comes with a pdf teachers can download of these activities.
- ManyThings is a site which lists various listening exercises and games for language learners.
- Podcasts in English is a site to find podcasts and activities for English language learners on various topics. Find some for adults, business English, traveling and more. Students choose the level.
- VOA News is a site where each current event comes with an audio recording.

Refer <https://learnenglish.britishcouncil.org/skills>

POSTING ONLINE FEEDBACK FOR ANY ARTICLE/PRODUCT

There are a variety of different ways to collect customer feedback, and surveys are usually the first method that comes to mind. But that's not the only way to figure out what your customers are saying about your product -- in fact, you could be missing out on valuable customer feedback coming in through a different channel: social media.

Social media is a meaningful channel through which to collect valuable customer feedback. With billions of people around the world already engaged in these social media communities, you should create profiles and provide customer support from your brand for those valuable customers who want an easier, faster way to get in touch with you than by hopping on a phone call.

What's more, it's important to know what customers are saying about your brand on social media -- because when millions of potential new customers can see tweets and Facebook posts blasting you for a bad phone call or a cumbersome subscription cancellation policy, word can spread fast -- and not in a good way.

So keep reading below to learn about the many ways you can use social media customer feedback to improve customer service and provide valuable insight to your entire organization -- and learn more about our new multi-channel Conversations tool that connects your social media accounts into an all-in-one shared inbox.

1. Listening to Customer Mentions
2. Collecting Product Feedback
3. Hosting Focus Groups
4. Conducting Surveys and Polls
5. Asking Industry Experts for Input
6. Sourcing Blog Content
7. Sourcing Social Content
8. Developing Personas

How to Get Quality Customer Feedback?

Table of contents:

- Provide Proactive Live Chat Support
- Get Feedback on Live Chat Session
- Provide Dedicated Feedback Forms on Your Site
- Measure Your Customer Service Performance
- Call Your Customers Regularly
- Use Email Surveys For New Customers
- Monitor Social Channels
- Ask For Feedback On Order Confirmation Page
- Use Polls
- Ask Feedback When Your Visitor Tries To Abandon His Cart
- Create an Online Community
- Monitor Feedback on Other Sites
- Display Positive Customer Feedback
- Humanize Your Online Store
- Ask Feedback in Return For a Prize or Gift
- Use negative feedback to showcase professionalism
- In-App feedback
- Facebook reactions
- Ask Feedback Right After Purchase
- Use NPS to Evaluate Loyalty

POSTING REVIEWS FOR ANY ARTICLE/ VIDEOS

How important are customer reviews to shoppers?

Very important, as it turns out. The fact is, 90% of consumers read online reviews before visiting a business. And 88% of consumers trust online reviews as much as personal recommendations.

We've got many more fun, interesting facts that'll help you see why your customer review is so important to other shoppers! For nearly 9 in 10 consumers, an online review is as important as a personal recommendation.

Customers are likely to spend 31% more on a business with "excellent" reviews. 72% say that positive reviews make them trust a local business more

92% of users will use a local business if it has at least a 4-star rating 72% of consumers will take action only after reading a positive review

Reliability (27%), expertise (21%) & professionalism (18%) are the most important reputation traits for a local business. Estimated Number Of Online Reviews Customers Read Before Trusting A Business

86% of people will hesitate to purchase from a business that has negative online reviews.

On average, a one-star increase on Yelp leads to a 5 to 9% increase in a business's revenue. At the same time, a single negative review can cost a business about 30 customers.

The number of reviews posted every minute by Yelp users is 26,380

The percentage of Yelp users that have made a purchase at a business they found on Yelp is 98% The percentage of Yelp users that visit Yelp because they intend to make a purchase is 80%

How To Deal With Negative Reviews

When you receive a negative review, here's what you should do:

- Respond Promptly
- Be real and admit your mistakes
- Correct inaccuracies

- Highlight your strengths
- Write like a person, not a corporation
- Take it offline
- Provide restitution if it's warranted
- Ask loyal customers to share their experiences
- Be consistent
- Understand How Rating and Review Sites Work

Tips

- :
1. Create different spaces to leave reviews.
 2. Optimize your content.
 3. Create incentives.
 4. Ask at the right moments.
 5. Meet customers where they are.
 6. Ask open-ended questions first.
 7. Respond to every review -- even negative ones.
 8. Share positive customer reviews you've already received.
 9. Give your customers a positive review first.
 10. Ask the customer in person.
 11. Host an event.

UNIT-III

ENGLISH FOR TECHNOLOGY- SHS1605

CONTENTS

UNIT-III	TOPIC
	Writing effective headlines
	Writing Advertisements- Educational
	Writing Advertisements- Business
	Filling an online application
	Writing styles in Print , Electronic & Digital media
	Unit Test-III

WRITING EFFECTIVE HEADLINES

Headline writing is the process of crafting a compelling headline that communicates a distinct benefit to the consumer. Many writers spend more time on their headlines than any other piece of copy. And for good reason. Your headline's like the gateway to your content. It appears in search results, links, social shares, and more. If it doesn't entice the reader to click, it hasn't done its job.

Imagine a newspaper or magazine with no headlines. Imagine a print ad with no headlines. Imagine a long-form sales page with no headlines. It would be confusing and tedious. In a newspaper, headlines steer the reader from story to story. And it's pretty much the same with magazines. In copywriting, the headline is the advertisement for the advertisement and must compel the reader to read your copy. If it's not powerful and persuasive, sadly, it's a fail.

**“They Laughed When I Sat Down at the Piano.
But When I Started to Play!”**



**They Laughed When I Sat Down
At the Piano
But When I Started to Play!—**

[illegible][illegible]

Johnstone died away, the music was sounded with a sudden ring of applause. I found myself surrounded by excited fans, and—mildly embarrassed—was pressed out on the back of their shoulders. Every one was shouting, "Johnstone! Johnstone!" with such questions as "Jack? Why did you do that?" "What was it?"

"Where did you learn?" "How long have you studied?" "Who was your teacher?"

"I don't know," I answered.

"And you're a short while now?"

"Quite a while," I laughed. Arthur, himself an accomplished pianist, "You're kidding."

"I have been studying only a short while," I answered. "I decided to keep it a secret."

"Then I told them the whole story."

"That's all right," said a man in a School of Music. "I admit. A few of my friends studied. That's a correspondence school."

How I Learned to Play Without

[illegible]

Democratization Lesson: I was amazed to see how easy it was to grasp this new way. Then I sent for the mouse.

"When the course arrived I found it was just as the ad said—easy as an A, B, C! And as the lessons continued they got easier and easier. Before I knew it, I was playing all the games I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease. And I never did have any trouble taking for music."

Play Any Instrument

[illegible]

**Send for Our Free Booklet and
Demonstration Lesson**

University of Connecticut students must succeed in their proposed research efforts until it was revealed by them to be a misanthropic "National Alliance" front. A national "National Alliance" front was also revealed by them to be a misanthropic "National Alliance" front.

U. S. School of Mines,
401 Broadway Bldg. - New York City.

"Please send me your free book," Mrs. Jones wrote to the "Dear Sir," with instructions to Dr. Park Case, Commissioner of Labor and Statistics, in 1901. I am interested in the following matter:

Name: _____ (Please write clearly)

[illegible][illegible]

Few Samples:

The Simple Benefit Headline.

Kiss Knee Pain Goodbye in 20 Minutes!

The Offer Headline

Buy one banana...get two free!

The Discount Headline

Save 40% on Steaks but only for 48 hours...

The News Style Headline

New Laptops Selling for Just \$99 but Only a Few Remain

The Bonus Headline

Free Shipping PLUS a Free Printer When You Purchase a New Laptop on Tuesday from Sam's Computer Shack

The Testimonial Headline

"Getting my degree in nursing from Dry Creek Community College helped me get a great job with a great doctor."

Note: You can use this with a celebrity.

The Shocking Headline

82 year-old golfer hits the ball 40 yards further off the tee using the revolutionary and legal MAX CANNON driver. He was about to give up the game but now he's pummeling the young guys.

Headlines with 'Free'

FREE FISH AND CHIPS on Wednesday at Sir Ed's Pub in Park Road Shopping Center.

The Guarantee Headline

One of my favorites and it can be extremely effective—especially in the service space. A personal guarantee from Robert Jones, owner of Nuclear Cockroach Services.

How to Maximize Results With a Great

Headline Study your audience

The more you know about your audience, the more effective your headlines become. Review the traffic to all blog posts you've written in the last six months.

Look for patterns. You might find, for instance, that you get the most clicks when your headline includes a number or statistic.

Share personal benefits

Headlines perform best when they convey a personal benefit to the reader. In other words, what can the reader take away from the rest of the content?

This is why listicles work so well:

- ☐ 11 Ways to Shed Weight Quickly
- ☐ 15 Steps to Become a Better Runner
- ☐ 7 New Strategies for Healthy Cooking

In each of these examples, the benefit and the takeaway are present in the title.

Follow the 4 U's

Acronyms might seem cheesy, but they work — not least of all because they're easy to remember. The 4 U's of writing effective headlines are pretty simple:

Unique

Make sure nobody else has used a headline like yours. Not only will you struggle to compete in the SERPs, but if

someone has already read your competition's article, they probably won't click on yours.

It's easy to craft a unique headline if you know the content that already exists. Run Google searches for permutations of your primary keyword. When you write your own headline, make sure it doesn't look similar to those in the search engine results pages.

Consider using unique words, too. They shouldn't be too obscure — you want to get your message across — but consider using a word that wouldn't normally be paired with the content you've created.

Ultra-specific

One of the best techniques for writing headlines is to drill down on your topic as tightly as possible.

It's kind of like

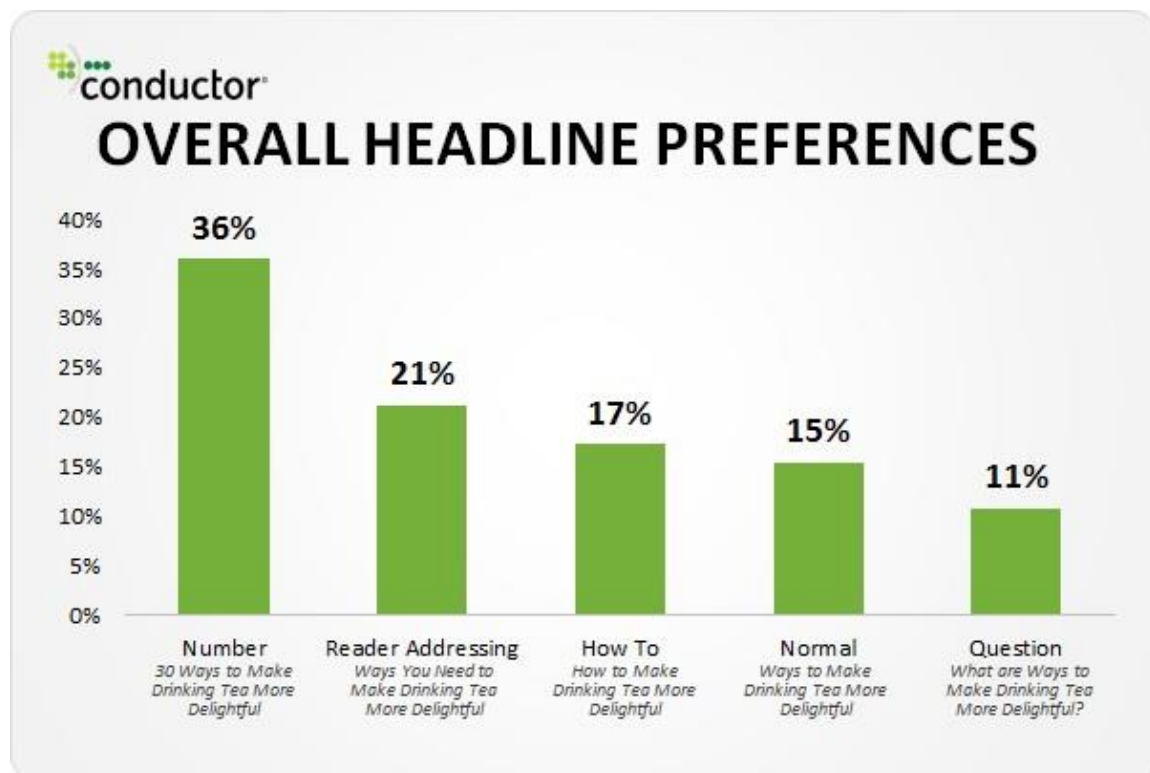
narrowing your niche. You want to let the reader know exactly what he or she will get. Consider these two headlines:

- ☐ How to Run a Marathon
- ☐ 77 Steps to Running Your First Marathon in High Humidity

The second one is far more specific, right? It tells the reader what will be delivered and narrows down the subject

matter to show that it isn't going to contain fluff and filler.

Don't be afraid of using extra words. If you keep your headline to about 77 characters or fewer, you'll do fine.



Useful

This sounds obvious, but if you scan many of the headlines on some of today's blogs, you'll see that it isn't. Many creatives get a little *too* creative with their headlines — and confuse their readers in the process. Furthermore, every piece of content you write should have a specific purpose. It needs to tell a story, provide value, and allow your reader to accomplish something, whether it's reaching a goal or solving a problem.

Urgent

Urgency is a marketer's best friend. If you can convince your reader that he or she needs to act now, you'll have done your job well. Time-bound headlines can work well, but only for a short period of time. For instance, Black Friday articles often pop up in droves in the weeks leading up to Thanksgiving. Articles like these enjoy only seasonal popularity. However, you can incorporate urgency into the article's goal.

Check out a few examples:

- ☐ How to Prep for Your First Marathon in 6 Weeks
- ☐ Why You Should Start Training for Your Marathon Today
- ☐ 17 Runners' Tips You've Been Missing Out On

Step #1: Use specific numbers & data in your headline

The headline accounts for up to 50% of your blog post's effectiveness. If you fail to make it powerful and clickable, every other marketing step that you take will be a total waste of time. Integrating specific numbers and data into your headline is an effective way to make your headlines more enticing to readers. Several research studies have shown that headlines with numbers tend to generate 73% more social shares and engagement.

According to Debra Jason, one of the reasons why using numbers works in headlines is because numbers are like "brain candy." In other words, the brain is receptive to numbers.

NUMBERS ARE “BRAIN CANDY.”

Our brains are attracted to numbers because they automatically organize information into a logical order. In marketing and advertising, your headline is an advertisement for your content. A single, small odd-numbered digit, like 7 for example, is like candy for your organizational mind.

Digits enhance the scanability of web content. It's just that simple:

- A number is better than a word.
- Small numbers are more digestible than large ones.
- Odd numbers are seen as more authentic than even numbers.

It's very important to understand the science behind odd numbers. Often, you find viral blog posts with odd numbers in the headlines and you may have wondered why the authors didn't use even numbers. According to Content Marketing Institute, *the brain seems to believe odd numbers more than even numbers*. Odd numbers also seem to help people digest and recall information more easily.



And, what's more, when a headline was tweaked to include the odd number 7, click-through rates increased by 20%. Ideally, instead of using the word “seven,” you should replace it with the numeral “7,” in headlines. So, instead of writing “Seven Steps To Start A Home Business,” use “7 Steps To Start a Home-Based Business.”

Step #2: Utilize a unique rationale

I've used unique rationales to write great headlines (if I say so myself) that went viral. The word "rationale" simply means "an underlying reason why something should be done." If you want people to read your content, do you have a good reason that they should?.

Some of the rationales that you can include in your headlines are:

- ☐ Tips
- ☐ Reasons
- ☐ Lessons
- ☐ Tricks
- ☐ Ideas
- ☐ Ways
- ☐ Principles
- ☐ Facts
- ☐ Secrets
- ☐ Strategies

Here are examples:

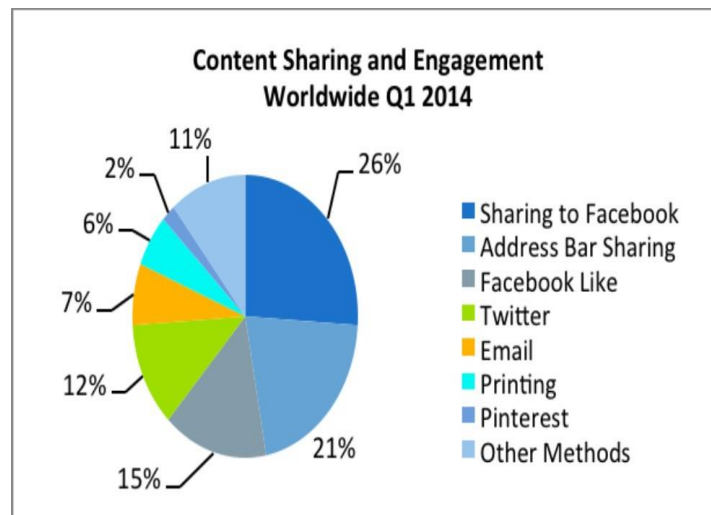
- ☐ 5 Tips to Write Blog Introductions Like a Pro
- ☐ 15 Lessons I Learned the Hard Way as a 3-Year-Old Blogger
- ☐ 8 Principles for Designing a Perfect Landing Page
- ☐ 17 Facts About Content Marketing That You Didn't Know
- ☐ 6 Insights to the Future of Search Engine Optimization
- ☐ 3 Secrets to Make Your List Post Sing
- ☐ 4 Headline Writing Tips to Make Your Titles Soar

Step #3: Call for attention

The purpose of the headline is to get your viewer to read the first sentence. Every headline should call for attention. "Attention" simply means mental focus and serious concentration

on a given task. Keep in mind that your customers are human beings with several things vying for their attention. Unfortunately, people's attention spans have been decreasing every single year. According to Statistica, a person's attention span is 8.25 seconds.

Social sharing is a lot easier, when your visitors are engaged on your site. A survey by AddThis showed that, in Q1 of 2014, Facebook sharing accounted for 26% of all share activity.

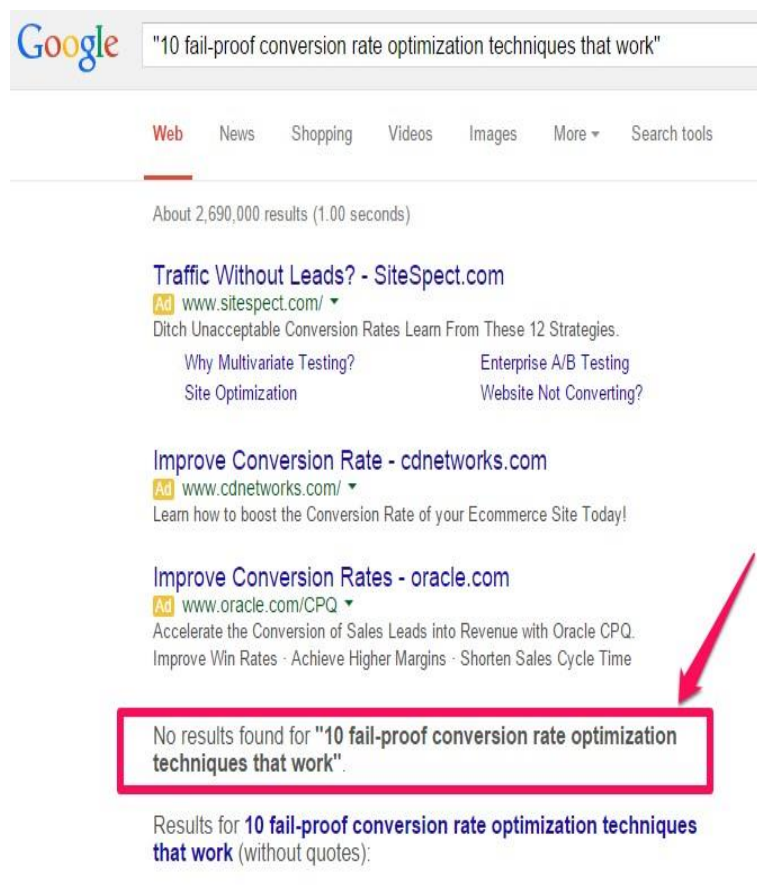


If you're a small business owner, one of the ways to acquire and retain customers is by engaging them with great content. And, great content starts with a headline that captures your reader's attention. *You've got to convince your customers and prospects to keep reading.* The headline can build that momentum for you. So, instead of putting all your time and energy into getting email subscribers and making sales, start focusing on using headlines to get people to read the first sentence. Some simple ways to write headlines that will call for attention, here are four rules to follow. They're considered the "4 U's" of writing attention - driven headlines:

The four U's are:

- ☐ Make the headline **unique**
- ☐ Be **ultra-specific**
- ☐ It should convey a sense of **urgency**
- ☐ Your headline has to be **useful**

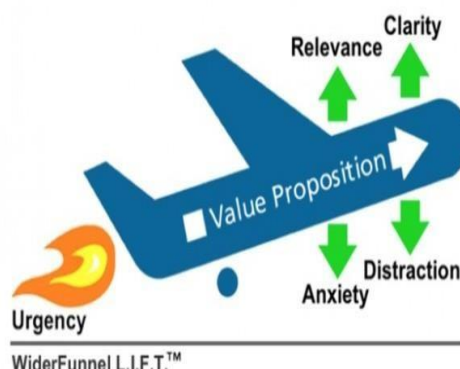
a). **Unique headlines:** A blogger friend of mine once told me that anytime he finds a compelling headline while reading, he will tweak it and make it unique for his audience. “Unique” means being “one of a kind.” In other words, your headline has to be different from others. But, how do you test for uniqueness? Simple: plug it into Google and enclose the headline in double quotation marks. Here’s an example:



b). **Ultra-specific headlines:** The second rule for writing a headline that calls for attention is: *be ultra-specific*. According to *The New York Times*, lack of focus, vision and planning is one of the reasons why 33% of small businesses fail.

Here are specific headline variations that would work:

- 3 Simple Steps to Write a Small Business Plan **for Beginners**
- Top 10 Small Business Plan Templates **That Succeeded**
- Learn How to Write a Small Business Plan **From Scratch**
- Step-by-Step Process for Writing a Small Business Plan **in 30 Minutes**



3. **It should convey a sense of urgency:** In a recent post, Derek Christian, founder of Cleaning Business Today, said that “effective marketing boils down to creating a fear of losing out on an amazing deal.” Unless you infuse your headline with urgency, your readers are likely to put off reading your content or possibly bookmark it and never come back to it again. *The purpose is to get readers to click your headline now.*



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Annotations: A red arrow points from the word 'urgency' to the price and savings information. Another red arrow points from the word 'scarcity' to the 'Only 2 left in stock' message.

They’re not going to ignore your headline, because they don’t want to miss out on what’s on the other side of the headline, once it’s clicked. The only way that they can find out is to click and read.

d). Your headline has to be useful: The last rule that you should definitely follow, if you want your headlines to grab attention and get the job done is to make them useful. The above three rules – uniqueness, ultra-specific and urgency – all correlate with usefulness.

Useful can mean several things – practical, helpful, valuable, informative, worthwhile, beneficial, advantageous and so on. The bottom line is to *help the readers experience hope, knowing that their problem can still be solved.*

Let's look at the various ways to write powerful headlines that will generate qualified clicks and leads for your business. There is no doubt that following the 4U's will help you build a blog that generates over 100,000 monthly blog readers within 2 years.

4U's of writing attention-grabbing headlines.

1). State the obvious in your headline: Write headlines that are easy to understand. The moment a potential reader stumbles on your web page from anywhere, they won't need any help to figure out what you're talking about. The purpose of the headline is to get people to click, so that you can earn a better ROI. The purpose is *not* to appear clever or educated.

Another way to confuse readers is to use words and phrases that aren't common. Instead, demonstrate your cleverness through your ability to explain complicated issues and make them simpler for the ordinary person.

Examples of confusing headlines that you should avoid are:

- **Don't use:** 12 Meticulous Savings Tips For The Financial Amateur
- **Instead use:** 12 Effective Saving Tips For Those Who Want Extra Cash

2). Use interesting adjectives: Adjectives are important in both spoken and written English language.

The adjective, you'll remember, is the part of speech that describes or qualifies a noun or

pronoun in a given sentence. As a content writer, you can use adjectives to give your headline a boost and make it super-attractive to your audience's needs. examples of interesting adjectives that you can use to create your headline:



- Fun
- Painstaking
- Free
- Strange
- Incredible
- Effortless
- Absolute
- Essential

And so much more...

3). Flag the reader in your headline: Dan Kennedy once introduced the “flagging technique” and it’s a powerful way to write headlines for both copy and blog posts. You already know one of the basic techniques, which involves addressing the readers as “you.” Personally, I use “you” in a lot of my headlines. And, what I discovered is that for every headline that contains ‘you,’ the engagement is usually very high.

4). Not only that, but social shares exceed 700, for the majority of them. *The word “you” connects and captivate your readers, on a personal level.*



WE WANT YOU!

5). Use emotional words:

All words are not created equal. Some words have the power to prompt change, while others simply reaffirm the status quo. Some words can make people cry, while others can evoke joy. Emotionally impactful words are popularly referred to as “power words.” Here are some emotional power words that you can use to give your readers a pep talk and spur them into action:

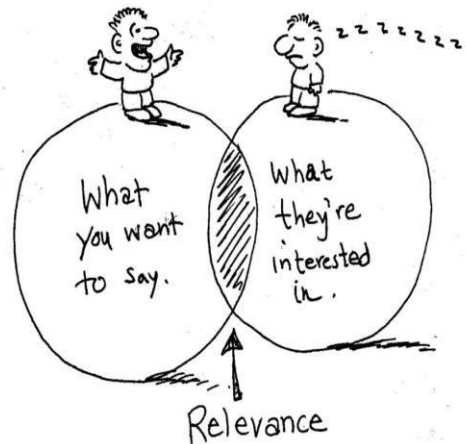
Amazing	Eye-opening	Miracle
Audacity	Faith	Pluck
Backbone	Fearless	Sensational
Belief	Fulfill	Spectacular
Blissful	Grateful	Spine
Bravery	Grit	Spirit
Breathtaking	Guts	Staggering
Cheer	Happy	Stunning
Conquer	Heart	Surprising
Courage	Hero	Triumph
Daring	Hope	Uplifting

Step #4: Use headline formulas

What makes a headline good is its structure – aka “the formula.” Every authority blogger and content marketer has one or more formulas for writing headlines. What’s the benefit of using a headline formula or rule that doesn’t produce results for you? For this very reason, you’ve got to measure your headline success. You want to make sure that your time isn’t wasted – or your money, if you hired a professional to write the content.

Strategy #5: Measure your headline success

People love to share articles that are lengthy (usually 2000+ words). But, as a smart marketer, you wouldn't simply assume that longer posts would work for you. The best way to make your own decision is to write a similar, in-depth article and see how it goes.



15 effective techniques for writing headlines that work

1. Use strong words on your headlines
2. Make creative and bold statements when writing a headline
3. Ask a funny or uncommon question
4. Use interesting adjectives that people will remember
5. Use superlatives when suitable
6. Be concise to write a powerful headline
7. Create urgency in your headline
8. Incite readers' curiosity with your headline
9. Create humor playing with some words
10. Include a hyphen or colon in your headline
11. Use rationale — a strong reason to click
12. Make your headline simple and easy to understand
13. Address the reader as "you"
14. Include specific numbers and data in your headline
15. Telegraph emotions with your headlines

WRITING ADVERTISEMENTS- EDUCATIONAL

Advertising is a type of communication whereby people promote or persuade customers to utilize their services. There are two types of advertisements:

- Classified advertisements
- Display advertisements

Classified ads will be our subject in this article. Classified ads are called CLASSIFIED ADS because they are CLASSIFIED into different type of categories depending on their functions.



What is a classified advertisement?

A **classified advertisement** is a small advertisement that you put in a newspaper or a magazine, usually because you want to sell or buy something or to find or offer a job.

The Purpose of Advertising

An advertisement can be just about anything that draws attention to a particular thing such as a product, service or event. Advertisements are all around us – the billboards you see, the side of the coffee cup from the store, and even bumper stickers. No matter where you are, there is probably an ad somewhere within eyesight. The purpose of advertising is to make people aware that the product exists and to entice them to try it out.

Though advertising is mainly used in selling a product, it does have a positive and very useful side as well, whether you are the consumer or seller. Ads can be extremely invasive and become offensive to some people depending on how the advertisement is handled. There will always be ads that people are against because of the product or purpose they are trying to sell, but there are many positive sides to advertising as well.

Tips for writing Classified Advertisement



When you're writing an advertisement, every word counts. Being too vague or wordy will cause people to skim your advertisement instead of pausing to read it, so the same writing tenets apply no matter what type of advertisement you're writing.

1. It should begin with a heading in bold or upper case letters.
2. The language should be according to the audience we are referring to. For example- If you want to sell something to the youngsters, the words chosen shall be good enough to attract them.
3. Do not use the same descriptive characteristics for every type of advertisement. On the other hand, for hiring a tech executive, it is imperative you ask for skills limited to the IT department.
4. Do not make full sentences. The prescribed limit is 50 words and in order to make your advertisement loaded with information about the topic, you have to manage your words carefully.
5. Always add contact details in the end either in the form of contact no., email id or both. They are generally given in the question.
6. Remember, nowhere in the answer are you required to mention your own personal details.
7. It should always be in a box made with sharpened pencil.
8. It should be neat and clean with good presentation.

Word Limit

Classified ads should be very well covered in a range of around **50 words**. Marks will be deducted if the student jumps the word limit. So exercise caution in this regard.

There are several type of classified ads, which are

as follows: Situation vacant

Education institutions promotion

Now let's highlight what to include in each type of classified ad.

1. Situation Vacant types

1. Always begin with **WANTED** or **REQUIRED**
2. Name of the organization must be always present
3. Number of vacancies and the post for which advertised should be clearly stated.
4. The age and gender of the candidate required.
5. Qualification and requisite experience needed for the post.
6. Pay scale, perks and also the mode of applying (E-mail, postal, etc)
7. Contact address and phone number for correspondence

EXAMPLE

SITUATION VACANT

WANTED a small, confident P.A./Stenographer for a leading export house. Qualification – graduate, age – 25-30 years. Typing speed 40 wpm, short hand speed 100 wpm. Preference to those who can handle computer. Salary negotiable. Apply with complete bio-data by 20th December to Secretary, Orient Export House, T. Nagar, Delhi. PH: 011-21111111

2. Educational institutions

1. Name of the institution
2. Past record
3. Courses offered and their durations
4. Eligibility criteria and details of admission test (if any)
5. Facilities and fee structure
6. Scholarship information

7. Last date for registration, etc
8. Contact address and phone number.

EXAMPLE

EDUCATIONAL INSTITUTION

IIFL announces the commencement of its courses in Japanese, French and German. Duration – 3months. Eligibility – senior secondary. Excellent faculty. Computerized training. Incentives for early birds. Send in your applications by 1st June, 2012 or contact secretary #9350556655

CREATING AN AD FOR A SCHOOL PROJECT

Creating an advertisement for a school project is an entertaining way to present your subject. One fun and entertaining advertisement exercise can be done in conjunction with reading a book. Each student can choose a character in the book and create advertisements and posters to promote their character.

One example is to use the book *Lord of the Flies*. As the students read the book and discussions are done daily in class, the students can each choose or be assigned a character to follow carefully. While the characters in the book are creating their government, the students can create posters and ads to promote their character to be voted as president. This can be done both individually and in teams.



Pre-instructional Planning

OBJECTIVES

Students will:


- Interpret their thoughts about various pictures, symbols, and slogans
- Understand the meaning of "transfer," "catchphrase," and "catchwords" in persuasive writing
- Create a visual representation of various feelings and emotions to infer what the advertiser could be selling the consumer
- Create an advertisement by applying the learned persuasive writing techniques
- Present advertisements to the whole class to assess which ads are the most convincing
- Analyze and discuss the persuasive techniques that were used in various advertisements

MATERIALS

- Pictures, Symbols, and Slogans Worksheet printable
 - Transfer Techniques Worksheet printable
 - Computer and projector
 - Examples of local or national advertisements that display good use of visual symbols, catchphrases, sales pitches, and incentives
 - Samples of various magazine advertisements
 - Construction paper
 - Colored pencils or markers
 - **Optional:** Art materials like scissors, glue, paper scraps, etc. SET UP
1. Make class sets of the Pictures, Symbols, and Slogans Worksheet printable and the Transfer Techniques Worksheet printable.
 2. Prepare to display the two printables with the projector.
 3. **Optional:** It may be helpful to search through the advertisement examples ahead of time to find a few ads that include:
 - Visual symbols
 - Catchphrases
 - Explanations and/or descriptions of the products being sold
 - Incentive to come to the sale or buy the products
- ASSIGNMENTS
- Have students find an advertisement in a magazine or newspaper that:
 - uses a visual symbol
 - has a catchphrase
 - explains the product
 - convinces the customer to come to the sale and buy the product
 - Have students analyze an advertisement for its color, font size, and placement of graphics or pictures. Students can write a reflection about what they found.

Few samples:

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 - 2 Yrs. M.Tech in CSE, SP, VLSI
 - 4 Yrs. B.Tech in Nuclear Science & Technology
 - 2 Yrs. M.Tech in Nuclear Science & Technology
 - MBA (Tech) in CSE & ECE
 - Integrated B.Tech - M.Tech in CSE, ECE, EEE
 - MCA, Ph.D.
- FACULTY OF MANAGEMENT STUDIES (FMS)**
 - MBA (Dual Specialization)*
 - MBA (International Business)
 - MBA (Family Business & Entrepreneurship)
 - Ph.D.
 - MBA Accredited
- FACULTY OF ARTS, SCIENCE AND COMMERCE (FASC)**
 - 3 Yrs. B.A. B.A. (Hons.)
 - 3 Yrs. B.Sc. B.Sc. (Hons.)
 - 2 Yrs. B.Com. (Hons.)
 - 2 Yrs. M.Com.
 - 2 Yrs. M.Sc. Botany, Microbiology, Chemistry, Biochem. (I)
 - Foreign Language courses in Chinese, French, German, Japanese, Spanish, Ph.D. in all disciplines
- FACULTY OF LAW (FOL)**
 - 5 Yrs. LL.B. LL.B. (Hons.)
 - 5 Yrs. LL.M. LL.M. (Hons.)
 - LL.M. in Human Rights and International Law
 - LL.M. in Corporate Law and International Law
 - LL.M. in Intellectual Property Rights
 - LL.M. in Environmental Law
 - LL.M. in Health Law
 - LL.M. in Sports Law
 - LL.M. in Tax Law
 - LL.M. in Insurance Law
 - LL.M. in Banking Law
 - LL.M. in Labour Law
 - LL.M. in Maritime Law
 - LL.M. in Aviation Law
 - LL.M. in Space Law
 - LL.M. in Cyber Law
 - LL.M. in Environmental Law
 - LL.M. in Health Law
 - LL.M. in Sports Law
 - LL.M. in Tax Law
 - LL.M. in Insurance Law
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 - LL.M. in Space Law
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WRITING ADVERTISEMENTS- BUSINESS

Advertising is an important part of your marketing strategy. The aim is to promote your business, communicate your message and reach your audience. The end goal is usually to increase awareness or sales. Until a customer deals with you directly and actually buys your products or services, your advertising may form their first impressions of your business. Advertising can certainly attract new customers - but only if it's done properly. Otherwise it can deter potential customers. This guide gives advice on where and how to advertise, and what advertising can achieve. It also shows you how to manage the advertising process and ensure you get value for money.

How advertising can help your business

Advertising can be anything from your shop sign or a website, to an advertisement in a trade magazine or a 30- second radio slot. Advertising can:

- Provide basic information such as your contact details and website address
- Increase sales by telling potential customers about your product or service
- Tell customers about changes to your service, new product launches and improvements
- Increase your short-term sales with a specific one-off message - informing people of a special offer or a particular benefit of your product
- Prompt specific action - perhaps getting customers to visit your premises or website, or use a discount voucher by a specified time
- Remind existing customers about your business
- Change people's attitudes and perceptions of your business
- Help to create or develop a distinctive brand for your business to help you stand out from your competitors
- Make your business first choice for customers, ahead of your competitors
- Generate awareness of your business
- Develop a particular market niche or position

Advertising doesn't always need to be about sales and marketing. You can also use it to:

- Recruit staff - a recruitment advertisement should also be a chance to promote your business
- Source suppliers and contractors - this also helps to position your business as active and expanding

Target your customers

Decide whether your target audience is local or regional, national or international, or a mixture. Remember that a local business might benefit from national advertising, particularly if it is looking to expand into new territories. You can advertise in a wide range of different media. Using a media mix can help to reinforce the message or information you want to communicate. Before selecting a particular type of media, you should find out from the media business and other independent sources about their circulation or audience figures and what the audience penetration, or 'reach', of their product is.



Basically, you need to know how many, where and who to. Figures can normally be broken down into age groups, average income and other useful indicators. Don't be tempted to buy advertising space in a certain type of media just because you read, see or hear it yourself - it should always be focused on your potential customers. Also remember you have a duty to ensure that your advertising is legal, decent, honest and truthful.

How to write an advertisement

In order to create a good print advertisement, you should take the following steps:

- write a well targeted **headline**
- **design** your advert clearly
- write compelling advertising text – known as **copy**

Writing an advertising headline

- A compelling headline is vital:
- A good headline should catch the reader's attention and make them want to read on. It might ask a question or inspire curiosity. It may refer to a specific problem, eg a bed manufacturer could ask: "Had another bad night's sleep?" Or it may appear to offer the solution to a problem, eg "Ever wanted to know the secret of a good night's sleep?"
- Don't overplay the actual message - people will feel let down if they read on and their expectations are not fulfilled.
- A headline will encourage people to read on if it offers a clear benefit - such as "never have a bad night's sleep again".
- It could also be used to create a fear of missing out in the reader's mind, eg "last few remaining".

Designing a print advert

- Use a clear design to convey your message:
- The way an advertisement looks plays a big part in attracting and retaining the reader's interest.
- Avoid small or complicated typefaces that are difficult to read. And don't mix too many typefaces in one advertisement - use one or two at most.
- Don't clutter the layout - keep plenty of white space in the advertisement - avoid the temptation to say too much. If your product or service needs more explaining - refer readers to your website or other easily accessible material.
- Ensure your contact details are clearly positioned.

Writing advertising copy

- Use convincing copy to persuade your audience:
- The amount of text you include depends on the purpose and size of the advertisement. Businesses that want to advertise a sale might have a very limited amount of text accompanied by a headline and a picture of some of the items on offer.
- Consider the print quality of the newspaper or magazine - a small advert in a poor quality publication will be hard to read.
- If you're writing a lot of text, it should follow on logically from the headline, build a convincing case and prompt a response from the reader. Back up any claims with facts. Magazine readers generally tend to dwell on the contents for longer than newspaper readers, so tailor the length of your copy accordingly.
- Good copy draws attention to the benefits of the product or service rather than focusing solely on the features.
- All the reader wants to know is "what's in it for me?"
- You should always write your advertisements with the reader/viewer - your potential customer - in mind.
- The advert must be tailored to the type of print media and the potential reader's interests and habits. For example, if you sell gardening equipment, you might write a longer advert for a gardening magazine - where you can assume that the reader is already interested in the subject and so is more likely to read all the text. Likewise, you might write a shorter advert for a more general newspaper - where the reader's interest may be less easily sustained.
- Remember that businesses have a duty to ensure their advertising is legal, decent, honest and truthful.

What to include in every advertisement

1. **Your logo or business name.** If your business's logo or name doesn't contain what you do, make sure to clarify that in the ad. For example, saying "Klimisch's Inc. Collision Repair" instead of just "Klimisch's Inc."

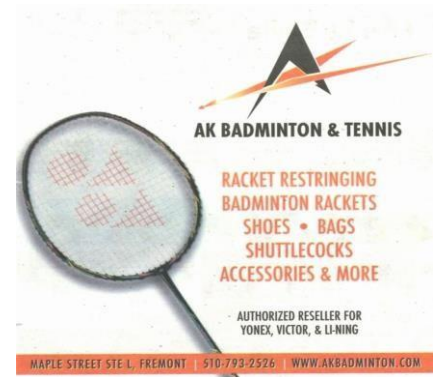
2. **A CTA (call to action) with supporting contact information.** Say exactly why people should contact your business and what you can do for them. For example, “Call us at (415) 000-0000 to save money on home insurance today.”
3. **Information about your business.** Explain what your business does and how you intend to help your potential customers. Don’t go overboard with the copy because you want to make sure they can read it quickly and easily.
4. **Supporting visual elements like a photo or graphics.** This can be your logo, a picture of your business or a graphic related to your business.

Design guidelines

1. **Create a hierarchy of information.** Choose the information from the above list that’s most important and make it the main element of the ad. Every piece of information in your ad should be weighted according to its importance. It’s hard to read an ad in which everything is the same size.
2. **Remember, less is more.** Don’t overwhelm people with information. Keep it as simple as possible while getting useful information across to the viewer.
3. **Use your space wisely.** Don’t use every inch of white space because you can. Leave some “breathing room” so people can digest your message.
4. **Use contrasting colors.** Strike the right balance between fonts and backgrounds to make sure that your copy is readable. The best combo is dark type on a light background because it’s easier to read.
5. **Think hard about typography.** Use mostly sans-serif fonts, use different font sizes to highlight the importance of the copy. However, don’t use too many font types or too many font colors (think one or two max). The biggest font offenders that tend to thoroughly annoy people include comic sans, curlz and papyrus.
6. **Review and edit.** Have at least one other person who isn’t working on your ad read it over to make sure there aren’t spelling errors, incorrect information or missing information.

Few Samples:

Here are some examples from a local newspaper featuring small business ads to illustrate how all of the above components come together. **AK Badminton & Tennis** — A little color and a lot of white space go a long way. This ad is easy to read and the copy and imagery illustrate exactly what customers can expect from the company. You'll also notice that the business logo is front and center, helping AK Badminton & Tennis build brand awareness.



Pedal Express

The stylized map in this one not only makes the ad more visually appealing, but it also shows the areas where this courier service operates. The ad also includes a quick one-liner to give prospective customers a little background information about the company: “worker-owned and operated since 1994.” These are all print ads but the same elements apply to online ads. The most important part of advertising is to show who you are as a company, so have a little fun with it! And remember to ask for the “specs” or specifications for each ad. This will tell you what ad size is needed, the resolution, bleed or no bleed, acceptable formats (i.e., jpg, tiff, pdf), unacceptable formats (i.e., Microsoft Word or Microsoft Publisher) and whether it’s full color or black and white.



Print advertising

Advertising in printed press publications can be an effective way of reaching your audience. You can target particular groups by advertising in specialist, trade and local publications. National and general interest publications can offer a wide reach.

Advantages of print advertising

There are a number of benefits to press advertising, including:

- Local and specialist publications can help you reach a targeted audience
- An engaged audience who may be looking for coupons and deals
- Different advertising options to suit your needs and budget

Disadvantages of print advertising

The downsides of advertising on print publications include:

- It can be hard to measure effectiveness, readership figures don't indicate how many people really see your ad, and response rates can be low
- Competition - your advertisement will appear alongside many others, and could be missed by readers
- Dwindling readership rates – print media is becoming less popular in favour of online content



Types of publication

Different publications will reach different audiences. Make sure the publication you choose to advertise in lines up with your marketing strategy. Some examples include

1. **Local and regional newspapers** - weekly, evening and morning local papers, whether paid-for or free, can help you reach potential customers in a particular geographic area.
2. **National newspapers** – you can reach a very wide audience, however this is not a targeted approach.
3. **Local magazines** - many areas have local lifestyle and country magazines. These can be useful for certain types of up market consumer advertising.

4. **Local directories** - Phone directories such as the Yellow Pages and Thomson Local offer free listings and paid- for display advertisements. Directories are normally consulted when a consumer is looking for a particular service (eg, blocked drain) so aren't suitable for creating general awareness.

5. **Trade publications** - there are many trade, technical and professional magazines read by customers, suppliers and businesses in your sector. If your business sells to other businesses, advertisements in these publications can be a powerful way of gaining sales, product enquiries, higher profile, trade partnerships and even potential investors.

Types of print advertising

There are a number of advertising options in print publications. The most common include:

1. **Lineage** - usually only in the classified advertising sections and containing only words. Often the cheapest option.
2. **Display and semi-display** - display advertisements are bigger and more eye-catching. They usually appear on editorial pages or in special supplements, eg motoring, recruitment, property, etc and can use imagery.
3. **Advertisement features** or 'advertorial' - laid out like editorial pages but featuring your business. You pay for them, and you may also be given advertisement space.
4. **Loose inserts** (also known as 'mailers' or 'flyers') you supply that are placed inside the newspaper, ie using the paper's circulation to distribute your flyer.

Ask the advertisement department at the publication for a media pack with readership breakdown and rates for different types of advertisement. The quoted rate is only a starting point - always negotiate to try to pay less.

Negotiate for a better advertising deal

All advertising media companies produce rate cards - information on the rates they charge for advertising. But it is usual to negotiate on the final price, according to the type of campaign you want. Negotiating could get you a price reduction, a repeat that's free or discounted, or a better position in the publication. You should:

- Mention your budget, but appear undecided about who to spend it with.
- Mention rival media you're considering.
- If you don't need campaigns at specific times, ask media sales teams to alert you when they have one-off deals. This may be when they are seeking to achieve specific monthly or quarterly targets and are willing to consider lower prices.

Remember that most media sales teams will be paid commission so be prepared for them to be persistent. Use their desire to achieve a sale to push their prices down or increase the space you get for your money.

Advertising relies on repetition so be prepared to implement several campaigns throughout the year. You can get a discount for booking multiple advertisements - a series is generally more likely to be effective than a one-off advertisement anyway - but don't be persuaded to buy more than you need.

Ensure any print advertisement is in the best possible position. Remember that:

- It is widely believed that right-hand pages, especially early right hand pages (those in the early part of the publication), catch the reader's eye the most
- An advertisement selling greenhouses, for example, should be on a page devoted to gardening
- The most effective place for your newspaper advertisement is either page one or three - preferably in the bottom right-hand corner
- If your advertisement has a coupon - for readers to cut out and send in - make sure it is placed at the edge of the page

Remember that the design and content of your advertisement is critical to attracting your target market, regardless of its position in the newspaper.

Online advertising

Advertising on the internet can be cost-effective and gives national and international coverage that you may otherwise be unable to afford. It will also allow you to compete with larger businesses in your industry on a level playing field.



Your own website

Your own website can be used to advertise your business:

- Ensure you design and position your website carefully for maximum effect. Take time over it, it's important. It can be your shop window, an information provider, a sales person and an order form all in one.
- Consider the user - your potential customer - at every stage. Make it easy for them to find their way around your website, and to order from or contact you.
- Keep your website updated and relevant, and check that all pages, images, links, etc open correctly.
- Ensure your website is geared towards increasing sales. Making your site interactive and interesting to browse will help to increase user dwell time and allow you to expand your sales pitch.
- Find out how to exploit search engines, eg Bing or Google. Appearing near the top of a search engine results page can make a big difference.

Using online content to develop relationships with customers is known as content marketing.

Types of online advertising

There are a range of online advertising options that might suit your business:

1. **Display advertising** – banner ads and other kinds of display advertising allow you to place a visual ad on another website that links to yours. Using a display network service can help you reach targeted audiences through a range of selected websites. See what is display advertising.
2. **Search engine advertising** – pay per click and paid search advertising helps customers searching for your products and services find you. It is highly targeted and can offer a good return on investment.



3. **Social media advertising** – most social networks offer advertising opportunities allowing businesses to reach a targeted audience. Browse social media.
4. **Video on-demand** – online streaming and TV catch up services can offer video advertising opportunities to a targeted, engaged audience.

TV, radio and cinema advertising

Advertising through broadcast media and cinema can help you reach a wide audience. The nature of this media can allow you to use an emotional appeal.

RADIO ADVERTISING If advertising on local or national radio, you'll need to research the market, the type of audience, the extent of the coverage and the cost per listener. Ask the local station for details. Remember that most people listen to the radio for music or comment - often while doing other things - and so your advert will rely on repetition to have any effect.



Consider sponsoring certain features, such as the weather or travel news, to make your adverts stand out. Production costs are usually low. Your local station will often produce your commercial for you, although if you have an advertising agency, they should do it.

TV advertising

TV advertising can be costly, but there are a large number of Freeview, cable or satellite TV channels, and some may be able to offer low-budget advertising packages. Ask them for a breakdown of their viewing figures and audience profiles before you make a decision.



Remember that even with national TV broadcasters you have the option to regionalize your advertising. While most channels will be able to advise you about how it works and even create adverts for you, it is recommended that you seek specialist advice through an advertising or PR agency that is fully aware of current and ongoing legislation in all the markets that you plan to advertise in. Production costs of TV advertising can be high. TV product placement - paying to have a product or service included or referred to - provides further promotional opportunities. It also offers a new source of potential revenue for TV service providers and programme makers. However, there are restrictions and conditions affecting how product placement can be used.

Cinema advertising

Local cinema advertising offers a captive audience with a long dwell time for your advertisements. Ask the cinema for audience profiles and case studies of satisfied clients, as well as details of whether you can target certain films. You can often advertise in the foyer as well as on screen. It's not a good idea to make a business phone number or web address a crucial part of a cinema commercial, as few members of the audience will have a pen handy to note the details.



Outdoor advertising

'Outdoor advertising' includes every outdoor medium from static billboards to moving adverts, eg on buses. Static adverts rely on location for effectiveness, so make sure you go and check the proposed sites before booking the space. For moving adverts, request information about the bus routes on which your adverts will travel so you can assess the likely exposure the advert will get.

If you are using the campaign for increased brand awareness, you may select fewer adverts over a longer period, whereas a short-term offer would require more sites over a shorter period.

The location of most outdoor advertising space means that a large but untargeted audience could potentially see it. Therefore, it will be even more important to use the copy and design of your advertisement to ensure you address your target audience.

The general rule is to keep it simple. Make it clear and don't rely on people noting a phone number or web address, unless it's easily memorable - drivers can't stop and note down details.

There are many types of outdoor advertising sites available including:

1. **Roadside** - from phone kiosks to large billboards and banners
2. **Transport** - railways, airports, inside and outside buses, taxis and lorries
3. **Retail** - sites at shopping centres and supermarkets, trolleys, posters
4. **Non-traditional and ambient** - shop signs, leisure centres, washrooms, tickets, petrol pumps, takeaway lids

Few samples:

1. Sale/Purchase of Property/Assets

- a) Begin with **FOR SALE/PURCHASE/WANTED**
- b) Brief physical description
- c) a. **Property** – Number of floors, size, number of rooms, location and surroundings.
b. **Vehicles** – Colour, model, accessories, year, modifications (if any), price, mileage and condition.
c. **Household goods** – Condition, price offered or expected



FOR SALE

Mukherjee Nagar, DDA flat, ground floor, two bedrooms, car parking available, park facing, best location, reasonable price, contact A. B. Singh #9250556655

FOR SALE

Available Maruti 800, LX, year 1999, self-driven, sparingly used, scratch less, a stereo, air-conditioned, beautiful upholstery, no expenses, contact C. D. Kumar #9350556655

2. Tours and travels



- a) Begin with **PACKAGE AVAILABLE**
- b) Name of the travel agency
- c) Destination and duration
- d) Price and special discounts, if any
- e) Contact address and phone number

TRAVEL AND TOURS

Attractive package available for Mauritius. Three nights, four days. Breakfast and dinner, stay at 3-star hotel, sight-seeing included. Rs. 9999 per person. Special discount for early bookings. Contact Star Travels, 9350556655

3. To-Let ads

- a) Begin with **WANTED** or **AVAILABLE**
- b) Type of accommodation should be mentioned.
- c) Rent expected
- d) Give proximity to markets and also indicate whether facing, Contact address and phone number



ACCOMMODATION WANTED

Metals & Minerals Corp. of India needs suitable accommodation on rent to be used as a guesthouse. Should be located in a posh area with excellent facilities. Uninterrupted water & electricity. Nearby market must Owners please contact R. Lal, Executive Manager, PH: 01123333333.

GENERAL

5. Missing person

- a) Brief physical description of the missing like height, complexion and built.
- b) Name, age and any health related issues about the missing person
- c) Clothes, accessories or any other identifying features.
- d) Tell about the place last seen
- e) Details of reward if any
- f) Contact address and Phone number

MISSING

GIRL MISSING, Shailee Dougherty, 10 years, 5" tall, fair, slim built, blue eyes, wearing white t-shirt and blue jeans since 5.4.2019 from Slaton, Texas. Speaks English and Spanish. Informers will be rewarded. Inform Police station #98-765432

Shailee Dougherty



Missing Since: Apr 5, 2019
Missing From: Slaton, TX
DOB: May 22, 2008
Age Now: 10
Sex: Female
Race: White
Hair Color: Blonde
Eye Color: Blue
Height: 5'0"
Weight: 75 lbs

FEW MORE SAMPLES



FILLING AN ONLINE APPLICATION

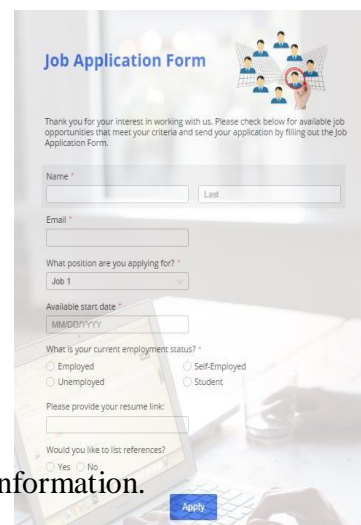
New users of Internet face problem in filling up the online application form for various purpose like applying for entrance exams, jobs etc. This article is based on various problems faced by different kind of users while filling up online application form for various purposes.

Steps to fill up the online application form

1. Before filling the form, don't forget to read all the necessary instructions so that no error is made while filling it up.
2. If there are different positions available, choose the right one.

Now, there may be two kind of online application forms-

1. Application form is to be filled online only and submitted there.
2. Application form to be downloaded and then fill with required information.



For filling the Application form which is to be filled online only and submitted there-

1. Keep scanned copy of photographs, signature and other necessary documents ready.
2. Fill all the information carefully following the instructions.
3. Upload the documents wherever asked.
4. Submit the application form and keep a print out for future reference for yourself.

For filling the Application form which is to be downloaded and then fill with required information:

1. Download the application form from the link given.
2. Read the instructions and note the address where the application form has to reach.
3. Fill the form with required information.
4. Paste photograph and attach photocopies of documents, if asked.
5. Enclose the documents and send on the required address after keeping a photocopy of form for future reference.

Most graduate employers have now embraced the 21st century and have devised fancy online systems for your job applications. Yes, nowadays for many employers a good old honest CV and covering letter simply won't cut the mustard. Completing an online application form can be an arduous process: hours down the line and you're only half way through. So we're here to make the whole process easier and warn you about the common pitfalls of online application forms.

WHAT ARE ONLINE APPLICATION FORMS?

Online applications are usually completed through a company's website. Most of the time, you'll have to sign in to create your own profile and start your application. There'll usually be a space to put down your education and employment history and then they'll give you a number of questions to answer. These are designed to find out whether you have the essential skills for the role. The important thing to remember about online application forms is that, although the whole process feels very impersonal, your form is eventually going to be read by a member of the recruitment team and therefore it simply has to impress!

BEFORE YOU START FILLING IT OUT...

Get to know the application system, scroll through and read all the questions first. Roughly plan out how you're going to answer each one. After all, you don't want to repeat yourself. You might want to draft answers to questions in a Word document first, so you can use the spell check and save it to your computer. This is far better than risking losing everything when you lose your internet connection. Most applications do allow you to save as you go along, but it's better to be safe than sorry. Avoid filling in the form at the last minute; the company's server might get overloaded, your application might get held up and you might miss the deadline.

HOW SHOULD I ANSWER ONLINE JOB APPLICATION QUESTIONS?

These are tricky little things. Make sure you read the questions properly and jot down what you think the question is trying to find out, e.g. what skills are they looking for you to demonstrate? Treat your answers to the questions like you're writing a covering letter. Your answer should be targeted at the skills which the job advert or question specifies. Incorporate any keywords that appear in the job advert into your application, such as 'organized' or 'communication skills'.

Back your answers up with evidence; for example, if they ask about customer service skills, then give an example of a time you have shown outstanding customer service. Your actual writing style should be formal, but don't lose your personal voice in clichéd expressions and formulaic business speak. Think of different ways to structure and formulate your sentences to really show off your writing style. It should be interesting, but economical.

HOW LONG SHOULD MY ONLINE APPLICATION BE?

Sometimes it's tricky to know how much to write in an online application form, it's all about finding the balance between writing too much and too little. Some throw you a lifeline and specify how much you should write; otherwise, you can usually deduce the expected length of answer from the space they have given you. As a general rule, write enough to fully answer the question, but keep it succinct. Chop out any superfluous words or over long sentences.

DON'T BE LAZY...

We don't know what it is about online application forms, but they seem to inspire a pandemic of laziness. You should put as much effort into it as a covering letter or paper application. That means drafting and re-drafting your answers, getting someone else to go through your answers and checking them yourself too. You should make sure you've fully answered every part of the question, filled in the whole application form and strictly abided by the word limit. Finally, check and re-check your application for spelling mistakes. Print it out, zoom in on the computer and scour every line for grammatical misdemeanors. No one will be impressed by an application riddled with errors.

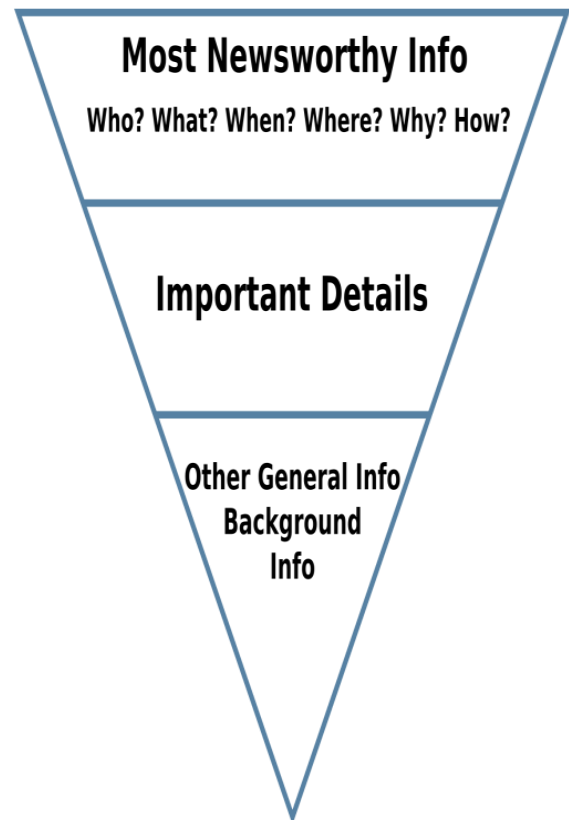
Online application forms are a beast to be tamed. As long as you answer the questions fully and don't fall into any common pitfalls, you'll (hopefully) be laughing all the way to an interview.

WRITING STYLES IN PRINT, ELECTRONIC & DIGITAL MEDIA

Articles written for print publications must present a concise but thorough account of events. Unlike radio or television reporting, which typically contains shorter and simpler sentences, print media can include a wider variety of sentence structure and word choices. However, the piece must still grab the reader's attention and keep him hooked. In news writing, the focus is on getting to the point quickly and conveying the most relevant facts, while feature writing can be longer and more creative in approach.

Inverted Pyramid

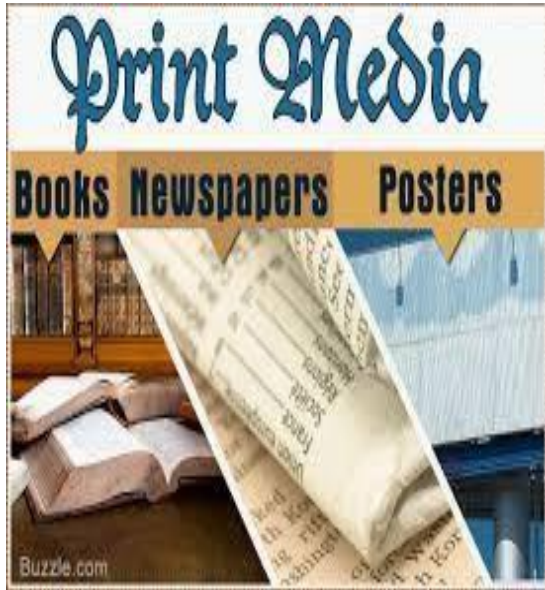
Print journalism in the United States typically follows the inverted pyramid model, in which the most pertinent information is placed at the top of the article. The less important a detail is, the farther down it is placed. The most engaging or crucial information must be immediately obvious to readers, who might browse headlines and leadsto determine which articles they want to read. This style is most common in straight news stories. In long-form journalism and lengthy feature articles, on the other hand, writers might focus more on creating a piece that's engaging and holds the reader's attention from beginning to end.



The Five Ws and H

Journalists start by covering the basics, commonly referred to as the five Ws and H. This is short for who, what, where, when, why and how. For example, a story about a bank robbery would include a description of what happened, where the bank was located, when the robbery took place, who the suspect is, how much money he stole, and the means the robber used.

Narrative Structure



Simple Language

Because it's written for a mass audience, print journalism uses a pared down style of writing that will appeal to the greatest number of people. For example, print journalists use adjectives and adverbs sparingly, focusing instead on simple sentences with powerful nouns and verbs. Also, they use as few words as possible to get their points across. Because space is often limited, they must focus only on the most relevant information. You might think a description of the person's outfit or office are interesting, but unless you're writing a personality

profile this information will likely detract from the core message of the article.

Print journalism often has a storytelling component, in which an account is related in a linear fashion. The purpose is to convey information and give readers a deeper understanding of the subject matter. Content for the Internet, on the other hand, might instead focus on actionable content, such as telling readers the top five ways to clean tarnished silver. Similarly, a piece for TV or radio might not recount events from beginning to end, instead focusing on action the viewer or listener must take, such as avoiding a certain stretch of highway that's backed up due to a traffic accident.

Articles written for print publications must present a compact but thorough account of events. Unlike radio or television reporting, which typically contains shorter and simpler sentences, print media can include a wider variety of sentence structure and word choices. However, the piece must still grab the reader's attention and keep him hooked. In news writing, the focus is on getting to the point quickly and conveying the most applicable facts, while feature writing can be longer and more creative in approach. Because it's written for mass audience, print journalism uses a style of writing that will appeal to the greatest number of people.

For example,

print journalists use adjectives and adverbs sparingly, focusing instead on simple sentences with powerful nouns and verbs. Also, they use as few words as possible to get their points across. Because space is often limited, they must focus only on the most relevant information. Print journalism often has a storytelling component, in which an account is related in a linear fashion. The purpose is to convey information and give readers a deeper understanding of the subject matter. Print is linear, author-driven storytelling. The web is nonlinear, reader-driven, ruthless pursuit of actionable content. Print tends toward anecdotal examples, and the web provides comprehensive data. Sentences belong to print, while fragments rule online.

The differences between the web and television, which can be summarized as lean-forward vs. lean-back:

- On the web, users are engaged and want to go places and get things done. The web is an active medium.
- While watching TV, viewers want to be entertained. They are in relaxation mode and verging out; they don't want to make choices. TV is a passive medium.

This doesn't mean that you can't have entertaining websites or informative TV shows. But it does mean that the two media's contrasting styles require different approaches to entertainment and education. The differences between print and the web may not seem as strong, but to achieve optimal results, each requires a distinct content style.

Example: Tall Travelers

An article in *The New York Times* about tall people's travels on the road: "Coping With the Tall Traveler's Curse." The headline itself is actually an example of the differences between print and online content style:

- In print, a phrase like "tall traveler's curse" is a bit enticing and might draw readers in. Because the article featured a photo of a tall guy crunched in the back of a taxi, the article's content was clear to anybody glancing at that page in the newspaper.



- In contrast, putting the same headline online would fail several guidelines for writing for the web:
- The first 3 words have no information-carrying content. On the web, you must start with words like "tall traveler" because users often scan down the left part of a list of items. They never see the last words in a link unless the first few words attract their attention.
- The headline lacks keywords — such as "airline seat" and "hotel bed" — that are important for search engine optimization (SEO). No one will search "curse" when trying to find out which hotel chains offer extra- long beds or which airline seats are the least unpleasant for long-legged travelers.
- The words "tall traveler's curse" are insufficiently specific to tell users what the story is about. Because headlines are often presented as plain links removed from the article itself, the photo of the poor guy in the cab won't be there to explain the story's content. Online, the headline alone must provide enough information scent to let users predict what they'll get if they follow the link.

The reader could read the entire article in the printed newspaper. Why? Because it was well written and contained several interesting anecdotes about tall business travelers, ending with the story of a tall woman executive having to bend down to use a hotel room makeup mirror.

The reader would never have read that same article on nytimes.com, because the story lacks both immediacy and utility. Even though the article surely attracted some page views online, its style is not optimal for presenting information on the web. The web rewards comprehensive coverage that's more specific than print content. On the web, content for tall travelers should feature ratings of airline seats and hotel beds for all the major airlines and hotel chains, respectively. Even better would be to differentiate coverage for tall men vs. tall women and for somewhat tall vs. gigantically tall people.

Narrative vs. Actionable Content

Print publications — from newspaper articles to marketing brochures — contain linear content that's often consumed in a more relaxed setting and manner than the solution-hunting behavior that characterizes most high-value web use. In print, you can spice up linear narrative with anecdotes and individual examples that support a storytelling approach to exposition. On the web, such content often feels like filler; it slows down users and stands in the way of their getting

to the point.

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For example, in print, discussing the tall-friendly rooms in the Palms Casino Resort in Las Vegas feels somewhat interesting. That's not the case online when a user is looking for tall-friendly rooms in Chicago (or wherever he or she is going next week).

Web content must be brief and get to the point quickly, because users are likely to be on a specific mission. In many cases, they've pulled up the page through search. web users want actionable content; they don't want to fritter away their time on (otherwise enjoyable) stories that are tangential to their current goals.

Instead of a predefined narrative, websites must support the user's personal story by condensing and combining vast stores of information into something that specifically meets the user's immediate needs. Thus, instead of an author- driven narrative, web content becomes a user-driven narrative.

Print's narrative exposition calls for well-crafted, complete sentences. Online, less so. Fragments often let you pull information-carrying keywords to the front, while also reducing froufrou word count. Because web users read only 18% of added verbiage, cutting words is well worth the accusing squiggles that MS Word will throw at your sentence fragments.

E-Learning: An Oxymoron?



Believe in the linear, author-driven narrative for educational purposes. Just don't believe the web that is optimal for delivering the experience. Instead, let's praise old narrative forms like books and sitting around a flickering campfire (or its modern day counterpart, the PowerPoint projector), which have been around for 500 and 32,000 years, respectively.

We should accept that the web is too fast-paced for big-picture learning. No problem; we have other media, and each has its strengths. At the same time, the web is perfect for narrow, just-in-time learning of information nuggets — so long as the learner already has the conceptual framework

in place to make sense of the facts.

Writing for Selfish Readers

In linear media — such as print and TV — people expect you to construct their experience for them. Readers are willing to follow the author's lead. In nonlinear hypertext, the rules reverse. Users want to construct their own experience by piecing together content from multiple sources, emphasizing their desires in the current moment. People arrive at a website with a goal in mind, and they are ruthless in pursuing their own interest and in rejecting whatever the site is trying to push. Banner blindness is only the most extreme manifestation of this selfishness. Particularly on commercial sites — whether they're B2C ecommerce or specialized B2B sites — users cherry-pick the information and concentrate narrowly on what they want. If you're smart, you'll write accordingly: make your content actionable and focused on user needs.

A comparison of news writing styles

Few instructors have professional broadcast news experience, the dilemma exists of how to teach students what is distinctive about each news writing style and why there are differences in the first place. Readers of newspapers are, after all, the same people who listen to radio newscasts and watch television newscasts.



Why News Styles Differ

Differences are not due to happenstance. Writing styles have evolved in newspapers, radio and television due to the unique nature of each medium and to the manner in which its audience consumes each medium. An evolutionary process has been at work adapting each news writing style to its medium. Further, by taking note of the gradual shift of many newspapers to a more conversational writing style and the shortening of both television news stories and sound bites, one could well argue that the evolutionary process will continue

Newspaper Style

News in newspapers is written so that it may be edited from the bottom up. As old editors liked to say, a page form is not made of rubber. It won't stretch. What doesn't fit is thrown away. Historians trace the inverted pyramid, which is not the traditional style of British or other foreign newspapers, to the American Civil War, when correspondents, fearing that the telegraph would break down before they could finish transmitting their dispatches, put the most important information into the first paragraph and continued the story with facts in descending order of news value.

In modern offset lithography the same job can be accomplished by a razor blade or a computer delete key; the editing, especially under time pressure, is often still done from the bottom of a story up. The reading of a newspaper matches bottom-up editing. The reader's eye scans the headlines on a page. If the headline indicates a news story of interest, the reader looks at the first paragraph. If that also proves interesting, the reader continues. The reader who stops short of the end of a story is basically doing what the editor does in throwing words away from the bottom. If newspaper stories were consumed sequentially as they are in radio and television newscasts, the writing style would change of necessity.



Radio Style

The radio newscast must be consumed sequentially; that is, the listener does not hear the second story in the newscast without hearing the first story. In addition to the inevitable centrality of thinking which affects story choice and story length, a pressing concern exists for clarity in both sentence length and word choice because the radio listener, unlike the newspaper reader, is unable to stop to review and reconsider the meaning of a sentence. The eye can go back; the ear can go only forward with the voice of the news caster.

Writing Radio and Television News

- Characteristics of Radio and T.V. News Writing

- *Emphasizes Immediacy*

- achieved in part by using the present tense as much as possible

- *Has Conversational Style*

- “write the way you talk” is important for radio and T.V. news writing

- write so your copy *sounds* good

- use short, simple sentences

- But don’t use slang, incorrect grammar, vulgar or off-color expressions

Today, it seems, no one looks at radios. Unlike the attentive newspaper reader, the radio listener is often driving, working, or engaged in some task other than absorbing the latest news, and consequently is paying less than full attention. As a result radio news stories are written to be told in familiar words combined into sentences, which run at comfortable lengths in a style known as “conversational.” Also listeners lack opportunity to go back to reconsider a bit of information, there should be no need to do so. This limitation affects the structure of phrases of attribution and the use of pronouns, because pronouns have antecedents. The radio broadcast news writer learns to beware of innocent little words like “it.” These conditions influence television news as well, but perhaps they apply with a little more force to the writing of radio news summaries, where news items average two or three sentences and then the topic shifts. The reality is that understanding is more important than grammar to a radio news writer.

Television Style

Television news style is much like radio news style, for a viewer can no more return to a group of facts than a listener can.

The viewer, like the listener, does not always focus on what the newscaster says. Television news adds further complexities when pictures join the words; that is, anchors or reporters deliver what is called a “voiceover.” Ideally the words that accompany a videotape story of an event are written, even under time pressure, only after the writer has viewed the unedited videotape and made editing decisions such that the pictures follow a logic of their own. In practice the *ideal* method of editing video first and writing text afterward is rarely followed in television newsrooms, but the better news writers at least keep the pictures in mind as they write, and the tape is edited to fit the words. Besides all the other constraints which limit the writing of a news story — lead, chronology, clarity, etc. — the words should relate in some way to the pictures. If the words and the pictures do not support each other, they surely fight each other for the viewer’s attention, a dissonance that detracts from understanding. An examination of a random selection of television newscasts will demonstrate that nearly all of the fresh information is found in the words, but it is the pictures that carry the impact for the viewers. It is the pictures that will be remembered.

There are other types of videotape stories, such as news about the economy, which consist

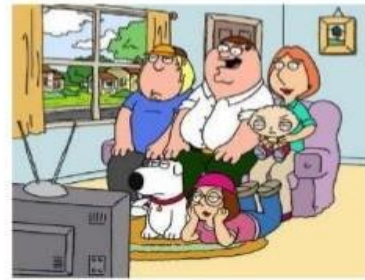
Differences in writing styles in print and audio-visual

Why the differences?

❖ *Writing styles have evolved in newspapers, radio and television due to the unique nature of each medium and to the manner in which its audience consumes each medium.*



VS



primarily of file tape chosen for the sole purpose of illustrating the words. Here, picture logic barely exists, yet care must be taken that the words are not over whelmed by the helping pictures. Television has one advantage over radio here, because numbers can be presented visually while the newscaster reads hem; the presentation can be enhanced by graphs, pie charts or other visual aids lacking in radio.

Comparisons of Style and Substance



Having noted all this, it should be added that, while distinctions between print and broadcast news writing certainly exist, more should not be made of them than is warranted. Broadcast news has been the butt of jokes and snide comments about its perceived lack of substance and "See Spot run" presentation, but the dominance of television newscasts coupled with the painful demise of many metropolitan news papers has led to a reassessment of newspaper practices. Changes have included a less formal writing style.

The result is not by any means the style of television and radio news, but there has been a trend in that direction. In fact, *USA Today* reportedly was designed to be a printed version of a television newscast both in style and substance. Substance needs to be considered apart from writing style. The choice of stories, their length, and the choice of topics for leads are factors independent of writing style. Local television newscasts, particularly, have been criticized for their concerns with frivolous matters, with a penchant to chase after gossip, with time-wasting chatter among anchors, and generally with being the electronic equivalent of a backyard fence.

UNIT-IV

ENGLISH FOR TECHNOLOGY- SHS1605

CONTENTS

UNIT	TOPIC
IV.	Need for social media- Merits and Demerits
	Creating accounts- Online groups
	Popular social media sites
	Types of Social media
	Social media as a tool to develop students' voices
	Social media Management tools
	Unit Test-IV

NEED FOR SOCIAL MEDIA- MERITS AND DEMERITS

Social media has grown tremendously in the last few years. From the year 2006, the growth rate is unexpectedly very high. Specially, Facebook and Twitter have grown much faster and captured millions of users in just a few years. From progressed nations to under-developed countries, every nation is utilizing the power of social media to enhance life and use it for the bitterness of the people. However, on the other hand it has also affected the society in the negative way. Just like anything which can be used for both good and bad, social media have also provided the negative and positive ways for the people. It is all about the usage and getting things done positively by using the power of social media. It is in the hands of the user to use to its advantage. But willingly or unwillingly it can still have negative impacts on the users.



Need For Social Media

Social Media applications are the highest used web and mobile applications across the globe. People are spending greater time on their smartphone than ever before. The statistics of global internet usage suggests an average of 135 minutes is spent by internet users per day on social media applications and this time is increasing every year. People are able to communicate with other people and share any media like messages, images, audios and videos worldwide at their fingertips through the use of social media. Social media channels have the power to increase your brand awareness, help you reach global markets, increase your customer base and thereby, achieve exponential growth for your business.

There are several reasons why people make use of social media and how it is useful.

- It helps in making the users feel involved. They feel that they are able to participate in things that are happening around the world.
- It helps the users in raising their voice against an unjust act or issue. They can also come together and support a cause which can help them feel strongly about it.
- It can help people in interacting with each other and developing relationships with other people living across the border.
- It helps in sharing valuable information and also influences the audience this way.
- It helps in marketing and advertising for a product and also creates a global presence for that brand and its products and services.
- Most channels need a certain amount of lead time to generate a return on investment. So this way it helps in generating revenue.
- It can also help in giving quick results in terms of sales and revenue, in certain cases.

Four major types of social media

1. Social Networks. The basic goal of any social network is to connect with people. These social media channels can be utilized for building relationships with different brands and companies. The major focus is to be the medium using which companies and the people who are using the products and services of these companies. This is why social networks are often known as Relationship Networks. Another purpose of using these platforms is to do tasks that are simple and easy to perform.

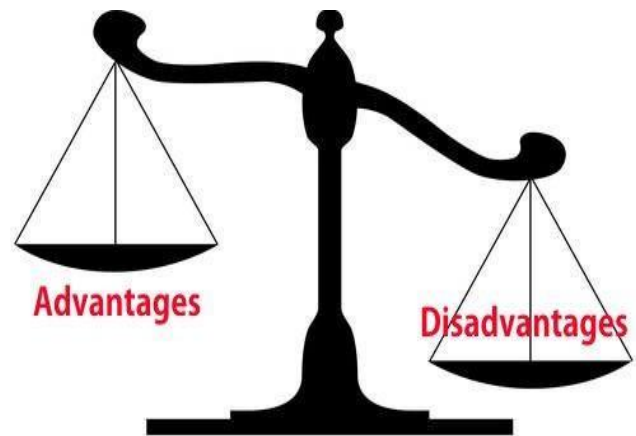
2. Blogging Networks. The publishing and blogging networks is a social media that plays an important role in informing the users about any new content by the way of publishing, discovering and remarking on different content created by other people. These blogging and content publishing platforms also work as brand representatives tools. They can release their content for the public in order to encourage them for engaging with the companies by the way of commenting and sharing. There is a wide range of publishing and blogging networks. This includes blogging platforms like WordPress as well as Medium.

3. Media Sharing Networks. Media sharing networks mean the social media networks that can be used to share different media content like images, videos etc. videos, photos. These media sharing networks have proved to be an amazing asset for brands in order to promote their products and services. Media sharing networks can help you get in touch with an audience of hundreds and thousands of people. There is a very thin line between social networks and media sharing networks. but the thing that differentiates between the two networks is their basic objective.

4. Discussion Forums. These forums are social media networks that have been present in the market even before platforms like Facebook, Instagram, and Twitter were there. These discussion forums allow users to upload their queries. Other users can then solve those queries by providing useful and informative answers to those questions. Discussion Forums are still a very popular way of connecting to other people.

Advantages of Social Media for the Society

1:- Connectivity – The first and main advantage of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The beauty of social media is that you can connect with anyone to learn and share your thoughts.



2:- Education – Social media has a lot of benefits for the students and teachers. It is very easy to educate from others who are experts and professionals via the social media. You can follow anyone to learn from him/her and enhance your knowledge about any field. Regardless of your location and education background you can educate yourself, without paying for it.

3:- Help – You can share your issues with the community to get help and giddiness. Whether it is helping in term of money or in term of advice, you can get it from the community you are connected with.

4:- Information and Updates – The main advantage of the social media is that you update yourself from the latest happenings around in the world. Most of the time, Television and print media these days are biased and does not convey the true message. With the help of social media you can get the facts and true information by doing some research.

5:- Promotion – Whether you have an offline business or online, you can promote your business to the largest audience. The whole world is open for you, and can promote to them. This makes the businesses profitable and less expensive, because most of the expenses made over a business are for advertising and promotion. This can be decreased by constantly and regularly involving on the social media to connect with the right audience.

6:- Noble Cause – Social media can also be used for the noble causes. For example, to promote an NGO, social welfare activities and donations for the needy people. People are using social media for donation for needy people and it can be a quick way to help such people.

7:- Awareness – Social media also create awareness and innovate the way people live. It is the social media which has helped people discover new and innovative stuffs that can enhance personal lives. From farmers to teachers, students to lawyers every individual of the society can benefit from the social media and its awareness factor.

8:- Helps Govt and Agencies Fight Crime- It is also one of the advantages of the social media that it helps Governments and Security Agencies to spy and catch criminals to fight crime.

9:- Improves Business Reputation – Just like it can ruin any business reputation, It can also improve business sales and reputation. Positive comments and sharing about a company can help them with sales and goodwill. Since people are free to share whatever they want on the social media, it can impact positively when good words are shared.

10:- Helps in Building Communities – Since our world has different religions and beliefs. Social media helps in building and participating in the community of own religion and believes to discuss and learn about it. Similarly, people of different communities can connect to discuss and share related stuffs. For example Game lover can join games related communities, car lover can join communities related to cars and soon.

Disadvantages of Social Media for the Society

1:- Cyberbullying – According to a report published by PewCenter.org most of the children have become victims of the cyberbullying over the past. Since anyone can create a fake account and do anything without being traced, it has become quite easy for anyone to bully on the Internet. Threats, intimidation messages and rumors can be sent to the masses to create discomfort and chaos in the society.

2: – Hacking – Personal data and privacy can easily be hacked and shared on the Internet. Which can make financial losses and loss to personal life. Similarly, identity theft is another issue that can give financial losses to anyone by hacking their personal accounts. Several personal twitter and Facebook accounts have been hacked in the past and the hacker had posted materials that have affected the individuals personal lives. This is one of the dangerous disadvantages of the social media and every user is advised to keep their personal data and accounts safe to avoid such accidents.

3:- Addiction – The addictive part of the social media is very bad and can disturb personal lives as well. The teenagers are the most affected by the addiction of the social media. They get involved very extensively and are eventually cut off from the society. It can also waste individual time that could have been utilized by productive tasks and activities.

4:- Fraud and Scams – Several examples are available where individuals have scammed and commit fraud through the social media. For example, this list contains the 5 social media scams that are done all the time.

5:- Security Issues – Now a day's security agencies have access to people personal accounts, which makes the privacy almost compromised. You never know when you are visited by any investigation officer regarding any issue that you mistakenly or unknowingly discussed over the internet.

6:- Reputation – Social media can easily ruin someone's reputation just by creating a false story and spreading across the social media. Similarly businesses can also suffer losses due to bad reputation being conveyed over the social media.

7:- Cheating and Relationship Issues – Most of the people have used the social media platform to propose and marry each other. However, after some time they turn to be wrong in their decision and part ways. Similarly, couples have cheated each other by showing the fake feelings and incorrect information.

8:- Health Issues – The excess usage of social media can also have a negative impact on the health. Since exercise is the key to lose weight, most of the people get lazy because of the excessive use of social networking sites, which in result brings disorder in the routine life. This research by discovery will shock you by showing how bad your health can be affected by the use of the social media.

9:- Social Media causes death – Not just by using it, but by following the stunts and other crazy stuffs that are shared on the internet. For example bikers do the unnecessary stunts, people doing the jump over the trains and other life threatening stuffs. For example in this video 14 year old from Mumbai was doing stunts on a running train which caused his death. These types of stunts are performed by the teenagers because of the successful stunts made and shared over the social media.

10:- Glamorizes Drugs and Alcohol – One of the disadvantages of the social media is that people start to follow others who are wealthy or drug addicted and share their views and videos on the web.

SOCIALMEDIA IN BUSINESS

Social media can be a useful tool for businesses, bringing advantages such as engaging with your audience and boosting website traffic. However there can also be disadvantages, including the resources required and negative feedback. Considering these pros and cons can help you decide the best approach to social media for your business.

Advantages

The business benefits of effective social media use include:

- **Brand awareness** - Compelling and relevant content will grab the attention of potential customers and increase brand visibility.
- **Brand reputation** - You can respond instantly to industry developments and be seen as ‘thought leader’ or expert in your field. This can improve how your business is seen by your audience.

- **Cost effective** - It can be much **cheaper** than traditional advertising and promotional activities. The costs of maintaining a social media presence are minimal. If you choose to invest in paid advertising, you can spend as much or as little as your budget allows.
- **Website traffic** - Social content can **boost traffic** to your website. This can lead to increased online **conversions** such as sales and leads.
- **Evaluation** - It is **easy to measure** how much website traffic you receive from social media. You can set up tracking to determine how many sales are generated by paid social advertising.
- **Customer interaction** - You can deliver improved **customer service** and respond effectively to feedback. Positive feedback is public and can be persuasive to other potential customers. Negative feedback highlights areas where you can improve.
- **Target audience** - Customers can find you through the **social media platforms** they use most. You can choose to maintain a presence on particular platforms that are in line with your target audience. For example, if you are targeting young people you could reach them through Snap chat. If you are seeking business customers, LinkedIn may be the best channel.
- **Brand loyalty** - You can **build relationships** with your customers through social media. This can help increase loyalty and advocacy.

Disadvantages

Some of the downsides of using social media in business include:

- **Resources** - You will need to commit resources to managing your social media presence, responding to feedback and producing new content. This can include hiring and training **staff**, investing in paid **advertising** and paying for the costs of creating video or image **content**.
- **Evaluation** - While it is easy to quantify the return-on-investment in terms of online sales generated by social media advertising – there are some less tangible benefits. It can be **hard to measure** and place a monetary value on the brand awareness and reputation that social media can bring. It's difficult to know how social media effects sales in-store.

Ineffective use - Social media can be **used ineffectively**. For example, using social media to push for sales without engaging with customers, or failing to respond to **negative feedback** - may damage your reputation.

CREATING ACCOUNTS- ONLINE GROUPS

Create a group & choose group settings

You can use Google Groups to create an online group for your team, organization, class, or other group to do things like:

- ☐ Email each other
- ☐ Host group discussions
- ☐ Collaborate on projects
- ☐ Organize meetings
- ☐ Find people with similar hobbies or interests

You can also change your group's type, name, or description, and choose who can join, post, and view topics.

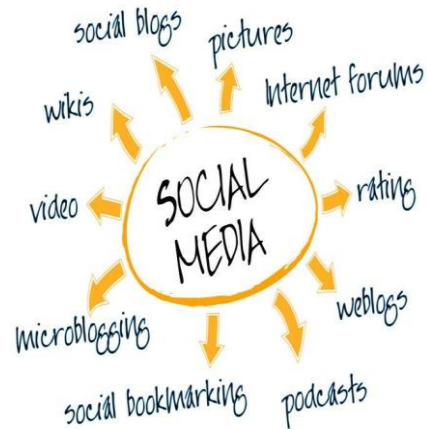
Create a group

1. Sign in to Google Groups.
2. Near the top left, click Create group.
3. Enter info and choose settings for the group.
4. Click Create.

Make your group an email list, forum, or collaborative inbox

You can change your group type at any time to match your group's communication style and workflow.

1. Sign in to Google Groups.
2. Click My groups.
3. Choose a group.
4. Near the top right, click Manage group.
5. On the left, click Information Advanced.
6. To select a new group type, next to "Select a group type," click the Down arrow .



7. You can choose between:
 - Email list: Members communicate with each other using a single email address.
 - Web forum: Members use Google Groups to communicate with each other.
 - Q&A forum: Members ask and answer each other's questions.
 - Collaborative inbox: Members assign topics to each other and track topics as tasks.
8. Click Reset this group.
9. In the box that pops up, click Reset group.

Change your group's name, description & email settings

1. Sign in to Google Groups.
2. Click My groups.
3. Choose a group.
4. Near the top right, click Manage group.
5. On the left, click Information General information.
6. Make your changes.
7. Click Save.

Set features included in every email

You can set:

- ☐ A subject prefix: This helps identify email as group messages.
 - ☐ A footer: This can help users access subscription settings and find the post on Google Groups.
 - ☐ Auto replies: This lets you respond automatically to members and non-members.
1. Sign in to Google Groups.
 2. Click My groups.
 3. Choose a group.
 4. Near the top right, click Manage group.
 5. On the left, click Settings Email options.
 6. Make your changes.
 7. Click Save.

Set how members display their identity

You can allow members to post with a display name or require that each member be linked to their

Google profile.

1. Sign in to Google Groups.
2. Click My groups.
3. Choose a group.
4. Near the top right, click Manage group.
5. On the left, click Settings Identity.
6. Select one of the required forms of identity.
7. Click Save.

Facebook Page

Steps to Create an Account:

A personal Facebook account is required in order to create a Facebook Page.



- ☐ Login to your personal Facebook account, then go to facebook.com/pages/create/.
- ☐ Choose the type of page you would like to create:
 - Local business or place
 - Artist, band, or public figure
 - Company, organization, or institution
 - Entertainment
 - Brand or product
 - Cause or community
- ☐ Enter in your company's info, review Facebook's terms, and click on "Get Started".
- ☐ Facebook will provide four tabs:
 - About
 - Profile Picture
 - Add to Favorite
 - Reach More People.
- ☐ Complete the fields within each tab and click on "Save Info".

LinkedIn Company

Page Steps to Create an

Account:

- ☐ A personal LinkedIn account is required in order to create a LinkedIn Company Page.
- ☐ Login to your personal LinkedIn account at [linkedin.com](https://www.linkedin.com).
- ☐ Click on “Interests” > “Companies” > “Create” (in right column, under “Create a Company Page”).
- ☐ Enter in your company’s name and your email address, and click on the check box to verify you are the official representative of the company.
- ☐ To publish your company page, you must include a company description and company website URL.



Twitter

Steps to Create an Account:

- ☐ Go to twitter.com.
- ☐ Enter your full name, email address, and a password in the “New to Twitter? Sign up” box.
- ☐ Click “Sign up for Twitter”.
- ☐ On the next page, you can select a username (usernames are unique identifiers on Twitter) — type your own or choose one Twitter suggests. Twitter will tell you if the username you want is available.
- ☐ Double-check your name, email address, password, and username.
- ☐ Click “Create my account”.
- ☐ You may be asked to complete a Captcha.
- ☐ Twitter will send a confirmation email to the address you entered on sign up, click the link in that email to confirm your email address and account.



Google+ / Google My Business

By creating a local page on Google My Business, your business information can show up in Google Search, Google Earth, and other Google properties. In addition,



your business gets a Google+ page to connect with your customers.

Steps to Create an Account:

- ☐ A personal Google account is required to set-up a Google My Business account.
- ☐ Go to plus.google.com/pages/create and sign into your Google account.
- ☐ Choose your business type:
 - ☐ Storefront
 - ☐ Service Area
 - ☐ Brand
- ☐ Search for your business name. If your business does not appear, click on “Add your business” (under the “None of these match” box).
- ☐ Enter in your business name, street address, city, state, zip, business phone, category, and click on “I deliver my goods and services to my customers” (if the statement is true).
- ☐ Click on “Continue”.
- ☐ Choose the geographic radius where your business operates and click on “I also serve customers at my business address” (if the statement is true).
- ☐ Google will ask you to verify your info and agree to the terms of service.
- ☐ A Google+ page will automatically be created for your business. Complete your company’s profile as directed.
- ☐ Google requires that all accounts be verified with a code in order to be set-up. This code will be mailed to you via a postcard.
- ☐ Click on “Mail me my code” and add an optional contact name. Click on “Send postcard”. You should receive a postcard within 1-2 weeks. Once you receive the code, login to your Google+ dashboard at plus.google.com/u/0/dashboard, choose your new page, and enter the code to verify the My Business account. The code is only good for 30 days.

Pinterest

Steps to Create an Account:

- ☐ Go to pinterest.com/business/create/ (if you have a personal account, make sure to log out).
- ☐ Enter your email address & create a new password.



- ☐ Fill out the details about your business and contact info for the person who will manage the account.
- ☐ Review and accept the terms of service.
- ☐ Click on “Create Account”.

Instagram

Steps to Create an Account

- ☐ Download the Instagram app for Apple iOS from the App Store, Android from Google Play Store or Windows Phone from the Windows Phone Store.
- ☐ Once the app is installed, tap to open it.
- ☐ Tap “Register with Email” to sign up with your email address or “Register with Facebook” to sign up with your Facebook account.
- ☐ If you register with email, create a username and password, fill out your profile info and then tap “Done”.
- ☐ If you register with Facebook, you’ll be prompted to sign into your Facebook account if you’re currently logged out.



YouTube

Steps to Create an Account

- ☐ A personal Google account is required to set-up a YouTube account.
- ☐ Go to youtube.com/channel_switcher and login using your Google account username and password.
- ☐ Click on “Create a new channel”.
- ☐ Fill out the details to create your new channel.
- ☐ From here you can begin setting-up your profile and uploading videos to share.



POPULAR SOCIAL MEDIA SITES

1. Facebook

This is easily the largest social networking site in the world and one of the most widely used. And, Facebook was perhaps the first that surpassed the landmark of 1 billion user accounts. Apart from the ability to network with friends and relatives..



Number of active users per month: 1.59 billion approximately

2. WhatsApp

Despite having been acquired by Facebook in 2014, this instant messaging platform exists as an independent entity. It arrived on the scene much later than Facebook, but has been able to capture the imagination of millions of people across the world by giving them the ability to communicate and share instantly with individuals and groups. The WhatsApp call feature is just the icing on the cake!



Number of active users per month: 1 billion approximately

3. Tumblr

Having been owned by Yahoo since 2013, Tumblr serves as a social media cum micro blogging platform that can be used to find and follow things that you like. You can also use it to post anything, including multimedia, to a short-form blog. Moreover, it gives you the flexibility to customize almost everything. **Number of active users per month: 555 million approximately**



4. Instagram

Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social networking app thus enables you to capture the best moments of your life, with your phone's camera or any other camera, and convert them into works of art. **Number of active users per month: 400 million approximately**



5. Twitter

This social networking site enables you to post short text messages (called tweets), containing a limited number of characters (up to 140), to convey your message to the world. With the growing craze for online shopping, Twitter also makes it possible to promote your businesses and even shop directly through tweets..**Number of active users per month: 320 million approximately**



6 . Google+

Owned by the tech giant Alphabet (Google), this interest-based social networking platform enables you to stay in touch with people by sharing messages, photos, videos, useful links to sites and so on. **Number of active users: 300 million approximately**



7 . Skype

Skype, owned by Microsoft, is one of the most popular communication-based social networking platforms. It allows you to connect with people through voice calls, video calls (using a webcam) and text messaging. The best part is that Skype-to-Skype calls are free and can be used to communicate with anyone, located in any part of the world, over the internet. **Number of active users per month: 300 million approximately**



8 . Viber

This multi-lingual social platform, which is available in more than 30 languages, is known for its instant text messaging and voice messaging capabilities. You can also share photos and videos and audio messages, using Viber. It offers you the ability to call non- Viber users through a feature named Viber Out. **Number of active users per month: 249 million approximately**



9 . Snapchat

This is an image messaging social platform that enables you to chat with friends by using pictures. It allows you to explore news and even check out live stories that are happening around the world. **Number of active users per month: 200 million approximately**



10. Pinterest

This is a photo sharing and visual bookmarking social media site or app that enables you to find new ideas for your projects and save them. So, you can do DIY tasks or home improvement projects, plan your travel agenda and so on by using Pinterest.



Number of active users per month: 100 million approximately

11. LinkedIn

LinkedIn is easily one of the most popular professional social networking sites or apps and is available in over 20 languages. It is used across the globe by all types of professionals and serves as an ideal platform to connect with different businesses, locate and hire ideal candidates, and more. It boasts over 400 million members. **Number of active users per month: 100 million approximately**



12. Telegram

This instant messaging network is similar to WhatsApp and is available across platforms in more than eight languages. However, Telegram has always focused more on the privacy and security of the messages you send over the internet by using its platform. So, it empowers you to send messages that are encrypted and self-destructive. **Number of active users per month: 100 million approximately**



13 . WeChat

This is an all-in-one communications app for messaging and calling (similar to WhatsApp) that enables you to connect with the people of your choice. It was also developed by Tencent in China and can easily work alongside QQ. As per the BI intelligence report, the number of WeChat users are fast catching up with the number of WhatsApp users.



Number of active users per month: 697 million approximately

14.YouTube

YouTube is the world's largest video-sharing social networking site that enables users to upload and share videos, view them, comment on them and like them. This social network is accessible across the globe and even enables users to create a YouTube channel where they can upload all their personally recorded videos to showcase to their friends and followers.



15.Flickr

This is another highly popular photo-sharing website. It serves as a platform to upload numerous high quality images, especially by photographers or people who love photography. It is also an efficient online photo management and sharing service.



16 . TikTok

TikTok is insanely popular with the kids these days. If you're under 16 then this is the place to be. TikTok is a social video app that allows its users to share short videos. Available on iOS and Android, TikTok is popular for creating short music videos of between 3 and 15 seconds. You can also create short looping videos of between 3 and 60 seconds.



17.QZone

Like QQ and WeChat, QZone is yet another social networking service developed by Tencent. It enables you to share photos, watch videos, listen to songs, write blogs, maintain diaries and so on. It also empowers you to choose the accessories and customize the look and feel of your QZone webpages.



Number of active users per month: 640 million approximately

18.QQ

Tencent QQ (more popularly known as QQ) is an instant messaging (chat- based) social media platform. It became international (with more than 80 countries using it), after it was launched in China. **Number of active users per month: 853 million approximately**



19.Snapfish

Snapfish is a web-based photo sharing social networking site that offers unlimited storage to its members for uploading photos. You can thus put away your storage space concerns for your vast collection of images.



20.ReverbNation

This is the ideal social networking platform for musicians and professionals to connect with others in the music industry. It offers different tools to musicians to manage their careers and offers them the right access to their music industry partners and fans.



21.Funny or Die

This comedy video social website is aimed at bringing together the funniest videos from the web. Celebrities follow this social platform a lot and it enables users to share, upload and rate videos.



22.We Heart It

This photo-sharing social media site, which is available in more than 20 languages, is ideal for users' daily dose of inspiration or motivation. It enables users to view and



TYPES OF SOCIAL MEDIA

Ten types of social media and what they're used for:

1. **Social networks**—Connect with people
2. **Media sharing networks**—Share photos, videos, and other media
3. **Discussion forums**—Share news and ideas
4. **Bookmarking and content curation networks**—
Discover, save, and share new content
5. **Consumer review networks**—Find and review businesses
6. **Blogging and publishing networks**—Publish content online
7. **Interest-based networks**—Share interests and hobbies
8. **Social shopping networks**—Shop online
9. **Sharing economy networks**—Trade goods and services
10. **Anonymous social networks**—Communicate anonymously



1. Social networks Examples: Facebook, Twitter, LinkedIn

Why people use these networks: To connect with people (and brands) online.

How they can benefit your business: Let us count the ways. Market research, brand awareness, lead generation, relationship building, customer service... the list is pretty much endless.

Social networks, sometimes called “relationship networks,” help people and organizations connect online to share information and ideas. While these networks aren’t the oldest type of social media, they certainly define it now. These channels started as relatively simple services—for example, Twitter was the place to answer the question “what are you doing?” and Facebook was where you might check the relationship status of that cute Economics 101 classmate. Now, and especially since the rise of the mobile internet, these networks have become hubs that transform nearly every aspect of modern life—from reading news to sharing vacation photos to finding a new job—into a social experience. If you’re not using these core networks yet as part of your social media marketing plan—or if you’re looking for ideas to improve your existing strategy—you’ll find a wealth of usable information in our guides to Facebook, Twitter, and LinkedIn.

2. Media sharing networks

Examples: Instagram, Snapchat, YouTube

Why people use these networks: To find and share photos, video, live video, and other media online.

How they can benefit your business: Like the major relationship networks, these sites are invaluable for brand awareness, lead generation, audience engagement, and most of your other social marketing goals.

Media sharing networks give people and brands a place to find and share media online, including photos, video, and live video. The lines between media sharing networks and social networks are blurring these days as social relationship networks like Facebook and Twitter add live video, augmented reality, and other multimedia services to their platforms. However, what distinguishes media sharing networks is that the sharing of media is their defining and primary purpose. While the majority of posts on relationship networks contain text, posts on networks like Instagram and Snapchat start with an image or video, to which users may decide to add content like captions, mentions of other users, or filters that make you look like a bunny. Similarly, on sites such as YouTube and Vimeo, video is the primary mode of communication. If there's one thing the most successful brands on platforms like YouTube or Instagram have in common, it's a thoroughly planned mission and carefully designed media assets, usually following a specific theme. To increase your business's chances of success on media sharing networks, see our guides to marketing on Instagram, Snapchat, YouTube, and Vimeo.

3. Discussion forums

Examples: reddit, Quora, Digg

Why people use these networks: To find, discuss, and share news, information, and opinions.

How they can benefit your business: These networks can be excellent resources for market research. Done right, you can also advertise on them, though you'll need to be careful to keep your ads and posts separate.

Discussion forums are one of the oldest types of social media. Before we connected to our first university friends on The Facebook, we discussed pop culture, current affairs, and asked for help

on forums. Take a look at the wide reach and massive user numbers on forums such as reddit, Quora, and Digg and you'll see that the public's thirst for collective knowledge and wisdom remains unquenchable.

These are the sites where people go to find out what everyone's talking about and weigh in on it—and users on these sites generally aren't shy about expressing their opinions. While social relationship networks are increasingly implementing measures to reduce anonymity and create a safe space online, discussion forums generally allow users to remain anonymous, keeping some of the “wild west” feel that used to define the online experience. This can make discussion forums such as reddit (the self-styled “front page of the internet”) and Quora great places to go for deep customer research and brutally honest opinions. If you're careful to keep ads and posts separate, they can even be a place to advertise—for all the details, see our guide to reddit advertising.

4. Bookmarking and content curation networks

Examples: Pinterest, Flipboard

Why people use these networks: To discover, save, share, and discuss new and trending content and media.

How they can benefit your business: These networks can be highly effective for driving brand awareness, customer engagement, and website traffic.

Bookmarking and content curation networks help people discover, save, share, and discuss new and trending content and media. These networks are a hotbed of creativity and inspiration for people seeking information and ideas, and by adding them to your social media marketing plan, you'll open up new channels for building brand awareness and engaging with your audience and customers. Bookmarking networks like Pinterest help people discover, save, and share visual content. An easy first step for getting started with Pinterest is to make your website bookmark-friendly. This entails optimizing headlines and images on your blog and/or website for the feeds these networks use to access and share your content. You should also pay close attention to the

images featured on your site or blog—these are the window displays of Pins, so you want them to be good representations of your content. Content curation networks like Flipboard are similar to bookmarking networks, but with a focus on finding and sharing articles and other text content. You can create your own Flipboard magazine to sort through the most engaging content on your topic of choice from third-party sources, and to showcase your own content.

Other types of networks are also adding bookmarking and curation features. For example, Instagram now offers features for users to save content and create private collections. To start planning your strategy for bookmarking and content curation networks, see our guides on using Pinterest and Flipboard. And if you're looking for inspiration, check out these 10 Pinterest accounts that will make you a better social media marketer.

5. Consumer review networks

Examples: Yelp, Zomato, TripAdvisor

Why people use these networks: To find, review, and share information about brands, products, and services, as well as restaurants, travel destinations, and more.

How they can benefit your business: Positive reviews bring social proof to your claims. Handled well, you can resolve issues with unhappy customers.

Consumer review networks give people a place to review brands, businesses, products, services, travel spots, and just about anything else. Reviews are a type of content that adds a lot of value to many websites and online services—think about the buying experience on Amazon, or the experience of searching for a local business on Google Maps. Consumer review networks take it one step further by building networks around the review as a core part of the value they provide. Location-based review services such as Yelp and Zomato continue to grow as personal social networks adopt geolocation and more users choose to consult the internet along with their friends for recommendations of best dining spots. There are sites to review anything from hotels and restaurants to the business where you're thinking of applying for a job—and user reviews have more weight than ever before.

6. Blogging and publishing networks

Examples: WordPress, Tumblr, Medium

Why people use these networks: To publish, discover, and comment on content online.

How they can benefit your business: Content marketing can be a highly effective way to engage with your audience, build your brand, and generate leads and sales.

Blogging and publishing networks give people and brands tools to publish content online in formats that encourage discovery, sharing, and commenting. These networks range from more traditional blogging platforms like WordPress and Blogger to micro-blogging services like Tumblr and interactive social publishing platforms like Medium. If your promotion strategy includes content marketing (and if it doesn't, you might want to consider it), your business can gain visibility by keeping a blog. A blog doesn't just help increase awareness of your business and generate more engaging content for your social channels such as Facebook; it can also help carve out a niche for your brand as a thought leader in your industry. If you're getting started with blogging and content marketing, see our guides to starting a blog, promoting your blog, content marketing strategy, and creating great content.

7. Social shopping networks

Examples: Polyvore, Etsy, Fancy

Why people use these networks: To spot trends, follow brands, share great finds, and make purchases.

How they can benefit your business: Brands can build awareness, increase engagement, and sell products via new channels.

Social shopping networks make ecommerce engaging by adding a social element. Of course, elements of ecommerce appear in many other types of social networks—for example, Pinterest features Buyable Pins, and Instagram provides call-to-action tools in the form of “shop now” and “install now” buttons. Social shopping networks take it one step further by building their site around a focused integration between the social experience and the shopping experience. Services like Etsy allow small businesses and individual crafters to sell their products without an existing brick-and-mortar location, and networks such as Polyvore aggregate products from

different retailers in a single online marketplace, and. Polyvore is one of the largest social style communities on the internet, and it's a good example of a network designed to integrate the social experience with the buying experience. Most of the content is generated by users, who choose products they like, create collages, publish them as a set, and then share sets with other users. For more information about these networks and how they can benefit your business, see our guide to social commerce.

8. Interest-based networks

Examples: Goodreads, Houzz, Last.fm

Why people use these networks: To connect with others around a shared interest or hobby.

How they can benefit your business: If there's a network devoted to the kind of products or services you provide, these networks can be a great place to engage with your audience and build brand awareness.

Interest-based networks take a more targeted approach than the big social networks do by focusing solely on a single subject, such as books, music, or home design. While there are groups and forums on other networks that are devoted to these interests, focusing solely on a single area of interest allows these networks to deliver an experience tailor-made for the wants and needs of the people and communities who share that interest.

For example, on Houzz, home designers can browse the work of other designers, create collections of their own work, and connect with people looking for their services. Networks such as Last.fm (for musicians and music lovers) and Goodreads (for authors and avid readers) also provide an experience designed specifically for their niche audience.

9. 'Sharing economy' networks

Examples: Airbnb, Uber, Taskrabbit

Why people use these networks: To advertise, find, share, buy, sell, and trade products and services between peers. *How they can benefit your business:* If you happen to offer the kind of products or services traded here, these networks can be another channel for bringing in business. (For example, if you operate a bed-and-breakfast, Airbnb could help you find customers.)

“Sharing economy” networks, also called “collaborative economy networks,” connect people online for the purpose of advertising, finding, sharing, buying, selling, and trading products and services. This online model for peer commerce has become viable and popular in recent years as people started trusting online reviews and feeling comfortable using them to gauge the reputation and reliability of sellers and service providers. The collaborative economy today works because trust can be verified electronically through social networks... social media lets the collaborative economy run smoothly. While most marketers will find these networks too specifically targeted or restrictive, if you happen to provide the kind of product or service that’s traded on a particular network, you might want to look into it as another channel to generate leads and sales.

10. Anonymous social networks

Examples: Whisper, Ask.fm, After School

Why people use these networks: To gossip, vent, snoop, and sometimes bully.

How they can benefit your business: They almost certainly can’t. Steer clear.

Last—and least—are anonymous social networks. While major social networks are making increasing efforts to hold users accountable for their social activity, these sites go the other way and allow users to post content anonymously.

These networks might sound like a fun place to blow off steam (for example, if you’re a teen and want to complain about your parents, teachers, boyfriend, and so on). However, they’ve been shown to provide a consequence-free forum for cyber bullying and have been linked to teen suicides. In our opinion, anonymous social networks are a step back toward the wild-west early days of the internet in a time when we’ve learned the importance of keeping the internet a safe place for everyone. Some are pretty much mandatory for any business; others are useful for a smaller subset of niche businesses; and some you should steer clear of entirely. Whatever your needs and your goals, it’s a safe bet you’ll find what you’re looking for somewhere on social.

SOCIAL MEDIA AS A TOOL TO DEVELOP STUDENTS' VOICES

One of the major benefits of using social media with students is teaching them to communicate openly, honestly, and, above all, kindly with their peers. The perceived privacy or anonymity of being online is especially freeing for boys, who may otherwise feel it is uncool to engage in class discussions or to show their emotions. Therefore, it is imperative to use this teachable moment to promote compassionate communication. Your students and your classroom need to have solid guidelines in place before you introduce technology.



This keeps everyone safe and ensures your students only harness the power of social media for good. In this age of cyber-bullying kids need to learn that online behavior has real-world consequences. The bottom line of social networking in schools is that if you wouldn't do it in class, you shouldn't do it online.

The Best Social Media Sites For Students & Teachers

1. **Twiducate:** Described as a “walled garden,” this site is billed as a safe site for teachers and students to collaborate. It’s easily accessible and allows teachers to create a class community online using a class code rather than an email address. It also allows teachers to have total control over who is a member and what gets posted. And, it’s free.
2. **TweenTribune:** Want to join up with a site that hooks kids on current events? TweenTribune lets students stay up-to-date with current events from the Easthampton student whose tongue froze to a metal pole to a proposal by New Jersey’s governor Chris Christie to lengthen the school day and the school year. It gets students in the news habit and offers a chance for them to comment on the days events.

3. **Blackboard:** This the industry leader in course management systems, but it isn't something you can adopt on your own. The decision to use Blackboard is usually made at the district level, though occasionally by individual schools. Blackboard is an incredibly powerful, safe and comprehensive platform. Many newer teachers will already be familiar with it from their teacher training programs. The downside is cost. This is a very expensive platform, but you pay for quality. That said, it will lack some flexibility for its most tech-savvy teachers.
4. **EDU2.0:** This is for teachers looking to integrate course management systems like Blackboard, without the cost. Edu2.0 starts out by offering all it's premium features on a free trial basis. At the end of the trial period, those features turn off and you can still use the basic platform for free. These features will be plenty for the average user, but may be enough for "power users." Edu2.0 is cloud-based and requires no significant investment in storage capacity.
5. **Wikispaces Classroom:** Collaboration is second nature to Wiki users and Wiki Classroom proves it's no exception. Wiki Classrooms are private social networks complete with news feeds and communication tools. It's safe because you decide who's invited — students, parents, administrators. You can assign, collaborate on, discuss and assess projects all within the site. It can even handle multimedia. The best part, Wikispaces Classroom is free.
6. **Edmodo:** Here's another excellent, free classroom management system. It includes news feeds, assessment tools, communication capabilities and security features.
7. **Skype:** Too many educators overlook the potential of Skype in the classrooms. It is the one site that can literally bring the outside world right into your classroom. You can host authors, visit science labs or talk to pen pals from across the globe.
8. **MinecraftEdu:** The secret of MinecraftEdu is its ability to harness the power of video games to engage learners. This game allows students to collaborative, explore and problem solve all while learning about history, economics, science and math. Teachers can customize it to fit their curriculum.
9. **Sumdog:** This gaming site is kind of like flashcards on steroids. Elementary school age kids love this site. The social aspect is the ability to add friends to their accounts. Kids will race home from school to play them online. It has fun levels and clever characters.

5. Facebook

The great part about Facebook is that everyone is on it. Students love connecting with their friends and family with Facebook so telling them to check out the page where you post only makes sense. However, it's very important to stay professional and have a separate personal account.

6. Twitter

The best way to use Twitter for teaching is as a reminder to students that they need to complete an assignment for a particular due date or that they have an exam coming up soon so study this or that. Sometimes teachers even use it for inspiration by sending a famous quote.

7. Instagram

Students love Instagram for so many reasons but mainly for the photos and effects available to them. Teachers can create assignments that tap into the need to Instagram such as photo essays where students take photos, upload, and add captions or students can even create campaigns for certain organizations or just for a lesson.

8. Vimeo

If you want to share videos on Facebook or Twitter, use Vimeo. But, there's a whole lot more teachers can use it for such as uploading and storing video then utilizing it as a tool to teach students more about creating video. Vimeo teaches for you at Vimeo Video School with lessons and tutorials.

9. WordPress

With so many themes to choose from, WordPress has become a popular way for teachers to set up a web of communication and lessons with their students. Chalkboard is an educational theme that prepares students for learning and helps teachers outline goals and objectives while still providing great visuals. Teachers can also use it to inspire students to write more by having them create their own blogs and meet the WordPress Challenges.

10. Blogger

Like WordPress, Blogger connects teachers to students using unique themes as well as diary-style writing. With access to teachers' posted links, lessons, and thoughts students become more successful and comfortable with the teacher when learning online.

11. Skype

Using Skype network helps in connecting with anyone, anywhere, at any time . This helps students not only connect with teachers but teachers encourage students to broaden their view of the world. Set up virtual connections by contacting other teachers then connect the students to each other. Also, Skype has a whole portal dedicated to educators who can use it to teach various lessons already set up by the Skype team.

12. Pinterest

The celebrated platform for pinning favorite pix can be a great teaching and learning tool. It also encourages quick collaboration between teachers on all sorts of subjects and interests. Teachers can set up aPinterest page for one particular class or a series of classes with Pins that focus on themes or subtopics important to the lesson at hand.

13. YouTube

Educators of any level can click on the education category withinYouTube and find several subcategories such as university, science, business, and engineering. YouTube even has a special section dedicated to teachers and how to teach with it. But, even if teachers never visited that section, they could teach using all the great videos available according to subjects or searches.

14. TeacherTube

If YouTube doesn't make the cut, try TeacherTube. It's dedicated to all sorts of education, from the basics to more complicated work. Interestingly, the tabs for docs and audio are some of the more useful resources within it. However, it's the idea of TeacherTube and it's tools that make it so useful because teachers can use it to communicate with students and there's no question that this is within an educational format.

15. Academia.edu

For academics whose main goal is to share research papers,Academia.edu draws a crowd of over five million visitors. Academics can monitor the effect of their research and keep tabs on the research of the other academics that they follow. It's a great tool for anyone needing data and information on various subjects and interests.

16. LinkedIn

While acting as a professional social forum for employers to connect with applicants or search for potential employees, LinkedIn is used for so much more than that. Having students post professional resumes there and then contacting them about the job market and the business world around them keeps them in touch with reality and the endless possibilities through a targeted education.

17. LabRoots

Access millions of documents and hundreds of scientific news feeds by using LabRoots, a social networking site catering to scientists, engineers and technical professionals. Besides the plethora of information, it helps stay connected with colleagues and peers. Pulling students into the mix gives them a cutting edge feel and insight into precious tools and information.

18. ResearchGate

Ijad Madisch founded ResearchGate, which is similar to LabRoots bringing scientists together for collaboration. The difference really lies with the mission and the creators who are scientists working to give visibility to the dedicated researchers all over the world.

19. LabforCulture.org

Not a science lab, LabforCulture.org provides a place for artists to start blogs or an art group as well as connect and share information. Mostly made of Europeans, LabforCulture.org also highlights art news, events and exhibitions and helps artists find jobs and learn more about funding their projects. Teachers can use this for motivation and to help students get a feel for other artists' work.

20. CultureInside

Focusing on the gallery concept, CultureInside creates space for online galleries and actual galleries. It might just be an artist's dream if used correctly. With the guidance of a teacher, students can profit from their creativity as well. There's also a feature called lightbox, which connects artists and helps promote artwork in other artists' lightboxes.

21. GogoYoko

GogoYoko began as a solution to the problem many musicians and artists have. They don't make the money they deserve. Sharing and streaming music through GogoYoko keeps users listening and needing more, so teachers can use it to do the same. On top of that, GogoYoko helps musicians and artists sell and promote their music.

22. Sgrouples

If there's concern about privacy, Sgrouples promotes itself as a networking site that allows users to have ultimate control over who belongs to what group. It's supposed to reflect how we click together with our "small" group. More importantly, the site doesn't share anyone's information, so staying private really means anything shared, remains in that group.

23. DailyMotion

A French video sharing site, DailyMotion adds an edge to social media by presenting users with a "news" feed of the latest videos. Teachers can use it for themselves in order to keep up-to-date on bizarre and informative social networking but also for posting their own videos or sharing some of the unique videos available through DailyMotion.

24. RebelMouse

The New York Times, Mashable, Wired, and Time magazine among others tout RebelMouse as the best tool for organizing all the social media networks any one individual uses. While also used by publishers or larger organizations, RebelMouse brings the many networks together for one person and creates a presence that fits a teacher's agenda.

25. HootSuite

Another powerful social networking manager, HootSuite makes it easier to access various forms of social media and analyze how valuable the use of one media is over another. Sometimes getting caught up in the social media craze can be overwhelming so using HootSuite helps make sense all the media at the same time.

SOCIAL MEDIA MANAGEMENT TOOLS

The modern media landscape is so crowded that it can be difficult for brands to cut through and reach their target audience. This is especially true on social media. From viral videos to family members sharing important milestones, and in between, other advertisers vying for what space is left, you need to figure out a way to stand out. And in order to successfully scale out your social media campaigns, you have to determine the best resources to enable you to reach and connect with your target market/s.



The most effective social media marketing tools are always changing, however the right social media management tools can save you a heap of time through post scheduling, generating great content ideas, tracking your efforts, and much more. To help you maximize your social media efforts in 2019, we've compiled a list of some of the top social media tools on the market which can help make your efforts as efficient and effective as possible.

1. Hootsuite

Hootsuite is one of the most popular social media management tools on the market - the app enables you to find, schedule, manage and report on social media easily, and all on one platform. This tool is great for making the time marketers spend on social media more efficient. You can start on the free plan to see what it's all about. Hootsuite is one of the best social media management tools for creating and managing business campaigns. Instead of managing all of the platforms manually, you could just open Hootsuite and handle them from a single dashboard. You can use this social media dashboard for scheduling messages, tracking conversations, managing multiple profiles, and many other social activities.



Standout features:

- Has a limited free plan
- Schedule campaigns via different social media platforms from one dashboard
- This web-based tool is compatible with major social media channels
- It offers free courses to help you get started with social marketing campaigns

2. Buffer

Buffer is a social media management tool that makes it easier to schedule social media content and manage all of your accounts under one roof. You can even schedule postings straight from the web with its Chrome browser extension, while you can also track engagement and performance on the posts you've shared across all your social accounts. Buffer offers a free plan for starters.. Many pro-marketers share posts on a set timing to get better results and drive more social traffic to their blog. You can add a specific time to share



your content in a few clicks. The free version only offers one social profile per network – you need to get the paid version to unlock multiple profiles. The free version is compatible with Facebook, LinkedIn, and Twitter.

Standout features:

- It helps you post photos, articles and videos on your social media handles easily
- You can schedule content across different social channels through one dashboard
- This tool is made for sharing your work effortlessly

3. Canva

Canva is an incredibly easy to use, drag-and-drop design tool which can help you create compelling and high-quality graphics. The app has thousands of layout templates and is great for designing everything from presentations to social media creative and much more. Canva has a free plan to test. Using well-designed graphic visuals is a great way to improve your social media game. Professional marketers use appealing images for Pinterest and Instagram marketing, to generate better leads.



Canva is the best social media tool you could find. Canva is a wonderful tool designed to help

you manage the visuals for social media. This tool gives you the freedom to create your own design without knowing anything about web designing. It can be used for designing visually appealing content for brand aesthetics. You can create Facebook ads, Twitter posts, Pinterest graphics, LinkedIn banners, YouTube thumbnails, and many other different templates for your marketing campaigns. Usage of this platform is free and comes with a few basic elements, so you can design social images for your blog promotion.

Standout features:

- Design great-looking content from your web browser
- Thousands of unique graphic elements for designing stunning images
- Pre-made templates for ads, social media headers, infographics, and social media posts

4. IFTTT

IFTTT (If This Then That) is a creative social media management tool. You can use it to build a connection between different apps and devices (including social networks). It works on an action-reaction mechanism that helps you boost productivity effortlessly. With this tool, you can create chains of instructions - for example, you can set it up to send a tweet every time you create a post on Instagram. Best of all, it's free.



Standout features:

- Automated sharing across social media apps and sites
- Build your own unique recipes with triggers and actions

5. SocialOomph

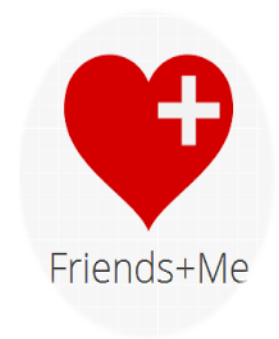
Not only do I love the name of SocialOomph, I'm quite impressed by the wide range of features they offer for multiple platforms – ranging from the typical features like scheduling and analytics, to some interesting ones like keeping your DM Twitter Inbox clean to help with increasing followers.



They definitely offer a wide variety of unique features for Twitter, Facebook, LinkedIn, and Pinterest management, as well as the ability to manage and schedule blog posts. While SocialOomph does indeed have a free plan, the features are limited and mostly lean towards Twitter management.

6. Friends+Me

Friends+Me is another prime player in the social media management tools family. Friends+Me appears to get rave reviews from users, and has a beautifully designed website with plans available based on the size of your business. And yes, there is a free plan! While the free plan is not super robust, it still allows for two queues (which is a destination to publish posts), the ability to schedule five posts per queue at one time, link shortening, browser extensions, an integration with Zapier, as well as standard support. The free plan can also be used for a variety of social platforms like Google+, Facebook, LinkedIn, Twitter, and Tumblr.



7. Followerwonk

Followerwonk is definitely not your tradition social media management tool when it comes to scheduling posts, but it is an effective tool when it comes to understanding your audience at a much deeper level. Followerwonk allows you to dig deep into Twitter bios and compare various accounts to find the most relevant influencers. With this tool, you can analyze your current followers – by location, bio, accounts they follow, and more – and contrast relationships with competitors. Luckily, it offers a free account, as well! The free account does come with several limitations, but you will still be able to connect one profile, view authority rankings, see followers and their locations, see when followers are active, and access several other details to further analyze your social audience.



8. Zoho Social

Whether you're a growing business or an agency, Zoho Social will help you manage multiple profiles, research relevant keywords, work with team members, and of course schedule posts from one dashboard. Zoho Social has many of the same tools and features that the other platforms have, but they also have Facebook lead ads, advanced reporting features, a SocialShare browser plugin, and CRM integrations. Zoho Social caters to agencies as well so marketers have the choice of choosing between the business or agency plans. Zoho Social's free plan allows you to manage 1 brand, and includes the URL shortener and SocialShare browser plugin.



9. Co-Schedule

If you take a close look, you will realize that all of the social media tools are designed to save your time. CoSchedule is undoubtedly one of the best social media management tools in 2019. It is a marketing calendar to help you manage projects on a single dashboard social media management tool. You can simultaneously share and publish content to save time. CoSchedule helps you boost your productivity by making your workflow organized.

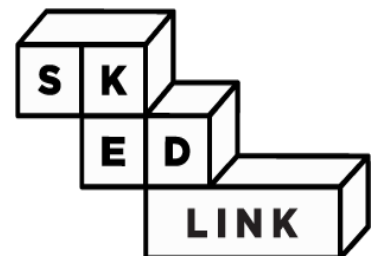


Standout features:

- Manage content posting on multiple platforms via a single window
- Schedule an organized calendar for smart marketing campaigns

10. Sked Social

It's no secret that Facebook ads create your website brand and help you reach your targeted audience. However, too many ads have made it easier to overlook them on Facebook. Hence, marketers are moving towards less scratched platforms like Instagram. Sked



Social (previously branded as Schedugram) is a social media management tool created to target Instagram audiences. It provides an easy and efficient way for scheduling media sharing. You can upload bulk content on your Instagram account. The user interface of this tool is pretty simple, so you won't have to worry about the usage. Beyond using Sked Social, there are a number of other ways you can integrate Instagram into WordPress.

Standout features:

- You can customize (crop, filter or edit) images for bulk sharing
- Upload to multiple Instagram accounts through an easy-to-use interface

11. Sendible

Sendible is a powerful social media management tool for agencies who need to manage social media for multiple clients. You can either schedule posts across different social media platforms or integrate it with blogs and social sharing sites. You can even add it to Slack and make the communication process a whole lot easier. Sendible can create an organized editorial calendar for your blog. Additionally, it also reports brand mentions, allowing you to respond to people and know your social media presence. This tool offers a unique feature to share existing content across the web and share it to get more eyes on your profile.



Standout features:

- Sendible schedules content and helps your team to communicate better
- It comes with a handy mobile app for getting notifications when you're away from your computer
- You can easily manage multiple marketing campaigns

12. Social Count

SocialCount is a free tool that helps you track the number of shares for a specific post on your website. It even gives the number of shares received from each platform for a particular post or page. The main purpose of using social media is to drive more traffic and therefore improve conversion.



And one of the best ways to know your campaign success rate is by checking the number of shares on your domain. If you want to increase shares on your site, consider using a social share plugin.

Standout features:

- This tool is available for free
- SocialCount supports Facebook, Twitter, and LinkedIn.

13.Edgar

Edgar helps schedule content sharing in a unique way. It does not add up all the content in a single queue. Instead, it adds content in different categories and then it adds a publishing time to each category. This helps you target a certain niche at a set time. This type of arrangement ensures that you get the best out of each social media update. Beyond that, Edgar automatically re-posts an update to make sure it reaches a wider range of audience and that no content goes unnoticed.



Standout features:

- Edgar optimizes post times by category, rather than using a single queue
- Edgar reposts social media content to help you get more eyes on your posts.
- It supports the three common social platforms including Facebook, Twitter, and LinkedIn

To conclude, Consumers expect the best experience from brands, and that expectation is only going to increase in the coming year. With an overwhelming number of digital tools available, it's up to you to determine the most effective apps for your business, relative to your unique needs and goals. The tools listed above will help make your efforts more efficient and elevate your content from mediocre to massive. Don't let the speed of digital outpace your ability to adapt in 2019. Brands that are capable of evolving and adding emerging tools to their marketing stack are the most successful in dominating social media, and keeping ahead of the competition.

UNIT- V

ENGLISH FOR TECHNOLOGY- SHS1605

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	Uploading Power Point Presentation
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CREATING POWER POINT PRESENTATION

The possible uses of PowerPoint are countless. A slide show can help a teacher teach a lesson, illustrate an event in history, easily display statistical information, or be used for training in corporations. A slide show can be a valuable tool for teaching, sharing and learning. Whether presenting at a conference or convincing your parents to get a puppy, PowerPoint presentations are useful no matter what the topic and help communicate ideas to an audience. The invention of PowerPoint by Gaskins has saved presenters hours of painstakingly handcrafting displays, and created a professional and easy way to relay information. The following are steps on how to create a basic PowerPoint presentation, however certain steps may vary slightly depending upon what version of PowerPoint you are using. This tutorial is specifically using PowerPoint 2007.

Tips for creating an effective presentation

- Consider the following tips to keep your audience interested.
- Minimize the number of slides
- To maintain a clear message and to keep your audience attentive and interested, keep the number of slides in your presentation to a minimum.
- Choose an audience-friendly font size
- The audience must be able to read your slides from a distance. Generally speaking, a font size smaller than 30 might be too difficult for the audience to see.
- Keep your slide text simple
- You want your audience to listen to you present your information, instead of reading the screen. Use bullets or short sentences, and try to keep each item to one line.
- Some projectors crop slides at the edges, so that long sentences might be cropped.
- Use visuals to help express your message
- Pictures, charts, graphs, and SmartArt graphics provide visual cues for your audience to remember. Add meaningful art to complement the text and messaging on your slides.
- As with text, however, avoid including too many visual aids on your slide.
- Make labels for charts and graphs understandable
- Use only enough text to make label elements in a chart or graph comprehensible.
- Apply subtle, consistent slide backgrounds


- Choose an appealing, consistent template or theme that is not too eye-catching. You don't want the background or design to detract from your message.
- However, you also want to provide a contrast between the background color and text color. The built-in themes in PowerPoint set the contrast between a light background with dark colored text or dark background with light colored text.
- For more information about how to use themes, see Apply a theme to add color and style to your presentation.
- Check the spelling and grammar
- To earn and maintain the respect of your audience, always check the spelling and grammar in your presentation.

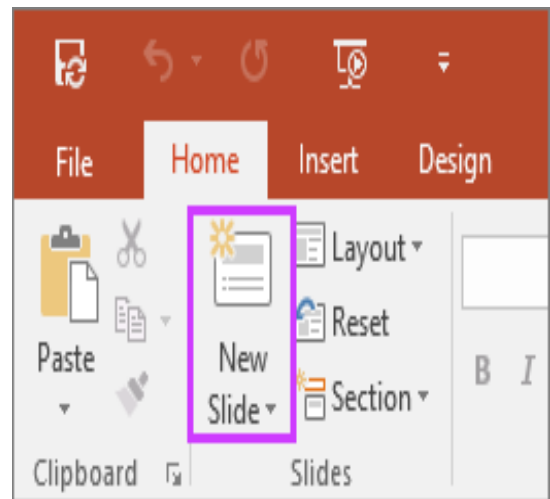
Basic tasks for creating a PowerPoint presentation

PowerPoint presentations work like slide shows. To convey a message or a story, you break it down into slides. Think of each slide as a blank canvas for the pictures and words that help you tell your story.


1. Choose a theme

When you start a new presentation PowerPoint, you'll have the opportunity to choose a theme or template. A theme is a slide design that contains matching colors, fonts, and special effects like shadows, reflections, and more.

- Click the **Microsoft Office Button** , and then click **New**.
- Under **Templates**, click **Installed Themes**.
- As you click each theme, PowerPoint shows you a preview on the right side.
- When you find the one you want, click **Create** at the bottom of the window.
- Insert a new slide
- On the **Home** tab, click the bottom half of **New Slide**, and pick a slide layout.



2. Save your presentation

- Click the **Microsoft Office Button** , and then click **Save**.
- In the **File name** box, type a name for your presentation, and then choose **Save**.
- Tip:** Save your work as you go. Press **Ctrl+S** often.

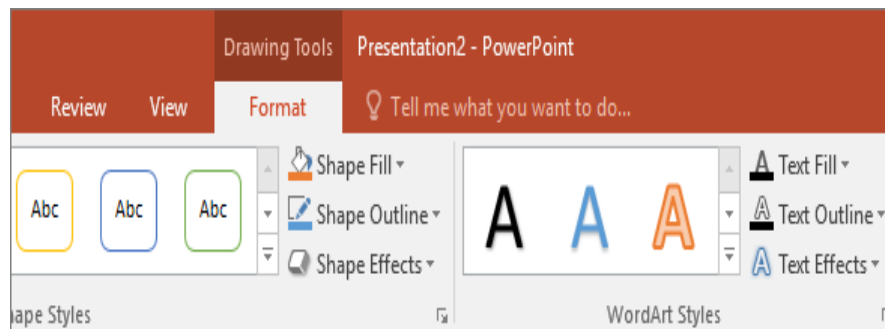
3. Add text

Select a text placeholder, and begin typing.



4. Format your text

- Select the text.



- Under **Drawing Tools**, choose **Format**.

Do one of the following:

- To change the color of your text, choose **Text Fill**, and then choose a color.
- To change the outline color of your text, choose **Text Outline**, and then choose a color.
- To apply a shadow, reflection, glow, bevel, 3-D rotation, a transform, choose **Text Effects**, and then choose the effect you want.

- iv. Change the color of text on a slide
- v. Add bullets or numbers to text
- vi. Format text as superscript or subscript

5. Add pictures

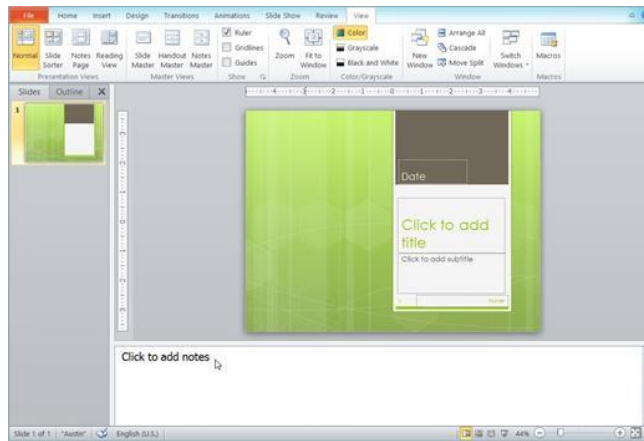
- a. On the **Insert** tab, choose **Picture**.
- b. Browse for the picture you want, and then choose **Insert**.

6. Add speaker notes

Slides are best when you don't cram in too much information. You can put helpful facts and notes in the speaker notes, and refer to them as you present. In Normal view, the **Notes** pane is located just below the slide view window.

- a. On the **View** tab, in the **Presentation Views** group, click **Normal**.
- b. Click inside the **Notes** pane below the slide, and begin typing your notes.

7. Give your presentation



- a. On the **Slide Show** tab, do one of the following:
 - a. To start the presentation at the first slide, in the **Start Slide Show** group, click **From Beginning**.
 - b. If you're not at the first slide and want to start from where you are, click **From Current Slide**.
- ## 8. Get out of Slide Show view
- a. To get out of Slide Show view at any time, on the keyboard, press **Esc**.

UPLOADING POWER POINT PRESENTATION

Professional presenters, salespeople, developers, designers, teachers, event spokespersons – we all have the problem of sharing PPT slides with a wider audience. Live presentations are cool, but they impose evident limitations. Those 10 – 100 listeners in the room will definitely enjoy the good vibes and a proper joke that come in a package with a nice presentation. Yet there are thousands of people out there who didn't attend your class or event, but could make good use of your findings.

What's the best way to share your presentation online so more people could see it? Out of a dozen or more ways to solve the issue, let's get down to the five that seem to make the most sense:

1. Use presentation hosting

There's a bunch of web-based slide hosting services out there that can help you upload and share a presentation without quality losses or security implications. For example, iSpring Cloud is a slide hosting service that provides secure storage and sharing, plus more features like tracking. The good news is, this scenario makes a remote presentation easy, since it's browser-based and there's no need to employ your own proprietary server or deal with bandwidth issues. What's more, most hosting providers include administrative tools so you can keep track of your presentations if you have only a few uploaded.



On the downside, some services do make your presentation look different from the original PowerPoint. You can't really expect the service to emulate all the effects, so you'd want to get familiar with the limitations beforehand. That said, technology is actually improving rapidly, and vendors like iSpring are offering seamless conversion with no compromise in output quality. Simply put, all animations and effects remain intact.

2. Make it a video

Here's another nifty option that helps reach a wider audience. Convert your presentation to video and place it on YouTube to start gathering coveted views, likes and comments. Just pick your custom converter and get started. River, Movavi, Wondershare ... – you are free to choose. Most solutions act as add-ins to your PowerPoint, creating a separate tab or command on the menu. All you have to do is click "Publish," and your video is right on YouTube without a hitch. As a rule, you can manage video quality and resolution before publishing.

After the file has been uploaded, you can share the video all you want just by dropping a link on various sites. Use Facebook, Twitter, LinkedIn or any other social network and receive views, comments, likes, and shares. Since YouTube is on every Internet-enabled gadget these days, you are likely to get the most out of your message by uploading it there. Use cases in this scenario are innumerable, yet it seems particularly good for explainer videos. It's a great example in which video definitely beats slides. Video presentations and tutorials run smoothly, with no need to click for a next slide or a pop-up. Download fully functional iSpring River free trial

3. Convert to HTML5 and embed

Feel like using more flexible formats? Then it's worth trying HTML5. You could try to google for a free online converter, but beware: the quality is less than mediocre. iSpring offers an excellent converter that comes in a free version with some extras – iSpring Free. The paid

version, iSpring Converter Pro, can also transform your PowerPoint presentation into a HTML5 file, a format that helps you create cross-platform copy of your project ready for viewing on desktop and mobile devices.

In any case, once you get your slides converted, feel free to upload the file to a hosting service of choice or embed the outcome on any website. Once converted to HTML5, your presentation gets all benefits described in point #1 above.

4. Share via an LMS

Those in the educational sphere may opt for an Learning Management System (LMS). An LMS is basically a service for administration and delivery of education courses, online classes or training programs. Most LMSs include features for online collaboration to encourage regular feedback and knowledge transfer. Aside from slide demonstration, all LMSs collect statistics of viewer's activity, such as passing tests or resolving certain tasks, as befits the educational process. As a rule, you need an account or contact details to access an LMS, thus your session remains personalized and secure. Some enterprises have jumped on the same bandwagon, using LMS's for employee training and registration.

Before uploading your presentation into an LMS, you need to convert the source file into an LMS- friendly format like SCORM. Check out iSpring Learn LMS, BlackBoard or Moodle to get a better feeling of how it works. iSpring, for instance, provides corporate training platform with a powerful authoring tool and cloud LMS.



5. Share the source file

Least sophisticated therefore highly popular, this method has its pros and cons. Indeed, you might be well off uploading your presentation on DropBox or Google Drive and sharing a link with a buddy. However, your buddies might not have PowerPoint installed. Or, chances are, they are using an older version, so turns out the slides just won't open, and the visual frills you sweated over three nights in a row will get lost. Also make sure you always indicate file size, as a download may result in a very lengthy process for some people. Besides, there are security risks to consider. The presentation might get copied, modified and distributed across the web before you even know it. If your content is sensitive and better kept from prying eyes, it makes sense to consider safer options described above.

Publish your PowerPoint slide show as a video to YouTube

If you publish your PowerPoint slide show to the Web, others can easily view and share it. This is a great way to distribute information and keep track of who is viewing your presentation. Publishing your slide show video to YouTube is one of the easiest ways to host it online free of charge.

- a. In PowerPoint, create a video file (.mp4 or .wmv file) from your slide show, as described in Turn your presentation into a video.
- b. Go online to YouTube and sign in with your account.
- c. In YouTube, click **Upload** and then select the file you want to upload. Enter a title, description, and any tags that you want to add to your movie.
- d. Many additional settings are available for your movie. For example, you can select a category and choose whether you want your movie to be public or private. When you are done with settings, click **Publish**. Refer: <https://www.slideshare.net/upload>

It is cool to broadcast your materials to a bigger audience yet stay in control of things. Whatever option you choose, make sure you get the most out of PowerPoint, which is a tremendously powerful tool, indeed.

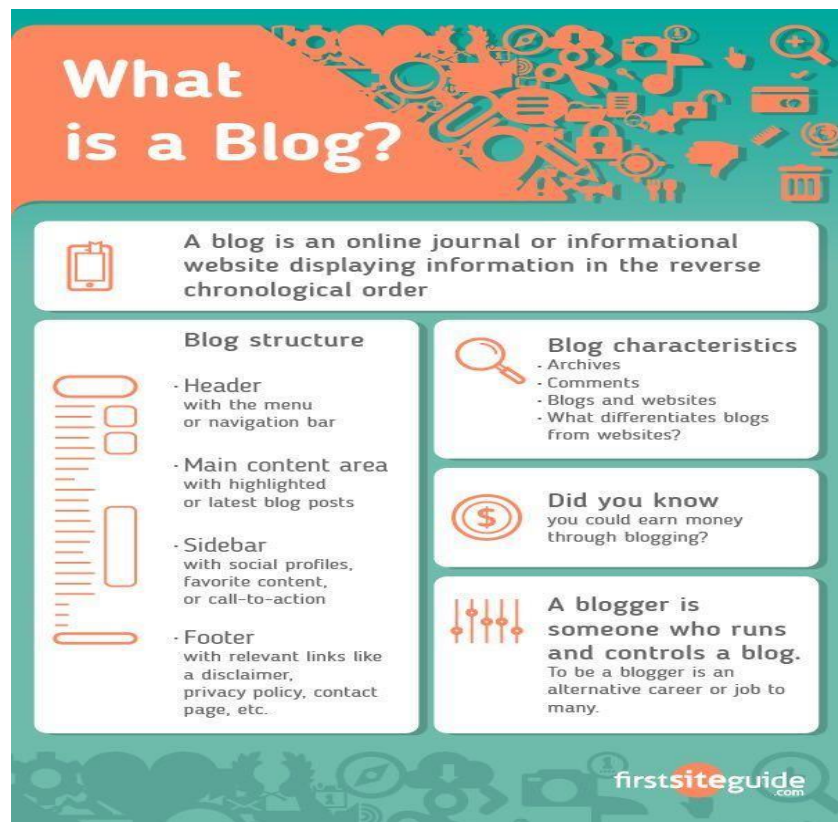
CREATING BLOGS AND UPLOADING DATA

Definition of blog

“Blog” is an abbreviated version of “weblog,” which is a term used to describe websites that maintain an ongoing chronicle of information. A blog features diary-type commentary and links to articles on other websites, usually presented as a list of entries in reverse chronological order. Blogs range from the personal to the political, and can focus on one narrow subject or a whole range of subjects. Many blogs focus on a particular topic, such as web design, home staging, sports, or mobile technology. Some are more eclectic, presenting links to all types of other sites. And others are more like personal journals, presenting the author’s daily life and thoughts. A blog (shortening of “weblog”) is an online journal or informational website displaying information in the reverse chronological order, with latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject.

What is the purpose of a blog?

There are many reasons for starting a personal blog and only a handful of strong ones for business blogging. Blogging for business, projects, or anything else that might bring you money has a very straightforward purpose – to rank your website higher in Google SERPs, a.k.a. increase your visibility.



As a business, you rely on consumers to keep buying your products and services. As a new business, you rely on blogging to help you get to these consumers and grab their attention. Without blogging, your website would remain invisible, whereas running a blog makes you searchable and competitive.

So, the main purpose of a blog is to connect you to the relevant audience. Another one is to boost your traffic and send quality leads to your website. The more frequent and better your blog posts are, the higher the chances for your website to get discovered and visited by your target audience. Which means, a blog is an effective lead generation tool. Add a great call to action (CTA), and it will convert your website traffic into high-quality leads.

But a blog also allows you to showcase your authority and build a brand. When you use your niche knowledge for creating informative and engaging posts, it builds trust with your audience. Great blogging makes your business look more credible, which is especially important if your brand is still young and fairly unknown. It ensures presence and authority at the same time.

Blog structure

The appearance of blogs changed over time, and nowadays blogs include different items. But, most blogs include some standard features and structure. Here are common features that a typical blog will include:

- ☐ Header with the menu or navigation bar
- ☐ Main content area with highlighted or latest blog posts
- ☐ Sidebar with social profiles, favorite content, or call-to-action
- ☐ Footer with relevant links like a disclaimer, privacy policy, contact page, etc.

Starting a blog for the first time is an amazing, yet intimidating experience. Thinking that people are actually going to read – and even share – something you wrote. It's unlike any other feeling I can describe. But it's not all rainbows and butterflies. Starting a blog is hard work, and there are a lot of pitfalls along the way. Especially, if it's your first time.

Blogs and websites

A majority of people still wonder whether there is any difference between a blog and a website. What is a blog and what is a website? It's even more challenging to differentiate between the two today. Many companies are integrating blogs into their sites to perform the same function.

What differentiates blogs from websites?

Blogs need frequent updates. Good examples include a food blog sharing meal recipes or a company writing about their industry news. Blogs promote perfect reader engagement. Readers get a chance to comment and voice their different concerns to the viewer. Static websites, on the other hand, consists of the content presented on static pages. Static websites owners rarely update their pages. Blog owners update their site with new blog posts on a regular basis. Key elements that identify a blog post from a static page include a publishing date, author reference, categories, and tags within a byline. While not all blog posts have all those by line elements, static website pages do not have any of these items. From a visitor perspective, the content on a static site will not change from one visit to the next. The content on a blog, yet, has the potential to offer something new each day, week, or month. Depending on the blog owner's publishing schedule.

What is blogging?

In the early 2000s, blogging emerged in all different phases when several political blogs were born. Also, blogs with how-to manuals began to appear. Established institutions began to note the difference between journalism and blogging.

Definition of blogging

Blogging is the many skills that one needs to run and control a blog. Equipping web page with tools to make the process of writing, posting, linking, and sharing content easier on the internet.

Why is blogging so popular?

It's important to mention that blogging grows with each passing day! Hence, to answer the question 'what is blogging' we need to look at the factors behind its rise. In the early stages, blogs became mainstream, as news services began using them as tools for outreach and opinion forming. It became a new source of information.

In order to Start A Blog you will need to work through these 5 simple stages:

1. Choose a blogging platform
2. Pick a Domain Name & Web Host
3. Install WordPress on your hosting account

4. Design Your Blog

5. Launch Your Blog

In this tutorial we will be building a blog with WordPress. STEP ONE

Choose Your Blogging Platform

A blogging platform is the software used to manage your blog. It allows you to create blog pages, add content, images, video and everything else that you would need to do when updating your blog. Another name for a blogging platform is a CMS (Content Management System).

There are lots of different open source platforms which most web hosting companies will support when you are creating your blog. The main blogging platforms are:

- **WordPress** – is the most popular and customizable content management system (CMS) in the world
- **Ghost** – is a new blogging platform that is creating a lot of noise in the blogosphere
- **Drupal** – is quite popular but is difficult for novices
- **Joomla** – another fairly popular CMS but there is a very steep learning curve
- **Blogger** – a free blogging solution

from Google STEP TWO

Picking A Domain Name For Your Blog & Setting Up Your Web Hosting

In order to set up a blog you will need a domain name and web hosting. If you are new to starting a blog then I recommend that you register your domain & hosting with the same company to keep things simple.

Domain Name: This is your website address i.e. the domain name for this website is **makeawebsitehub.com**. Try to choose something short and catchy for your blog that will be easily remembered. I recommend that you stick to .com domain names if at all possible as many of the new domain names aren't as easy to recognize.

Web Hosting: This is where your blog is stored online. There are lots of different hosting companies out there which offer different types of hosting for a variety of different types of websites. The WordPress platform is free of charge but you will have to pay around \$3-4 per month for your Web Hosting and Domain registration fees.

STEP THREE

Installing WordPress On Your Hosting

So you've signed up and paid for your BlueHost hosting. Great! You are nearly there.

The next thing you need to do is to login to your BlueHost account with the details they sent you in the welcome email.

Once you have logged in you'll see a big blue button saying "Start Building" – press this.

STEP FOUR

Choosing A WordPress Theme

Now that your WordPress blog is built you need to add a WordPress theme that has all of the functions that you need, a WordPress theme is a pre-designed template which you can customize. Right now you have a choice to make you can either go with a free or a paid one. There are of course advantages and disadvantages to both so it comes down to what you want from your blog.

Some of my favourite places to find themes for blogs are:

- Themeforest
- StudioPress
- Mythemeshop
- WordPress Library

When you are choosing your theme you want to make sure it fits with your goals. For example, if you are writing a professional blog then you will want a formal clean design where as a music blog you will have more license to show off your creativity.

These days you should now been using a responsive design. This means that the layout of your blog will adapt to different mobile and tablet screen sizes – which is highly important for usability now that a lot of people are using mobile phones to browse the web.

STEP FIVE

Launch Your Blog

Now once you are ready to launch your new blog for other people to read it – you need to click the blue "Launch"

button on the Bluehost page
