

Activity Design (lesson plan)

involving the use of social media in school

Public communication



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Title of the activity	Subject/discipline	Type of lesson
<ul style="list-style-type: none"> Public communication 	<ul style="list-style-type: none"> Media education, Social networking, Non-formal communication, Logic, argumentation and communication, Socio-human sciences, Counselling and guidance 	<ul style="list-style-type: none"> Communication skills building activity

Age of students	Duration	Social Media tools used
15 - 18 years/ grades IX - XII	50 minutes	<ul style="list-style-type: none"> YouTube platform, TikTok mobile app

Learning outcomes	Methods/strategies used
<ul style="list-style-type: none"> Recognition of different situations and forms of communication in the social space. Develop willingness and ability to communicate ideas, feelings, facts, in different social contexts. Understanding copyright issues. Enumerate the steps to go through to post videos without breaking GDPR rules. Identifying elements that contribute to attention grabbing in previously viewed speech. Mentioning the aspects that could have been improved in the speech you watched. Specifying the main ideas that could summarise what is being conveyed to the audience. Browse additional sources of information to understand 	<ul style="list-style-type: none"> Heuristic communication Debate Brainstorming Situation analysis





the context of the speech and how it was prepared.

- Making a 3-5 minute video for YouTube on a particular topic.
- Reviewing information about the use of YouTube.
- Uploading the video to YouTube.
- Posting the link of the uploaded YouTube video in the classroom channel on the school platform/class online discussion group.
- Watching videos made by colleagues.
- Practising giving descriptive feedback on material viewed/watched.
- Reading the terms and conditions of use of the TikTok mobile app.
- Recording a 40-60 second video for the TikTok mobile app.
- Attract as many followers as possible to the material created

Description

1. Watch Donald Tusk's speech at the Opening Ceremony of the Romanian Presidency of the Council of the European Union on 10.01.2019:
<https://www.youtube.com/watch?v=y6YrQmd7rMQ&feat>
2. Identify 1 - 3 elements that help to capture attention in the previously watched speech.
3. Mention 1 - 3 aspects that could have been improved in the previously watched speech.
4. State 2 - 3 ideas by which you could summarise what is being conveyed to the audience.
5. Go through the additional information about the speech to identify the reasons why Donald Tusk chose to deliver the speech in Romanian.
6. Make a 3-5 minute video for YouTube talking about the reasons/arguments why we should all contribute to the development of smart communities or programs that provide solutions to social causes.
7. Go through the information about using YouTube.
8. Upload the video you have made to YouTube and post it to the subject channel on the school platform/class online discussion group.
9. Watch 3 peer videos and post 1 - 3 sentences/phrases under each to provide descriptive feedback.





10. Read the terms and conditions of use of the TikTok mobile app.
11. Construct a rating grid with a score from 1 to 5 for the evaluation of the materials uploaded by your peers on YouTube.
12. Give each piece of material to which you have posted feedback the score corresponding to the proposed grid.
13. Each student - author of the uploaded material will receive his/her scores given by the peer assessors and will go through the descriptive feedback posted by his/her peers for all the materials.
14. Homework: Each of you record a 40 - 60 second video for the TikTok mobile app in which you persuade viewers/followers to watch your favourite film.

Assessment

- During the activity students will receive feedback for briefly analysing the speech they have watched, identifying elements that catch their attention and aspects that should have been improved.
- Students will be asked to evaluate the material uploaded on YouTube by giving a score from 1 to 5, according to an evaluation grid proposed by them.
- Each student will construct a rubric with a score from 1 to 5 for the evaluation of the material uploaded by your peers on YouTube.
- Each pupil will give a score for each material they have posted feedback on according to the proposed grid.
- Each student - author of the uploaded material will receive his/her scores awarded by fellow assessors and will go through the descriptive feedbacks posted by fellow students for all materials.

Resources

- <https://www.youtube.com/watch?v=y6YrQmd7rMQ&feat>
- https://www.libertatea.ro/stiri/cum-invata-donald-tusk-limba-romana-doua-zile-romanul-care-tradus-discursul-facut-o-inregistrare-audio-2512016?fbclid=IwAR3NZHlh-TAx861xmtjfsPWLUF1_T22QcFSoqQF7WrzepaqmqxflULTRFjE





- Information about using YouTube.
- TikTok mobile app terms and conditions of use.
- <https://play.google.com/store/apps/details?id=com.zhiliaoapp.musically&hl=ro&gl=US>
- <https://policies.google.com/privacy?hl=ro>
- <http://socialmedialiteracy.eu/newsletter.html?fbclid=IwAR18otQkPmMc-Cg4HNGnxQcFMppeF7TFEYt2UV9KbHikbdH3P6RB9fEF5o>
- <http://socialmedialiteracy.eu/>
- <https://www.facebook.com/socialmedialiteracyinschool>
- https://www.instagram.com/socialmedia_literacy_school/
- <http://liis.ro/Pages/view/news/763>

Tips & Tricks

- During the first hours of the course both teacher and students will go through the GDPR rules.
- During the lessons, before using material on Youtube or other social media, discuss with the students the issues of copyright and anything relevant to understand the rules that need to be followed.
- The use of Social - Media tools in learning should be preceded by both teacher and students going through the information, terms and conditions of use of the different applications.

