|  |
| --- |
| **1.3a Range of digital communication methods for personal, social and business uses** |
| * Learners should be aware of:   + a range of digital communication methods, their advantages and disadvantages and any associated barriers to communication. * The following types of personal and socialcommunication methods, including the social norms and expected behaviour when using them:   + emailing, instant messaging, blogs, video conferencing, social networking, websites and apps. * The following internal and external business communication methods:   + video conferencing, teleworking, emailing, promotion, methods, advertising, marketing, websites, apps. |

Specification points:

Skills audit:

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** |  |  |  |
| I know what is meant by the term ‘netiquette’. |  |  |  |
| I know how e-mail works, what it’s used and the advantages and disadvantages to using them. |  |  |  |
| I know how instant messaging works, what it’s used for and the advantages and disadvantages to using them. |  |  |  |
| I know how blogs work, what it’s used for and the advantages and disadvantages to using them. |  |  |  |
| I know how video conferencing works, what it’s used for and the advantages and disadvantages to using them. |  |  |  |
| I know how social media works, what it’s used for and the advantages and disadvantages to using them. |  |  |  |

Teacher feedback:

|  |
| --- |
|  |

Student response:

|  |
| --- |
|  |

**Exam-style questions**

1. E-Mail is a common digital communication method used for personal and business use.
2. Identify **one** advantage and **one** disadvantage to using E-Mail.

Advantage:

……………………………………………………………………………………………………………….

……………………………………………………………………………………………………………….

Disadvantage:

……………………………………………………………………………………………………………….

……………………………………………………………………………………………………………….

**[2]**

1. Netiquette is important when using E-Mail in a business context.

Describe what is meant by the term ‘netiquette’.

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**[2]**

1. Decribe the expectations a company has of it’s employees when using video conferencing software.

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**[2]**

1. Identify **one** advantage and **one** disadvantage to companies who decide to use video conferencing to conduct meetings.

Advantage:

……………………………………………………………………………………………………………….

……………………………………………………………………………………………………………….

Disadvantage:

……………………………………………………………………………………………………………….

……………………………………………………………………………………………………………….

**[2]**

1. Identify **two** ways in which business can use digital methods of communication to monetise their products/services.

1……………………………………………………………………………………………………………..

2……………………………………………………………………………………………………………..

**[2]**