UNIT 3

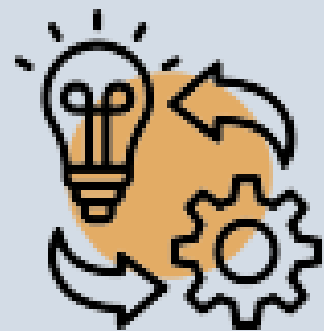## SOCIAL MEDIA AND DIGITAL COMMUNICATION

General objectives

- Recognize and comprehend vocabulary related to social media and digital communication.
- Apply skills to read and interpret texts on social media usage and digital communication trends.
- Breaking down information to understand the nuances of digital interactions and synthesizing it into coherent, simplified summaries or explanations.

SKILLS TO BE DEVELOPED

- **Linguistic competence:** Recognize and understand basic vocabulary, concepts and phrases related to social media and digital communication.
- **Pragmatic competence:** Comprehend basic written descriptions through reading.
- **Sociolinguistic competence:** Contextualize vocabulary within real-world scenarios, enhancing abilities to relate linguistic forms to their practical uses in the field.
- **Topical Competence:** Read and understand texts related to contemporary topics in digital communication and social media.

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