



## Lecture 8

# Digital Communication Skills

---

ANDRIAS YULIANTO

JAKARTA INTERNATIONAL UNIVERSITY

# Sub-Topics

---

1. Netiquette (internet etiquette)
2. Emojis, slang, and abbreviations
3. Digital Ads
4. Digital Collaboration & communication tools

# Language Features

---

1. Basic vocabulary for Digital Platforms and Communication
2. Emojis and informal language: emotive language
3. Polite expressions for online etiquette: Modals for suggestions and advice
4. Imperatives: giving instructions and requests politely.
5. Language for discussing digital Ads: persuasive languages

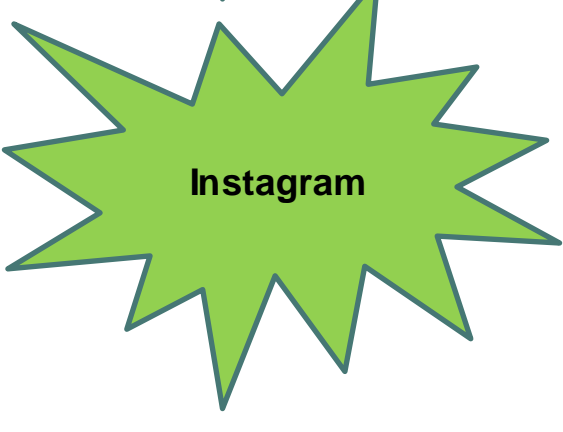
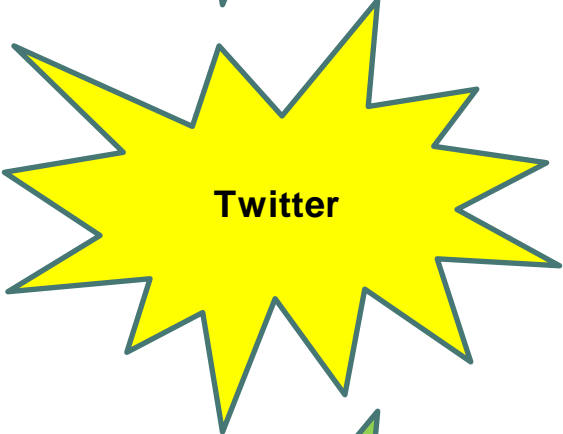
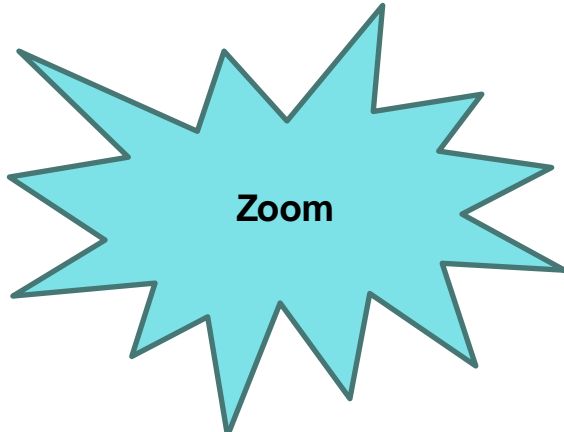
# Learning Objectives

---

**By the end of the lesson, students will be able to:**

1. Identify and describe different digital communication platforms.
2. Post, comment, and react to social media content while understanding tone, emojis, and how to engage politely.
3. Understand and use common emojis, slang, and abbreviations in digital communications.
4. Demonstrate appropriate language and behavior in online chats, including agreeing and disagreeing, and apologizing.
5. Recognize different types of digital ads and discuss their persuasive techniques.
6. Initiate and maintain friendly, respectful online conversations, and find shared interests with others.

What's on your phone?



# What do you usually do on those apps?

---

Word	Meaning	Word	Meaning
upload	To move/copy a file to the internet	comment	A written remark or opinion
download	To copy/move programs into our computer	DM	A private message sent directly to another person
stream	To watch or listen to something directly from internet	hashtag	A word or phrase preceded by the '#' symbol
tag	To attach someone's name to a photo or post on social media	share	To allow others to see, use, or enjoy something
post	To publish message/photo, or video on a social media	subscribe	To follow or sign up to receive content from a channer regularly
like	To click a button to show that you enjoy	Platform	An app or website used for sharing, connecting, or communicating

# Exercise: Vocabulary

---

Fill in each blank with the correct word from the words below:

***hashtag/Upload/like/DM/stream***

I will \_\_\_\_\_ my homework to google docs tonight.

Can you please \_\_\_ my recent uploaded video on YouTube? I try to reach 1000 likes!

I will send her a \_\_\_\_ on Instagram to invite them to come here.

I usually \_\_\_\_\_ football match using this link.

People start using \_\_\_\_\_ #Kaburajadulu on Instagram

# Exercise: Vocabulary

---

Fill in each blank with the correct word from the words below:

***hashtag/Upload/like/DM/stream***

I will **upload** my homework to google docs tonight.

Can you please **like** my recent uploaded video on YouTube? I try to reach 1000 likes!

I will send her a **DM** on Instagram to invite them to come here.

I usually **stream** football match using this link.

People start using **hashtag** #Kaburajadulu on Instagram

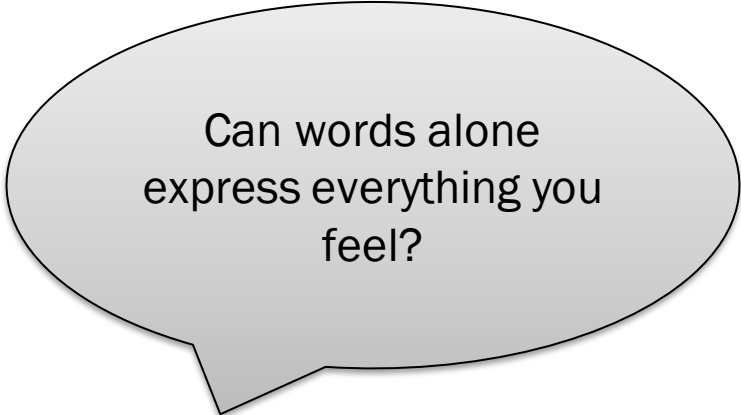
# How do you show emotions?

---

When you post something on social media?

When you comment online?

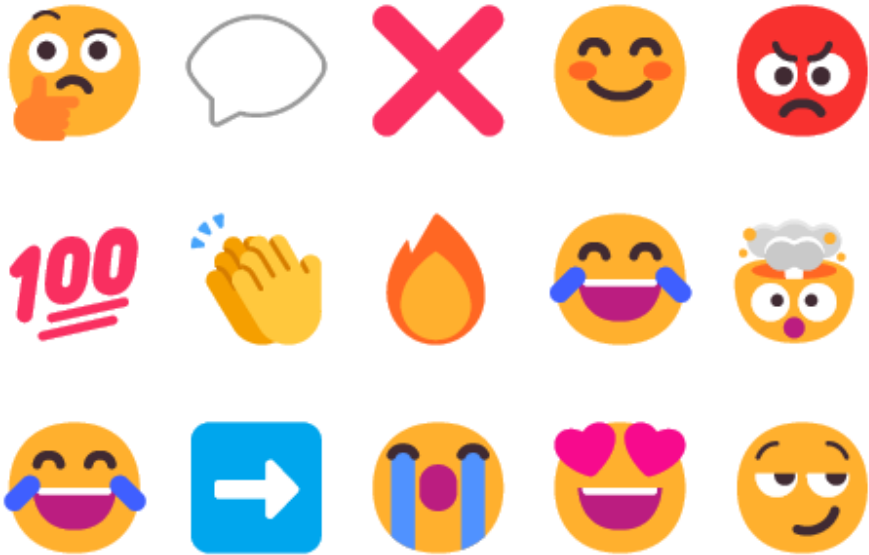
When you send a DM?



Can words alone  
express everything you  
feel?

# What do you think?

---



How do you use it? For positive or negative?

# What about this?

---

LOL

OMG

OTW

ASAP



CMIIW

IDK

FYI

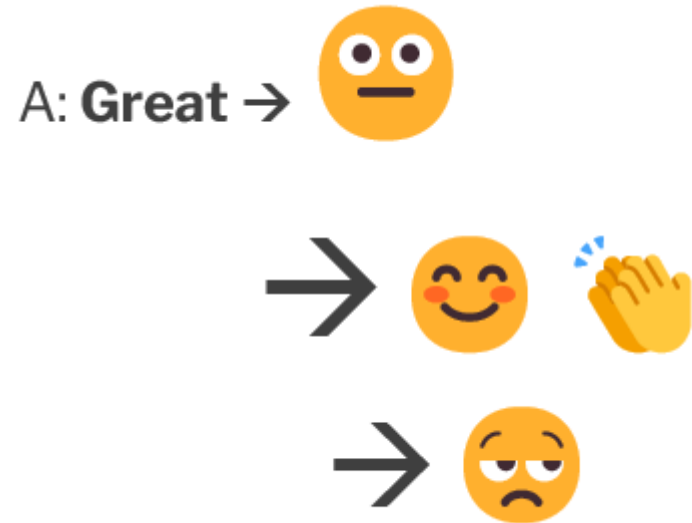
# Informal Language

---

Languages	Role/function	Examples
Emojis	To replace and enhance emotional expression	 
Informal language	Commonly used in digital messages	LOL,OMG, IDK,FYI, OTW,WDYT
Emotive language	Words to show certain feelings	Terrible, heartbroken, fantastic, amazing

# How is your feeling?

---



Supportive  
Neutral/unclear  
Sarcastic

# Can you read?

---

Informal/emotive Emoji	Standard English
The performance was 🔥 🔥 🔥	This is really so exciting and lovely. I really love it!
The food is so 😍 😍	
I feel 🤖 with this job!	
Wait, OTW 🏃 ➡️ 🚀	
This is 🎉 🎉 🎉 ❤️ ❤️ ❤️	
This movie is so 😂	

# Answer




---

Informal/emotive Emoji	Standard English
The performance was 🔥 🔥 🔥	The performance was outstanding!
The food is so 😍 😍	The food is absolutely delicious. I love it!
I feel 🤯 with this job!	I'm overwhelmed because of this job.
Wait, OTW 🏃 ➡️ 🚀	Wait, I'm on my way now!
This is 🎉 🎉 🎉 ❤️ ❤️ ❤️	This is really so exciting and lovely. I really love it!
This movie is so 😂	This movie is really funny. I couldn't stop laughing.

# Practice

---

## Part A – Emoji Replacements

1. I can't believe I finally finished this project! →   
2. That movie was so boring \_\_\_\_\_
3. Let's go. We're late! \_\_\_\_\_
4. I'm so tired \_\_\_\_\_
5. You're right! \_\_\_\_\_ I will try again. \_\_\_\_\_

# Practice

---

## Part A – Emoji Replacements

1. I can't believe I finally finished this project! → 🎉 😭 💪
2. That movie was so boring → 😩 😞
3. Let's go. We're late! → 🏃 ⌚ 🚗 🚪
4. I'm so tired → 😩 😴
5. You're right! → 🙌 I will try again. 💪 🔥

# Practice

---

Part B – Decode the post!

1. can't blive it. Cant stop 😂😂😂 → *The action is so funny. I couldn't stop laughing.*
2. I'm sooo DONE with this app 🙄👁️
3. Just read that novel. Kinda boring ngl 🙄 not my vibe!
4. Ugh OMG!!! Wht the Wi-fi 👁️🙄
5. WOW! Live saved 🙌👑 tysm!!"

# Practice

---

Part B – Decode the post!

1. can't blive it. Cant stop 😂😂😂 → *The action is so funny. I couldn't stop laughing.*
2. I'm sooo DONE with this app 😞😡 → *I am so frustrated with this app.*
3. Just read that novel. Kinda boring ngl 🙄 not my vibe! → *I just finished reading that novel. It was a bit boring and not really what I like.*
4. Ugh OMG!!! Wht the Wi-fi 😡📶 → *Oh no! what's wrong with the wifi? It's really upsetting.*
5. WOW! Live saved 🙌🙏 😊 tysm!! → *wow! That's really saved me. Thank you so much!*

# Create a post

---

In pairs

Create social media post using at least three slang words or emojis

Example:

I'm so excited for the holiday! 😁 Can't wait to relax on the beach 🏖️.

# Quick summary

---

How do emojis help you communicate online?

When should we use them?

Dear, Mr. Brown  
I hope it finds you well. 🙏. Thank you for  
helping me so far 😊

Dear, Mr. Brown  
I hope you have been well. It's been awhile..

# Informal vs formal

---

Informal Message	Formal Email Language
"OMG that vid was LIT 🔥 🔥 can't stop LOL 😂 😂"	The video was highly entertaining. I couldn't stop laughing.
"Ugh the Wi-Fi is trash again 😡 🙄"	Unfortunately, the internet connection is not stable again.
"Yo! Wassup? <u>Long time</u> no see 😎"	Dear <u>ms.</u> Adam, I hope you've been well. It's been a while."
"Hey I need that report ASAP plz 🙏"	Could you please send me the report as soon as possible?

# Let's share

---

What's the nicest message you've received online?

Polite/impolite → emails, Instagram, WhatsApp

How tone affects interpretation?

# Compare this!

---

**direct**

Send me the report now 🙏 →

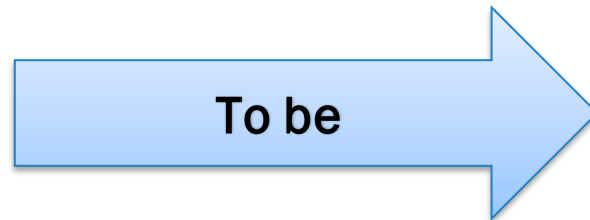
**Less direct**

could you please send me the report when you have the time?

Suggesting

Advising

Requesting



- You might need to update your laptop.
- You should revise your report.
- Could you please send me the draft before submitting to the lecturer.

# Social media says...

---

Situation	Direct Command (Imperative)
I am DEAD tired 😞 .	Take a rest.
OMG... super headache 🤯	See a doctor.
Exercises ❌ Munching 🍟 🍔 ✅	Start working out.

# Direct command (imperatives)

---

Usages:

## **Commands:**

- Sit down and be quiet!
- Don't eat fast-food

## **Warnings:**

Be careful! The steps are wet.

Stop smoking now. It will kill you.

## **Instructions:**

Unpack carefully.

Return after use.

## **Directions:**

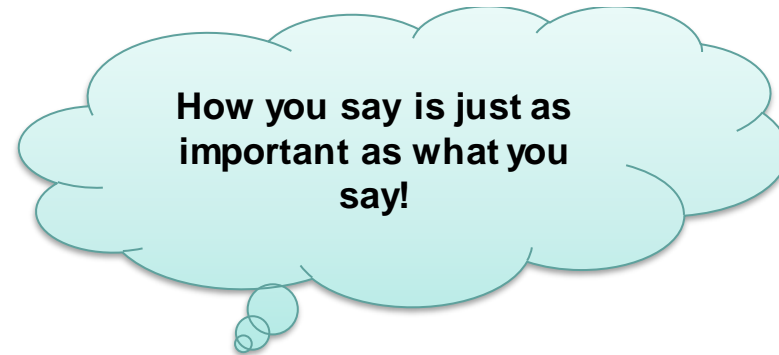
Turn left.

Take the stairs to the third floor.

# Word Choice Affect Clarity

---

Situation	Direct Command (Imperative)	Polite Version
I am DEAD tired 😞.	Take a rest.	You should get some rest. / Maybe you could take a short nap.
OMG... super headache 🤯	See a doctor.	I think you should see a doctor.
Exercises ❌ Munching 🍟 🍔 ✅	Start working out.	You might want to try exercising regularly.



# Word Choice Affects Clarity

---

What should  
I do?

You would recommend...

You should ...

You might want to...

**Should, could, would recommend, might want to** are used to give advice, request, and suggestion.

(Source: Murphy, R. (2019). *English Grammar in Use - Fifth Edition*. Cambridge University Press. pp. 66-72)

# Let's practice

---

## Modified Dialogue (Focus: Polite Suggestions & Advice)

**Student A:** Oh my God. I really need help!

**Student B:** What's going on?

**Student A:** I have a major submission tomorrow morning, and I haven't finished it yet.

**Student B:** You **might want to** reach out to your group members for support.

**Student A:** Yeah, that's a good idea.

**Student B:** You **should probably** get started right away. Also, you **may want to** head out soon—it looks like it's going to rain.

# Word Choice Affect Clarity

---

## Notes:

- **Might want to, should probably, may want to** → polite and less direct than “You should” or “You had better”
- **Softer tone** = more appropriate for online/digital communication

# What would you say to them?

---

## Instagram Post (Caption):

What would you say to your friends or fam in these situations? Drop your advice below using modals like should, could, might want to, had better, etc. 🖱️

1. My friend looks DEAD tired 😞 coz he didn't sleep AT ALL last night
2. My lil bro got a headache 🤒 — turns out he took the wrong meds 😬
3. Dad says he wants to get fit... but keeps munching on 🍟 🍔 and NEVER works out 😂
4. It's pouring 🌧️ and my friend forgot his umbrella 🌂 He's got an exam rn 😬
5. My buddy says he wants to save \$\$ but keeps buying useless stuff 🛒 🛍️

1. **My friend looks DEAD tired** 🥱 **coz he didn't sleep AT ALL last night**

📝 He should get some rest as soon as possible.

📝 He might want to take a short nap before continuing anything.

2. **My lil bro got a headache** 🤕 **— turns out he took the wrong meds** 😬

📝 He should see a doctor right away.

📝 He had better not take random meds without checking next time.

3. **Dad says he wants to get fit... but keeps munching on** 🍷 🍔 **and NEVER works out** 😬

📝 He should start eating healthier and doing light exercise.

📝 He might want to join a gym or go for daily walks.

4. **It's pouring** 🌧️ **and my friend forgot his umbrella** ☂️ **He's got an exam rn** 😬

📝 He should try to find a ride or borrow an umbrella.

📝 He had better leave earlier next time to avoid the rain.

5. **My buddy says he wants to save \$\$ but keeps buying useless stuff** 💰 🛒

📝 He should track his spending and set a weekly budget.

📝 He might want to avoid online shopping for a while.

**Be helpful but polite**

# Common imperatives

---

<b>Social media and Content Sharing</b>	<b>Website and online services</b>	<b>Online instruction and chats</b>
Like and subscribe! Follow for more. Share this post! Tag your friends. Leave a comment below. Swipe up. Click the link in bio. Don't forget to turn on notifications. Watch till the end! Double tap if you agree.	Sign up now. Download the app. Create an account. Enter your email. Read more. Start your free trial. Order now. Log in to continue. Add to cart. Check out.	Click here. Scroll down. Hold the button. Select an option. Upload your file. Type your message. Submit your answer. Refresh the page. Follow the steps below. Fill out the form.

How would you make this polite?

# Don't miss out!

---

Have you ever seen this imperative? Where?



# Persuasive Techniques!

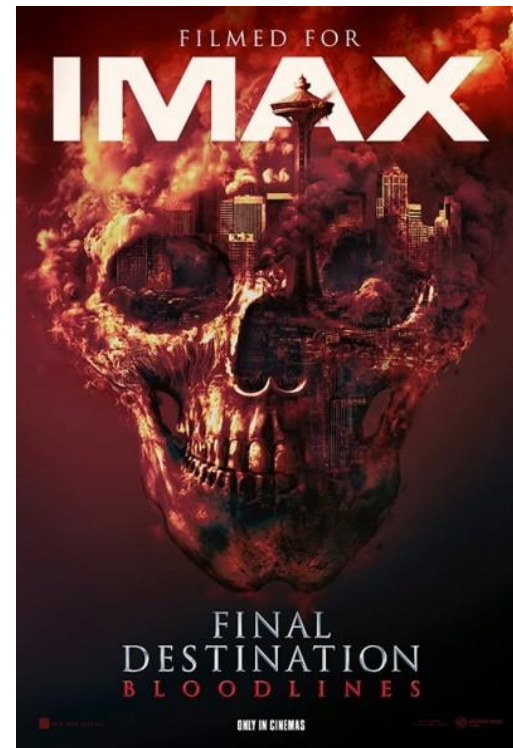
---

Technique	Examples	
Imperatives	Buy now, Don't wait, Try it today	Direct people to act
Rhetorical questions	Are you ready for a change?	Encourage people to consider
Emotional Appeal	Feel more confident, Enjoy peace of mind	Makes audience feel valued
Limited time offer	Only 3 left in stock! Hurry!	Push for quick action
Bandwagon	5,000+ customers love it!	Encourage to follow others
Promotions and Rewards	Save more, Look better, Get smarter	Reduce risk and add values

(Source: <https://www.gourmetads.com/articles/advertising-techniques/>)

# Movie

---



(Source: <https://21cineplex.com/>)

# Digital Communication Around Us

---

What message is the maker trying to send?

Who do you think this ad is targeted to?

How do the visuals and language create an emotion appeal?

# Let's identify

---

How do you feel when you see this content online?

What do you think this ad or post is trying to achieve?



<https://drakes.com.au/share-a-coke/>

# Practice

---

**In pairs, create a short Ad using at least 2 persuasive techniques.**

Prompt:

1. A new skincare product → *Don't let dull skin affect your confidence. You too can enjoy the glow of healthy skin—just like the celebrities. Buy now and enjoy the confidence!*
2. A Concert Event →
3. A new study App →
4. A new smartphone →

# Practice

---

**In pairs, create a short Ad using at least 2 persuasive techniques.**

Prompt:

1. A new skincare product → Don't let dull skin affect your confidence. You too can enjoy the glow of healthy skin—just like the celebrities. Buy now and enjoy the confidence!
2. A Concert Event → limited seats! What are you waiting for?
3. A new study App → It's incredible — hundreds of schools are already using it! Let's work together to make a real difference!
4. A new smartphone → Your life is about to get better with this smartphone! The world is in your hands! We're excited to announce that we have limited stock!

# Digital Communication

---

<https://www.unum.la/blog/the-right-way-to-use-emojis-in-social-media-marketing>

## Emojis for CTAs

I bet you hadn't thought of emojis to improve your conversion rate and increase business. However, there are many emojis that suggest a call-to-action. Here is a list of CTA emojis and how to use them:

- ➡ "Right Arrow"—*Click here to learn more*
- 📞 "Telephone receiver"—*Call us*
- ✉️ "Email"—*Email us*
- 📅 "Calendar"—*Save the date*
- 💰 "Heavy Dollar Sign"—*Save money*
- 😁 "Money-mouth face"—*Earn money*
- 🙋 "Person Raising Hand"—*Show of hands*
- 🕒 "Timer Clock"—*Act by the deadline*
- ⌚ "Hourglass Not Done"—*Time is running out*
- 📦 "Package"—*Get delivery*

## Emojis to break up text

When listing pros and cons, product features, service benefits, event highlights, employee perks, travel itineraries, or any other list items, choose an emoji instead of a bullet point. You can do this with any emoji you choose, but here are the most commonly used emojis in business and marketing:

- ✔️ "Checkmark"
- ✅ "Checkmark button"
- ❌ "Crossmark"
- 👍 "Thumbs up"

# Digital Communication

---

<https://sproutsocial.com/insights/social-media-acronyms/>

## Social media acronyms for businesses

Next we have acronyms frequently used in a business setting. While you'd typically use these acronyms in your marketing meetings and communications, they're equally useful for social media communications, especially if you're in a relevant niche.

10. **B2B** – Business to business. Refers to companies that cater to the needs of other businesses.
11. **B2C** – Business to consumer. Refers to companies that sell products or services directly to customers.
12. **CMGR** – Community manager. They are responsible for managing and nurturing a brand's relationship with its community – not to be **confused with social media manager**
13. **CMS** – Content management system. The tool you use for editing, scheduling and publishing any form of written material for the web.

## Conversational internet acronyms and slang

Most social media acronyms are less business-related and more casual and conversational. A lot of them have been around online for years, while others are a bit more recent. You'll often find these acronyms used in public posts that your followers make or share, or in their comments on your posts.

It's good to know what these social media abbreviations mean so you know what your audience is saying and provide them with a relevant response if needed. Some of these abbreviations are also used as hashtags, and you can take advantage of them for better visibility.

44. **AFAIK** – As far as I know
45. **AMA** – Ask me anything. Often used by celebrities, influencers, industry experts and regular social media users as an open invite for questions.

# Let's wrap up!

Sub-topic	Language Focus / Feature	Examples / Notes
1. Basic Vocabulary for Digital Platforms and Communication	Key terms & tools related to digital platforms	Zoom, Instagram, WhatsApp, YouTube, Google Docs, <u>TikTok</u> , Twitter/X
	Communicative functions	Text, post, comment, DM, stream, upload, scroll, mute, log in
2. Emojis and Informal Language: Emotive Language	Emoji-based expressions, abbreviations	"LOL 😂", "OMG 🤯", "NGL 🤔", "TYSM 🙏", "OTW 🏃👉🚪"
	Translation into formal language	"That vid was LIT 🔥" → "The video was very exciting."
3. Polite Expressions for Online Etiquette	Modals for suggestions & advice	should, would recommend, might want to, could
	Common digital etiquette expressions	"You should reply politely.", "You had better not spam."
4. Imperatives: Giving Instructions & Requests Politely	Command phrases online	Click here, <u>Check</u> this out, Please sign in, Don't forget to...
	Polite softening with "please", "kindly", "let's"	"Please submit your comment", "Let's review the post again"
5. Language for Discussing Digital Ads: Persuasive Language	Persuasive verbs & adjectives	Try now, Must-have, Limited offer, Exclusive, Trending, Viral
	Call to action & selling language	"Don't miss out!", "Subscribe today", "Only for you!", "Be the first to try it!"

# References

---

Murphy, R. (2019). *English Grammar in Use - Fifth Edition*. Cambridge University Press.

Pavlik, C., & Bland, S. K. (2004). *Grammar Sense: Student Book 1*. Oxford University Press.

<https://21cinplex.com/>

<https://www.gourmetads.com/articles/advertising-techniques/>

<https://drakes.com.au/share-a-coke/>

<https://www.unum.la/blog/the-right-way-to-use-emojis-in-social-media-marketing>

<https://sproutsocial.com/insights/social-media-acronyms/>

**Thank You**