

Unit 5 - Lesson 2:

Digital Activism



4- Discussion Question for Forum:

Based on your own experiences with social media, do you think digital activism (like sharing hashtags, participating in online campaigns, or posting about social issues) truly makes a difference in addressing real-world problems? Share your thoughts and examples to support your view. Also, consider how these digital actions can both empower and possibly mislead individuals and communities. Your insights will lead us into a deeper exploration of the article 'Is Digital Activism Effective?', where we'll discuss the impact and challenges of activism in the digital age. Don't forget to reply to at least one of your peers to foster a more engaging and insightful discussion!

5- Explain what reading in context is.

Reading in context refers to understanding the meaning of words or phrases not just by their direct definition, but by how they are used in a sentence or larger piece of text. It involves interpreting meaning based on the surrounding words, sentences, or paragraphs, as well as the overall theme or purpose of the text. This technique is crucial for fully grasping nuances, idiomatic expressions, and subtle tones in a piece of writing.

Strategies for Reading in Context:

Look at Surrounding Sentences: Often, the sentences before and after a word or phrase provide clues to its meaning. Pay attention to how the word is used in the overall passage.

- **Identify the Tone and Purpose:** Understanding the tone (e.g., formal, informal, humorous, serious) and the author's purpose can provide insights into the meaning of words or phrases.
- **Use Your Background Knowledge:** Apply what you already know about the subject matter to help understand new concepts or vocabulary.



- **Identify Signal Words:** Words like "however", "therefore", and "in contrast" can signal relationships between ideas and help clarify meaning.
- **Look for Examples or Explanations:** Authors often provide examples or further explanations that can clarify the meaning of a word or phrase.
- **Make Inferences:** Sometimes you may need to read between the lines and make educated guesses based on the information provided.
- **Check for Definitions in the Text:** Especially in academic texts, authors might define a term when it first appears.
- **Read Aloud:** Hearing the text can sometimes make the context and its cues clearer.

Implementation in Reading:

1. **Fiction and Literature:** Understand characters' motivations and plot subtleties.
2. **Academic Texts:** Grasp complex theories or concepts that are explained through examples and extended discussion.
3. **News Articles:** Understand the implications of events or statements in their broader social or political context.
4. **Technical Documents:** Comprehend how specific terms are used within the field.

6- Socialize the following keywords before the text:

Keywords:

1. **Slacktivism:** A derogatory term for low-effort, superficial online activism, like sharing a post or hashtag.
2. **Virtue Signaling:** Actions or posts made primarily to show one's moral stance, often considered superficial.
3. **Mislead:** To give the wrong idea or impression, often intentionally.
4. **Raise Awareness:** To increase knowledge or understanding about a particular issue or topic.
5. **Shallow:** Similar to superficial; lacking depth, seriousness, or meaningful content.
6. **Broadcast:** To transmit a program or information by radio, television, or online media.
7. **Engagement:** Participation or involvement, often used to describe the level of interaction with social media content.
8. **Harvested (in the context of data):** Collected or gathered, often used to describe the collection of personal data from users.

7- Reading:

https://drive.google.com/file/d/1bVQNDCJ1fy_OKPNQ6-LZsgmT-ucVgRRd/view?usp=drive_link



8- True/False Activity: Read the text carefully. Then, evaluate the following statements based on the information and arguments presented in the text.

Decide whether each statement is True or False, and remember that the answers require thoughtful consideration of the text's content.

- **The ownership of social media platforms by large corporations limits the freedom of expression that these platforms promise.**
 - a. True
 - b. False
- **Citizen journalism always provides a more accurate representation of events compared to traditional media.**
 - a. True
 - b. False
- **The Arab Spring's use of social media demonstrates that digital activism can replace traditional forms of protest.**
 - a. True
 - b. False
- **Darnella Frazier's video of George Floyd played a crucial role in the resurgence of the Black Lives Matter movement.**
 - a. True
 - b. False

- **The hashtag #MeToo originally became viral due to celebrities using it on major social media platforms.**
 - a. True
 - b. False

- **One of the criticisms of digital activism is that it can lead to 'slacktivism', where people support causes with minimal effort or commitment.**
 - a. True
 - b. False

- **Social media campaigns are always inclusive and accessible to people from all socioeconomic backgrounds.**
 - a. True
 - b. False

- **The effectiveness of digital activism is undisputed and universally acknowledged as beneficial.**
 - a. True
 - b. False

- **The Cambridge Analytica scandal highlighted the potential for misuse of personal data collected through social media platforms.**
 - a. True
 - b. False

- **Digital activism has had no impact on legal and societal changes in the cases of movements like Black Lives Matter and Me Too.**
 - a. True
 - b. False



9- Below are incomplete sentences based on the text. Complete each sentence using the appropriate word or phrase from the box provided. Some words may be used more than once, and others may not be used at all.

Word box:

- marginalized
- misinformation
- social media
- traditional media
- digital activism
- Cambridge Analytica
- empowerment
- hashtag
- slacktivism
- viral

Sentences:

- The spread of the Black Lives Matter movement on _____ shows the power of _____ in raising awareness about social issues.
- The _____ scandal revealed how personal data can be used for political purposes.
- Citizen journalism on platforms like Twitter and Facebook allows _____ groups to share their stories, often overlooked by _____.
- The use of the _____ #MeToo helped the movement go _____, reaching millions of people worldwide.
- Critics often accuse _____ of being a form of _____, where people show support for causes with minimal effort.
- One challenge of digital activism is the risk of spreading _____ through platforms like _____.
- _____ can lead to the _____ of individuals by giving them a platform to voice their concerns and organize collectively.