**OCN NI Level 2 Certificate in Essential Skills – Communication**

**Reading and Writing**

**SOCIAL MEDIA**

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| **Learner Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Learner Registration Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Learner Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Centre \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Assessment Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****Time allowed: 1 hour 45 minutes****You must complete Section A and Section B****Total marks available – 50** |

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| Task | Mark |
| R1 |  |
| R2 |  |
| R3 |  |
| R4 |  |
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**Section A – Reading**

**Information**

Total marks available: 25

Number of questions: 8

The marks for each question are shown in brackets

**Instructions**

You must attempt all the questions

Read each question carefully

You may use a dictionary

**You are working on a group project about the way society uses social media. One of the group sources the following two documents. Read the two documents and answer the questions which follow.**

**Document One**

# **The Negative Effect of Social Media on Society and Individuals**



Many businesses use social media effectively to promote their products and connect with customers. However, social media can also pose a risk to companies.

## Spreading Untrue Information

The cry of "fake news" has become commonplace and consumer confidence in even traditional media outlets has been significantly eroded. Unfortunately, false, misleading, or confusing online content can harm a brand's reputation, upset even loyal customers and can dissuade people from even considering the purchase of products or services.

## Online Reviews

Retailer and stand-alone review sites exist to help consumers make good choices. While many reviews on these sites truly reflect the experiences of others, some do not. Fake reviews that heap either praise or derision on a business are commonplace.

## Time Management

Most employees have social media accounts. Unfortunately, many have developed the habit of checking their accounts multiple times a day, including during work. Time spent on personal accounts is time that is not spent on work tasks. Even when an employee spends just a few seconds on social media, it can take several minutes to refocus on the task that s/he was working on.

## Mental Health

Many mental health professionals are deeply concerned about the impact that social media has on mental health. Some believe that the constant distraction of social media contributes to shortened attention spans and many people who regularly use social media report high levels of stress.

Employee mental health can have a direct impact on a business. When employees are happy, confident and relaxed, they can be more productive and have better relationships with co-workers, clients and customers. Stress, on the other hand, contributes to multiple physical and mental ailments that can affect their work.

## Cyberbullying and Workplace Tensions

Many people think of cyberbullying as being a problem for young people. Unfortunately, adults may also use the anonymity behind a screen to bully each other online and through social media, and sometimes their targets are co-workers. Typical types of bullying include aggressive and unpleasant emails, private messages and public comments, putting unflattering or manipulated photos of the person online. Employees who are victims of bullying often report experiencing extreme stress. which may eventually affect their performance.

*Adapted from smallbusiness.chron.com*

**Document Two**

**"Is social media good or bad?"**

Back in 2012 Social Media Today published an article that asked the question ‘Is social media a good or a bad thing?’. Then in 2015 the article was updated. Both of these posts still get a high number of views as people are still searching for the answer. I'm sure there are as many answers to this question as there are people using social media. So, is social media basically good, or does it have a negative impact on society?

### ****Social media …****

## *****The positives*****

### ****Connects people:**** Human beings are inherently social creatures. Social media began as a way of connecting with friends. How many of us sought out old friends from school or college? Social media also connects us with people we may never meet in person, yet we are still able to develop strong relationships with these people.

### ****Gives everyone an equal voice:**** There are no gatekeepers, (outside of each platform's terms of use) - you can write anything, and anyone has the chance to view it.

### ****Revolutionizes business****: It offers great opportunities to connect with potential customers. Any sized company can jump into a conversation on any social network.

### ****Can be educational:**** You can learn how to do almost anything via videos and 'how-tos', changing the way we learn.

### ****Provides real-time news updates:** News content is now available much faster. I personally like the immediacy of Twitter – almost daily I’ll learn about something that has occurred in the work via Twitter, without having to wait for scheduled news updates.**

## *****The negatives*****

### ****Gives us misinformation and fake news:**** People can find real news and they can find fake news, laid out as real.

### ****Reduces productivity:**** Social media can have negative impacts on productivity, if people allow it. People will use social media when they're supposed to be doing other things, however this is nothing new, nor can it solely be blamed on social media.

### ****Can be addictive:**** This type of behaviour can obviously be problematic - especially so when coupled with academic research which shows that social media usage can [increase instances of stress and depression](http://psychnews.psychiatryonline.org/doi/full/10.1176/appi.pn.2017.1b16).

### ****Enables cyber-bullying:**** Social media can also facilitate cyber-bullying, which can take disagreements to new levels, leaving little escape for the stressed victims. This is true, scary and unfortunate. People seem to feel bolder and more apt to attack others when hiding behind their screens.

So, the conclusion? Here's my answer: social media is what you make of it. Like so many other things in life, both online and off, you get what you put into it.

*Adapted from Socialmediatoday.com*

**Answer the following questions.**

**Question 1**

Refer to **Document One**.

1. Who is the intended audience of the article in **Document One**?
2. Explain the main purpose of article.
3. Suggest a title for the article that would be more likely to grab the attention of the audience.

(3 marks)

**Question 2**

Using the information in **Document One,** identify **two** different ways in which social media activity could harm the reputation of a business.

1.

2.

(2 marks)

**Question 3**

You have to persuade a group of employees that it is better for them if their employer does **not** permit them to use social media and the internet during their working hours.

Using the information in **Document One**, suggest **two** points you could make to show how employees could benefit by this restriction.

1.

2.

(2 marks)

**Question 4**

According to the writer of **Document Two** what was social media originally set up to do?

(1 mark)

**Question 5**

1. Identify a presentational technique used by the writer of **Document Two** and explain how the use of the technique helps the reader access the information.

Presentational technique

How it helps the reader

1. Identify a language technique used by the writer in **Document Two** and give an example from the text.

Language technique

Example from the text

(4 marks)

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**Question 6**

Refer to **Document Two.**

1. Explain the writer’s view about the question ‘Is social media good or bad?’ Use examples from the article to support your answer.

(5 marks)

1. Give a reason why the writer might be biased.

(1 mark)

**Question 7**

Refer to **both documents**.

Summarise the two writers’ views about social media and cyberbullying.

(3 marks)

**Question 8**

Compare what the writers of **Document One** and **Document** **Two** have written about the way social media can affect business performance and employee productivity.

(4 marks)

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**Section B - Writing**

**Information**

Total marks available: 25

Number of tasks: 2

The marks for each task are shown in brackets

**Instructions**

You must attempt both tasks

Read each task carefully

You must write in complete sentences

You may use a dictionary

You will be assessed on:

* Relevant content
* Presenting information and ideas clearly, logically and persuasively
* Presenting information clearly and concisely
* Using suitable writing style for the task
* Using complete sentences
* Accurate spelling and grammar
* Correct use of punctuation

You may use a dictionary

**Writing Task 1 – Allow around 20 minutes for this task.**

Your local youth club has advertised for volunteers and you decide to send them an email to offer your help. Your email should set out your skills and abilities and say what days and times you would be able to volunteer.

The youth club is: Greenfields Youth Club, the manager is Roger Price.

The email address to write to is: rogerprice@greenfieldsyc.com

Write your email on the next page

(10 marks)

You may plan your email here



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| **Max Mark** | **10** |

**Writing Task 2 – Allow around 30 minutes for this task.**

You and your family recently spent a day at the beach. It was a beautiful sunny day and the beach was packed with people enjoying the sun and sea. At the end of the day you noticed that there was litter and mess everywhere and the few litter bins beside the beach and in the car park were overflowing. You are a very responsible citizen so you took your rubbish home with you. However, you were very concerned about the rubbish left by others and the effect it could have on sea life and wildlife and so decide to write to your local council about the matter.

**Write a formal letter to your local council to explain your concerns about the effect of litter on the beach environment and suggest what the council might do about the problem.**

**Use the accepted format for a formal letter.**

The address to write to is: **North Coast Council, 212 Heron Road, Coleraine, BT58 1 EJ**

(15 marks)

Write you letter on the next page.

 You may plan your letter here

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