Introduction

This unit focuses on the language of technology. It discusses the diverse platforms of Information and Communication Technology (ICT) and provides the students with an opportunity to integrate them in the classroom activities. The unit explores the possibilities of using e-mails, blogs and social networking to acquire the target language. The purpose of this unit is also to make the students create class blogs in the beginning of the year and upload all the activities of the remaining units into this blog, thus emphasizing the use of technology in a positive way.

Significant Learning Outcomes

By the end of this unit, the students will demonstrate the ability to
- identify the types of e-mails by interpreting formal and informal language in e-mails.
- identify and use basic terminology related to ICT.
- plan and organize e-mails for different purposes.
- internalise and respect e-mail etiquettes.
- use connectors and linking words.
- read different blogs and create blogs.
- post status updates and comments on social networking sites.
- identify functions of expressions.
Discuss in groups

- What do these images stand for?
- Do you have an e-mail account?
- List the different purposes for which we write e-mails?
- Can you list a few more e-mail service providers?

Activity

Spot the Difference

hey sir,
i need help on my paper can i come to your office tomorrow
thx
Discuss and complete the table

• Which e-mail do you think is the most effective to be sent to a teacher? Why?
• What makes the second e-mail look and sound more appropriate?
• What are the elements that contribute to its clarity?
• How does the tone of the messages differ?
• Compare the above e-mails and complete the table given below.

<table>
<thead>
<tr>
<th></th>
<th>Email 1</th>
<th>Email 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tone</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Write an e-mail

If you were the teacher and you received these e-mails, how would you respond to each one? Write your replies.

Go through the following do’s and don’ts of writing e-mails:

<table>
<thead>
<tr>
<th>Do’s</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Use an informative subject line, which says what the e-mail is about.</td>
<td>• Writing 'hello' as your subject line.</td>
</tr>
<tr>
<td>• Write the most important information first.</td>
<td>• Writing about irrelevant issues. The reader will soon hit 'delete' if the e-mail doesn't get to the point.</td>
</tr>
<tr>
<td>• Use numbers and bullet points to make the message clear.</td>
<td>• Giving personal information that you don't want anyone else to know. (The e-mail could end up in the wrong hands)</td>
</tr>
<tr>
<td>• Use simple grammar. (As e-mails are a fast means of communication, they tend to be less wordy and complex than formal letters.)</td>
<td>• Use of capital letters to write whole words. (In e-mails, this is considered shouting.)</td>
</tr>
<tr>
<td>• Write short sentences.</td>
<td>• Use of different fonts in the e-mail (the recipient’s computer may not be compatible)</td>
</tr>
<tr>
<td>• Use paragraphs to keep the e-mail clear and easy to understand.</td>
<td>• Use of italics (the reason may be misunderstood, due to cultural differences).</td>
</tr>
<tr>
<td></td>
<td>• Use of exclamation marks.</td>
</tr>
<tr>
<td></td>
<td>• Use of abbreviations like coz and uni, as the recipient may not understand them.</td>
</tr>
<tr>
<td></td>
<td>• Use of acronyms like BTW for the same reason.</td>
</tr>
<tr>
<td></td>
<td>• Use of smileys. They may be misunderstood and come across as unprofessional.</td>
</tr>
</tbody>
</table>
Modify an e-mail

Read the following e-mail:

Is this an appropriate e-mail? What elements make it inappropriate? List out examples for

- informal expressions
- clichés
- slang

Hi Sir!!!

My name's Rini and I'M FROM SCIENCE!!! I bet you haven't had students from here B4 ;-) ;-) That's probably coz we're so amazing at languages, that we don't need any xtra help?except me - I need all the help I can get!! FYI: the problem really started when I was in primary school, and my parents, who had been arguing non-stop since I was a little baby, got divorced and decided that I should be adopted as they couldn't decide who should have custody of me. If I had been in their situation, I think I probably wouldn't have known either!! Anyway, this was all a bit traumatic, so all my school subjects suffered, especially English. HAHAHAAA ONLY JOKING!!!! :-) (Actually, don't tell anyone, but I'm actually quite a good student?but if anyone found out, my reputation would be ruined, so shhhhhhh!) BTW do u do courses for uni students? How many lessons/week? Is there any extra stuff after school, SO I CAN MEET SOME COOL PEOPLE? How about trips? Give me all the info you can, man.

Rini (although all my mates call me Reena!!)
Clichés: Words and phrases that have been used so often that they’re no longer very interesting or effective. They may have started out as colourful and inventive phrases, but they have been picked up and used so widely and indiscriminately that they’ve lost their impact and have become stale.

Clichés are part of our everyday speech – we often don’t realize that we’re using them. They also occur especially frequently in certain types of writing (such as journalism) or areas of activity (such as sport, business, or politics).

Slang: A type of language consisting of words and phrases that are regarded as very informal and are more common in speech than writing and are typically restricted to a particular context or group of people.

What are the important components of a good e-mail?
How can you improve the above e-mail? Go through the dos and don’ts once again and revise this e-mail.

**Activity**

**Speak**
To send and receive e-mails you must be connected to the Internet. Think of the various steps in sending an email. Describe the process to your partner.

**Activity**

**Analysing Subject Lines**
Look at the following subject lines of e-mails:
- Hi
- Question
- FYI

Are they helpful to the reader to understand the importance of your message? Why /Why not?
Look at the following subject lines and try to improve them.
Activity

Greetings and Sign-offs

Use some kind of greeting and some kind of sign-off. Don't just start with your text, and don't stop at the end without a polite signature.

What are the words/phrases used in e-mails to start the text and close it?

Work in small groups and make a presentation of Greetings and Sign-offs.

Activity

Presentation

Collect different types of e-mails and make a presentation in your class.

Activity

Writing an e-mail

Look at the following tourist destinations. Where would you prefer to go on a holiday? What factors are important when you plan a holiday?

Now write an e-mail to a Tourist information centre of your choice asking for information about that place.
Read the following passage:

**Net addiction**

Youngsters should self monitor how much time they spend online. Now a days, people are tethered to their devices no matter where they go. While there are obvious advantages to 24/7 connectivity, net addiction can be detrimental. In her book, 'Alone Together' MIT Professor Sherry Turtle describes a scenario where young American students failed to make the most of a foreign placement programme. Instead of 'experiencing Spain' students were glued to FB and online chat rooms during their free time. Time spent online also reduces the time you spend extending yourself by engaging in other recreational activities. Despite the umpteen 'friends' we have online, we need to cultivate and maintain 'real' friends whom we see face-to-face and interact with. Turtle notes that adolescents find personal interactions increasingly difficult as they are so used to hiding behind a screen while dealing with people. When we communicate online, we do not gain access to a person’s tone of voice, facial expression and body language—non verbal aspects that are integral to our humanity. Finally, and most importantly, every person, especially youngsters, needs downtime to reflect, ponder and discover himself or herself. By shutting out the dizzying din of digital distractions for a few minutes every day, we can recharge and reclaim ourselves.

Discuss.

- What is the main idea of this passage?
- Why should we have 'real' friends?
- What are the dangers of net addiction?

Activity

**Role-play**

Develop a script for a skit on net addiction. Perform it before the class.

Discuss

- What is netiquette?
- Why is it important to have a code of online conduct for netizens? Discuss in groups.
Write-up

Prepare a write-up on netiquettes and their importance. Where do you use these rules? Write and keep them ready to be posted on your blog.

Read: Now let’s read about social networking sites.

Do the names like Myspace, Facebook ring a bell? They probably do because they are some of the most popular sites on the internet today. These sites are called ‘social networking’ sites because they help people meet and discuss things online. Each of these social networking sites has its own strengths. Myspace is especially popular among teenagers. Facebook is popular with young people. The common thread among these social networks is that they provide a place for people to interact rather than a place to go to and read or listen to ‘content’.

Web 2.0

Social networks are considered to be web 2.0. What does this mean? To understand this, it is important to understand what the original web did (often called web 1.0). Back in the nineties, the internet—or the web—was a place to read articles, listen to music, get information, etc. Most people didn’t contribute to the sites. They just ‘browsed’ the sites and took advantage of the information or resources provided. Of course, some people did create their own sites. However, creating a site was difficult. You need to know basic HTML coding (the original language the internet uses to ‘code’ pages). It certainly wasn’t something most people wanted to do as it could take hours to get a basic page just right. Things began to get easier when blogs (web logs) were introduced. With blogs, many more people began writing ‘posts’, as well as commenting on other people’s blogs.

Key to Success

Relying on users to create content is the key to the success of web 2.0 companies. Besides the social networking sites discussed here, other huge success stories include: Wikipedia, Digg.com and the latest success—Twitter. All of these companies rely on the desire of users to communicate with each other, thereby creating the ‘content’ that others want to consume.
Changing Times

As today's youth flock to media like children to candy, youngsters need to be especially prudent as postings and pictures on social media can impact their lives in unimaginable ways. Foremost, we must remember that social networking sites are in the public domain, no matter how careful we are about privacy settings, we must exercise caution before posting personal and sensitive information. Further, we need to remember that we all have multiple selves—we behave differently in class, in the college canteen, at a family wedding and on a picnic. But on most social networking sites, these identities tend to meld as all our contacts are privy to our posts.

So what may be an appropriate comment to a friend may not be suitable for a teacher. We have to ensure that we do not treat our contacts as a homogeneous unit.

The consequences

In the cut-and-paste digital world, we can effortlessly add and delete content at the click of a mouse. Thus, while we may delete an inappropriate picture or post, that does not mean that we have erased it from the minds of those who have already seen or read it. So, while we can retract posts, we may still have to face unintended consequences. Whenever we make a comment or upload a picture, we are creating an online trail of ourselves that can be tracked. Further, some employers check FB profiles of candidates they are hiring; so next time, you are putting up pictures of a beach party you attended, ask yourself if you would want your potential employer to see those snapshots.

Activity

Note-making

Read the article and make notes of the information in the passage.

Discuss

- List a few social networking sites you know.
- Do you have an account in any of these?
- What is your favourite social networking site?

Imagine that you want to join an imaginary social networking website called FriendPage.
Let's go to FriendPage and fill in the profile.

Basic information:

Name : 
Age : 
Gender : 
Location : 
Hometown : 
Interested in : 
Personality : 
Right now I feel : 

(Invent new phrases and expressions. Make use of the following language items as an example.)

interested in: sports, languages, travel, music, films, computers
personality: sporty, artistic, unconventional, chatty, quiet, studious, musical
right now I feel: relaxed, stressed, tired, bored, energetic

Now look at the FriendPage house rules. Complete the rules with must/mustn't.

1 You ______ write in English.
2 You ______ be rude or nasty.
3 You ______ be boring.
4 You ______ be under 18.

Posting a comment

Your friend has posted his/her new photos on the wall.
Leave a comment.
Create a Facebook page for your class and stay connected with your friends. Post status updates and comments. What are the other similar sites that we make use of for social networking?

Read the following article:

**Friends**

Research by a British anthropologist shows that the optimum number of friendships that the human brain can maintain is about 150. But that's in the real world. What happens on Facebook where the maximum number of 'friends' permitted is 5000? According to social networking statistics, the average Facebook user has 130 friends. Some people have a lot more.

Ivy Bean from Bradford in the north of England became Facebook's oldest known user at the age of 102 in 2008. She quickly started making friends and became an online celebrity. When she maxed out her 5000 friend count on Facebook Ms. Bean joined the Twitter website and continued her social networking. At the time of her death in July 2010, she had 4,962 friends on Facebook and more than 56,000 followers (including the Prime Minister's wife) on Twitter. Ms. Bean's last tweet was on July 6 2010. It read,

"Going to have my lunch now will be back later."

Read the text again and find these numbers. What do the numbers refer to?

150 - the optimum number of friendships
130
2008
2010
5000
4962
56000
A blog can be thought of as an online journal that an individual can continuously update with his/her own words, ideas, and thoughts through software that enables one to easily do so. All basic document formatting, like spacing, bold, italics, underline and creating links require no knowledge of HTML or FTP so that anyone who can type, copy, and paste can create and maintain a blog. Similar to an open journal, the accumulation of writings and other content creates both a record of learning and a resource for others. Furthermore blogs are interactive in the sense that readers can respond to any given entry with a comment and even threaded discussions can take place depending on the software chosen.
Create a Blog

Log in to your Google account with your mail id. (If you don't have an account click on sign up and register for an account.)

Start creating a blog by clicking the New Blog button.

Fill in your name and your desired blog address (You can think of more options like choosing a template etc later).

Click the 'Create Blog!' button and select the 'Start Blogging' link.

Enter your title and text. When you have done, click 'Publish'.

**Discourse Markers:**

Writing shorter sentences is an easy strategy for getting your thoughts down fast when you're writing first drafts, and for avoiding grammar mistakes, but in the end it weakens the effectiveness of your writing. If you can combine simpler sentences into longer and more complex ones, your writing will have a lot more variety. It will also help you to communicate more content to your audiences - when you combine sentences, you can efficiently tell your readers about the relationships between different things.

Creating longer texts such as blog posts, job application letters, and reports requires you to string together many small and separate ideas into a larger, unified whole. However, if you do not have discourse connectors, words and phrases and sentences to tie those separate ideas together, all you will have are fragments.

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**Activity**

Go through the following table of discourse markers (linking words) and add more to the list.

<table>
<thead>
<tr>
<th>Showing Concession</th>
<th>Showing Similarity</th>
<th>Showing Contrast</th>
<th>Giving Examples</th>
<th>Adding Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Although</td>
<td>Similarly</td>
<td>But</td>
<td>For example</td>
<td>And</td>
</tr>
<tr>
<td>Even though</td>
<td>In the same way</td>
<td>However</td>
<td>For instance</td>
<td>Not only.. but also</td>
</tr>
</tbody>
</table>
Match the columns

Look at the following words in the left column and match them with their meanings given in the right.

<table>
<thead>
<tr>
<th>hash tag</th>
<th>Photograph that you take of yourself, usually with a mobile phone.</th>
</tr>
</thead>
<tbody>
<tr>
<td>follower</td>
<td>Short remark or piece of information published on twitter.</td>
</tr>
<tr>
<td>selfie</td>
<td>Repost or forward a message posted by another user.</td>
</tr>
<tr>
<td>tweet</td>
<td>a word or a phrase preceded with the symbol # that classifies the accompanying text.</td>
</tr>
<tr>
<td>retweet</td>
<td>someone who subscribes to one’s updates.</td>
</tr>
</tbody>
</table>

Read: All about Twitter

Twitter is a platform in which people share everything—from the simplest information like stating where they are to some juicy gossip about celebrities. In other words, it is a place where people can let the world know things that no one really cares about. A lot of people may think Twitter is all about the above mentioned things; in reality, we know that such inane things are everywhere. However, that’s not all about Twitter. It is also a place where scientists and educators can share important issues, articles, blogs they have read or written.

The Hindu @the_hindu · 7m7 minutes ago
Will #PunjabWarriors be able to remain on top in #Hockey India League? http://thne.ws/1KxKDDu
0 replies2 retweets0 favorites

Tusker kills three villagers in West Bengal http://thne.ws/1KxK9NG
Rupee ends higher by another 4 paise against dollar http://thne.ws/1KxLZ0R

EARTH QUAKE in Beijing?? Yup... @keso I felt it too!!
- dtan (@dtan) May 12, 2008
(The China Earthquake In 2008, tweets from China alerted the world to the region’s severe earthquake, before the United States Geological Survey had a chance to comment. Blogger Robert Scoble)
Discuss:
- What language features do you notice in these tweets?

Activity

Debate

"The Hashtag (Twitter) is ruining the English Language."

Do you agree with this statement? Conduct a debate in your class.

Activity

Prepare news tweets

Read the following pieces of news:

(1) Eminent Marathi litterateur Bhalchandra Nemade, whose 1963 novel Kosala (Cocoon) changed the dimensions of Marathi novel, was on Friday selected for 2014 Jnanpith Award, the highest literary honour in India, by the Jnanpith Selection Board.

The decision to confer the 50th Jnanpith award on 76-year-old Nemade was taken in a meeting of the 10-member selection board chaired by noted scholar, writer, and critic Prof Namwar Singh in New Delhi.

The award is likely to be presented to the writer in April, Bharatiya Jnanpith’s director Leeladhar Mandloi said.

Nemade is the fourth Marathi writer to win the literary honour after VS Khandekar in 1974, VV Shirwadkar alias Kusumagraj in 1988, and Govind Karandikar alias Vinda Karandikar in 2003.

(2) Partur is a Municipal Council in Jalna district, Maharashtra. The Partur Municipal Council has a population of just over 35,000 and the literacy rate is lower than the state average. The main source of income is agriculture.

The local Zilla Parishad High School at Partur has recently introduced technology enabled reading and comprehension platform and we were keen to observe students (a majority being first-generation learners) and teachers engage with this technology in the classroom.

Now tweet these news and share with your friends.
**We do it this way!**

When we tweet, comment or blog we may have to:

- make suggestions
- make a point (express opinion, make a statement, persuade, etc)
- disagree with people
- express uncertainty
- take offense

Let’s look at the different ways of doing it.

<table>
<thead>
<tr>
<th>Example</th>
<th>Expression</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why don’t we buy a new bike?</td>
<td>Why don’t</td>
<td>Suggestion</td>
</tr>
<tr>
<td>You’re missing the point - why do you never listen properly to what I’m saying?</td>
<td>You are missing the point</td>
<td>Making a point (a bit rude)</td>
</tr>
<tr>
<td>No, I don’t think that's what happened. No, that’s not a good idea.</td>
<td>No</td>
<td>Disagreeing</td>
</tr>
<tr>
<td>Hang on! That’s not what she did at all!</td>
<td>Hang on! Just a minute... Hold on... Just a second...</td>
<td>Expressions often used to interrupt and disagree with what someone has just said:</td>
</tr>
<tr>
<td>Actually, the discount was only 5%. Well, you’re wrong about that actually. I’m sorry, but you’re totally wrong about that!</td>
<td>Actually Well I’m sorry, but</td>
<td>Showing that you disagree Certain words show that you have a different opinion. Try using actually, well, but, and I’m sorry</td>
</tr>
<tr>
<td>That’s nonsense! That’s absolute rubbish!</td>
<td>That’s nonsense! That’s absolute rubbish!</td>
<td>Very strong ways of saying you disagree - unless said as a joke, they usually sound quite aggressive, so be careful about using them!</td>
</tr>
<tr>
<td>(I think you should) take that back! Take back what you just said! Just a second, Martin. I really take exception to what you’ve just said.</td>
<td>Take back Take exception</td>
<td>Asking someone to apologise for their words or change their view. Your words will have more power if you use people’s names. Use emphatic devices like really and do.</td>
</tr>
</tbody>
</table>
Now look at the following sentences and identify the expressions and their function.

<table>
<thead>
<tr>
<th>Example</th>
<th>Expression</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shall we go for a movie?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>You should apply for the job.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perhaps we could phone them</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think you should go now.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>My view is that the project will fail.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In my opinion, the firm can succeed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I can assure you that we've done everything we can.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I'm sorry, but I'm not going to let you talk to me like this!</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Now let's look at some common expressions used on the web.
<table>
<thead>
<tr>
<th>Activity</th>
<th></th>
</tr>
</thead>
</table>

**Match the following:**

| **subscribe** | Anything that is shared in social networks (Facebook, Twitter, YouTube, etc.) and gets passed along to many people very rapidly |
| **Wiki** | A recorded programme that can be downloaded from the internet and listened to on an MP3 player |
| **Virtual Event** | A strand of related messages that represent a conversation, e.g. messages on a discussion forum or a series of e-mails that use the same subject line, or a blog post and any related comments and trackbacks. |
| **Thread** | A live event, such as a trade show or job fair, which takes place on the Web, often in a virtual environment designed to emulate a face to face event of the same kind. |
| **Podcast** | A web page, or group of pages, that can be edited or changed by a group of people, a web page with many contributors who are not paid for their contributions |
| **Viral/to go viral** | Communicating in real-time through computers or smart phones, by writing messages back-and-forth, this is communication involving two or more people |
| **Chat** | This is like becoming a fan or a member of a blog; subscribing allows a person to be notified when new blog posts are written, it is the on-line equivalent of signing up for a magazine |
Abbreviations
In a quest to make e-mail even quicker, a whole crop of abbreviations—some already common IRL (in real life) have sprung up. How many of these have you seen? What do they stand for?

afaik atm b b4
brb btw cul fwd
hhoj j/k oic r
rotfl ttvl ASAP FYI

Project work
Create a blog for your class.

- Write blog entries with headings, subheadings, lists, photos, images etc to help readers navigate your blog more easily.
Post your assignments in the class blog and send the link to your teacher.