Communication culture

Competency

Communication culture

Competency description

I can name how digital tools (Instagram, TikTok, etc.) change the culture of communication and address it during my classes.

Level

Basic competency

Taxonomy level

1. know

Column/number in the document

A/149

Explanatory notes

This competence describes the ability of educators to convey students an understanding of the effects of communication tools.

Rationale

The communication culture has undergone a change through communication media such as Facebook, Instagram. Students must remain critical in handling and be encouraged to reflect on the effects and their importance.

Example

In a teaching unit, the use, handling and consequences of social media could be addressed by way of example.

Sources

Teaching material

Link to other competencies

The competencies that fall within the field of „media education“ - problem-solving competence„ enable educators to impart students the knowledge and skills they need to become responsible and competent users of digital media. This includes the protection of privacy, the critical reflection of content, the selection of appropriate media, the understanding of media impact and basic information technology skills as a basis for building on it.

Tagging

Communication culture, social media, digital tools, media literacy, teaching theme.

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Last update: **2023/11/21 17:31**