

Choosing the Best Way to Share Information

Techniques and Methods of Sharing Information



Essential Question:

How do we choose the best way to share information?

Today we will learn:



Purpose

Why am I sharing this?



Audience

Who needs this information?



Channel

Where should I share it?



Format

What is the best way to present it?



Feedback

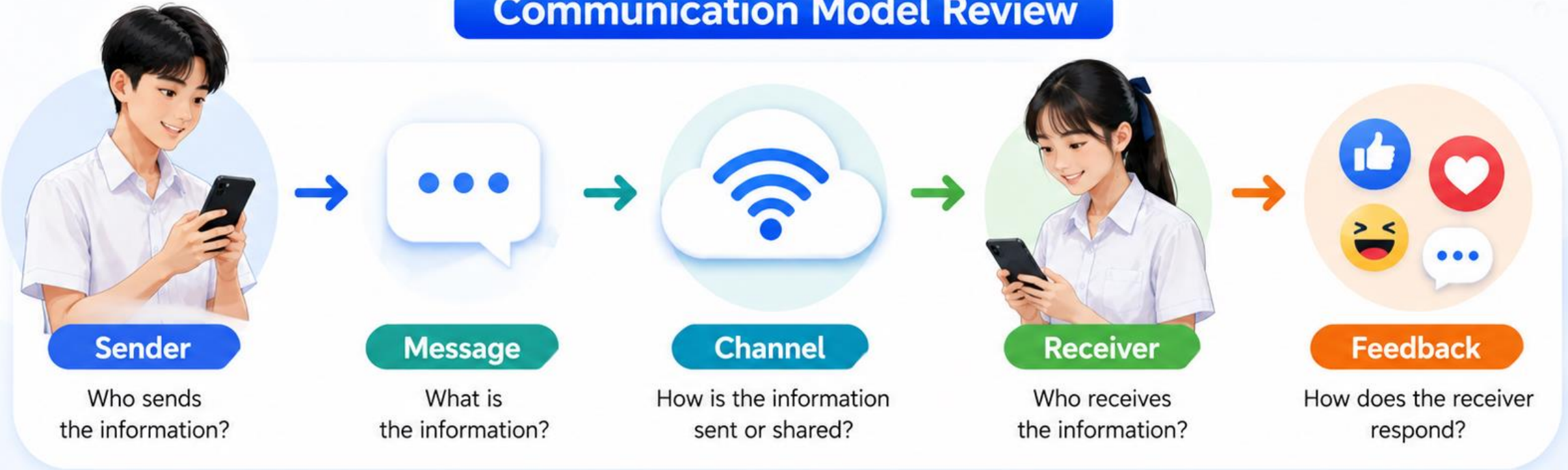
How will people respond?



Quick Review

From Last Lesson

Communication Model Review



Question:

Which part do we **choose carefully** when sharing information?



Which Method Is Best?

One message, many choices

Situation:



**School is closed
tomorrow**
because of heavy rain.



Which method is best?

A Tell one friend



B Post on
Instagram



C Send official
school announcement



D Make a
YouTube video



Before Sharing Information

Think before you post, send, or publish



1

Purpose —
Why am I sharing this?



2

Audience —
Who needs this information?



3

Channel —
Where should I share it?



4

Format —
Text, image, video, voice,
or document?



5

Feedback —
How will people respond?



Three Main Ways to Share Information

Direct Communication • Mass Media • Social Media



Direct Communication



One-to-one or small group

Examples



Conversation



Phone Call



Video Chat



Mass Media



One message to many people

Examples



Television



Radio



Newspaper



Social Media



Many people can create, share, and respond

Examples



Facebook



Instagram



X



TikTok



LINE



Direct Communication

Fast feedback, personal connection



Direct communication means talking directly with the receiver.



Strength

Immediate
feedback



Weakness

Limited
audience

Examples



Face-to-face
conversation



Phone call



Video call



Teacher feedback



Interview



Mass Media

One message reaches many people

TV News



Online News Websites



Mass media sends information to a large audience.



Billboards



Radio



Public Announcements



Strength

Reaches many people



Weakness

Feedback is slow or limited





Social Media

Create, share, react, and discuss

Social media allows users to create, share, and respond online.



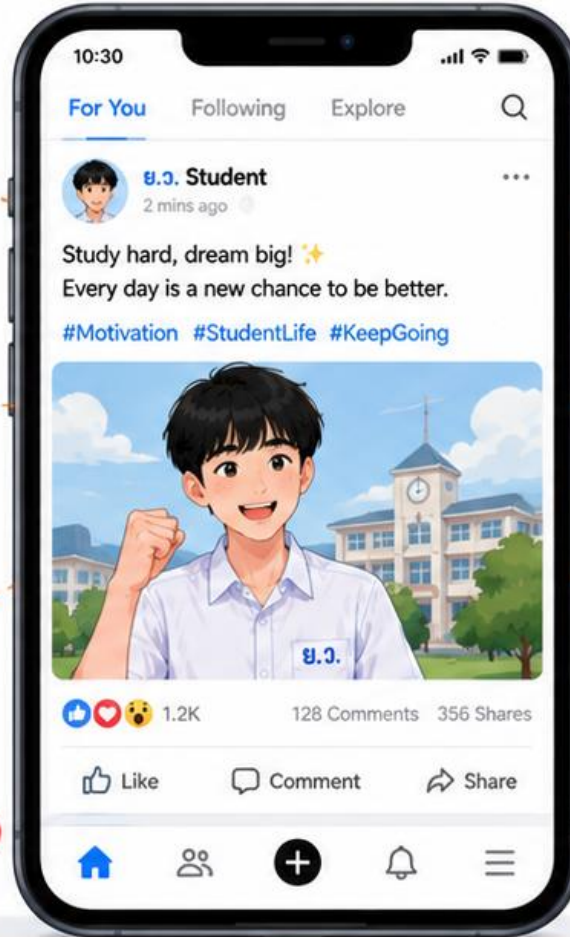
Like



Comment



Live Stream



Share



Video



Hashtag



Strength

Fast sharing and feedback



Weakness

Misinformation spreads easily



Examples



TikTok



Instagram



Facebook



YouTube



X



Forums

Compare the Channels

No channel is always the best

Channel	Best For	Feedback	Audience
 Direct Communication	 Personal talk	 Immediate	 Small
 Mass Media	 Public information	 Slow	 Large
 Social Media	 Fast sharing	 Fast	 Large / interactive



Key idea: Choose the channel based on the situation.



Message Format Matters

Same information, different form

A message can
be shared as:

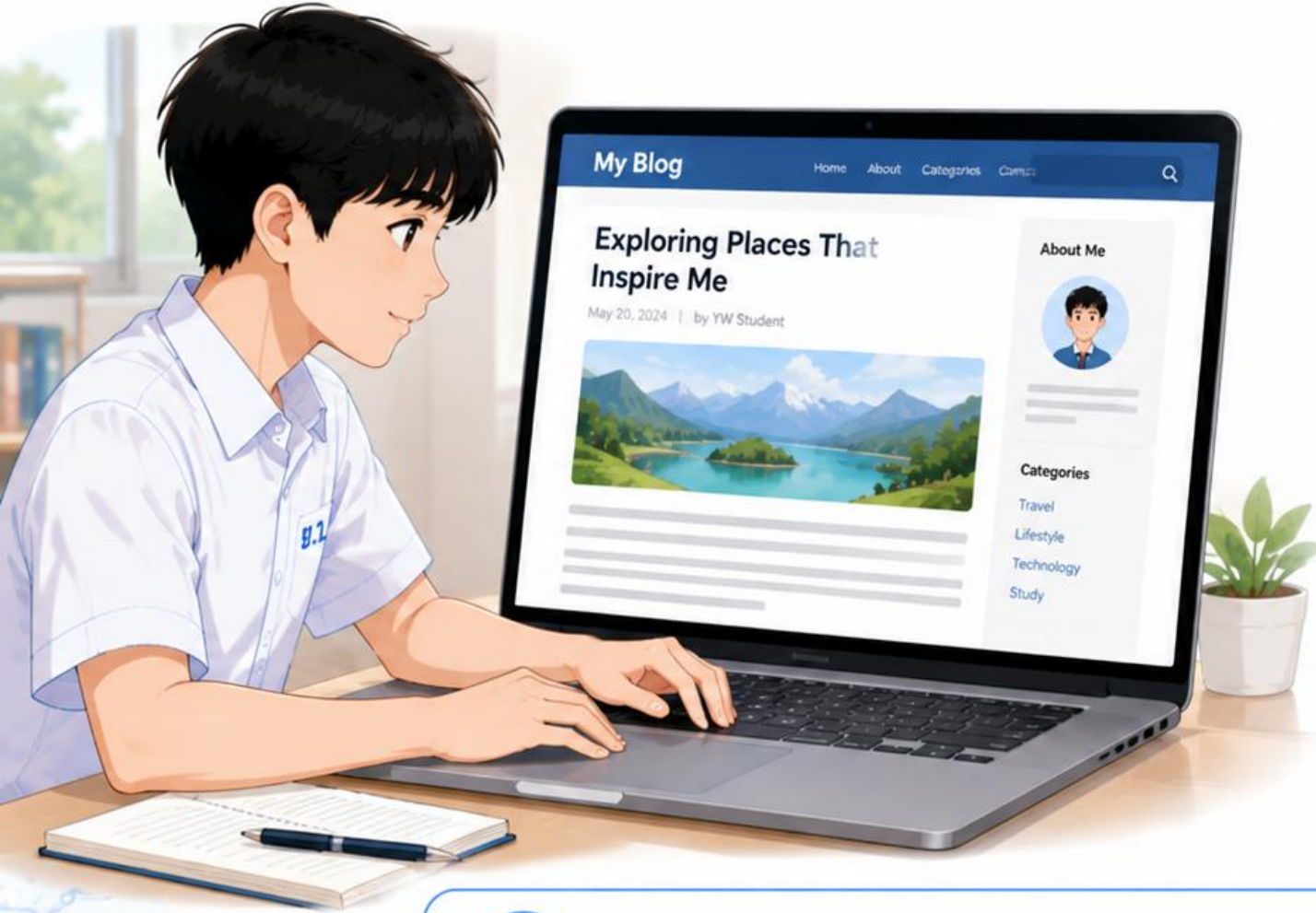


Which format is best for explaining a difficult topic?



Blogging

Sharing ideas through written articles



A blog is a website or online space for writing and sharing information.

Used for:



Explaining ideas



Reviewing products



Sharing experiences



Teaching knowledge



Building personal identity



Next lesson: We will learn blogging in more detail.





Portfolio

Sharing evidence of your skills and work



Skills

What you can do well.



Certificates

Proof of your qualifications.



Projects

Work you have created.



Achievements

Awards and recognitions.



Experience

Activities and real-world experience.



Personal Profile

Who you are and what you value.



A portfolio shows who you are, what you can do, and what you have achieved.

Used for:



University applications



Job applications



Interviews



Competitions



Your portfolio is your powerful introduction to the world. **Show your best. Be your best.**





Group Challenge

Choose the best sharing method



In groups,
choose the best method.

For your situation, decide:

1



What is the message?

2



Who is the audience?

3



Which channel
is best?

4



Which format
is best?

5



What feedback
do you expect?



Choose a situation:

1

School event



2

Flood warning



3

Product
advertisement



4

University
application



5

Study tips



5 minutes



Discuss • Decide • Present



Exit Ticket



Before you leave



A teacher wants to explain a difficult topic to students who were absent.

Answer in 2–3 sentences:

1



Which channel should the teacher use?

2



Which format should the message be?

3



Why?



Submit before leaving.





Homework

Influencer Communication Analysis



Choose **ONE** influencer and complete **Worksheet W2**.



Audience



Comments



Feedback



Likes



Shares



Remember

Think about:



Audience



Channel



Format



Feedback



W2 – Influencer Communication Analysis



Choose one influencer

☐

Identify the platform

☐

Analyze the audience

☐

Analyze the content format

☐

Explain why they are effective

☐

Recommend a method for teaching online safety

☐

Submit next class

