



Institut de Formation à Distance

ONLINE ENGLISH COURSES ESP SRT / D2A / LPCM

LICENCE 3

Presentation of trainers

- **Presenter**
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- **CHAPTER 6 : Mass media and Infographics and IT jobs**



Description of the course

- The English course aims at preparing students to professional life through acquisition of knowledge and skills that allow them to communicate.
- For that purpose, the course is based on providing students with skills which allow them to use general English and ESP (**English for Specific Purposes**).



Prerequisites and objectives

- **Prerequisites**

Students should have completed L2 English course

- **Objectives**

This course aims at providing students with the necessary skills to express themselves in English, through conversations, opinions and business letters, ESP courses will allow students to understand and use the appropriate lexical items and expressions related to their fields of study.



Specific Objectives

By the end of this course, students should be able to:

- Know, understand and use multimedia and infographics lexis
- Tell the difference between the Internet and World Wide Web
- Speak about IT jobs



- **Multimedia and infographics terminology**

Definition

Multimedia is a system of relaying information or entertainment that includes many different forms of communication. You might use *multimedia* to give a presentation at school. Multimedia might include video, audio clips, and still photographs, for example. A newspaper's online presence could use multimedia as well, combining graphics, sound, and animation. The word itself, sometimes spelled with a hyphen as *multi-media*, has been used since 1962, from *multi-*, or "many," rooted in the Latin *multus*, "many or much;" and *media*, the plural form of *medium*, or "system of communication."



Vocabulary

1. **Animation** : Representation of motion in graphics or text.
2. **Audio** : Live or recorded sounds.
3. **Rich media** : Are interactive multimedia productions that use technology such as Flash, Java applets, and streaming video.
4. **Tutorials** : Computer-based instruction that teach skills or procedures.
5. **Print publication** :A document that can be printed, such as a flyer, brochure, magazine, cards, banners, posters, coupons, and invitations.
6. **Presentations** : A sequence of slides that usually incorporate text, sound, graphics, and animation to provide information; also called a slide show.
7. **Simulation** : A computer based model of a real-life situation.
8. **Interactive media** : Media that allows participation by the user, or viewer.
9. **Video game** : A software program combining multimedia elements designed primarily for the entertainment of the participation or participants.
10. **Graphic** : A drawing, chart, diagram, painting, or photograph.
11. **Media** : Mass communication, such as radio, television, newspapers, magazines, and the Internet; the plural of medium.
12. **Medium**: In multimedia, a means of conveying information, such as text, sound, graphics, or video.
13. **Multimedia** :The integration and presentation of images, text, and/or sound by means of computer technology.
14. **Text** : Letters, words, and numbers.
15. **Video** :Live or recorded moving images.



• Internet and web

The Difference between the Internet and World Wide Web

Many people use the terms Internet and World Wide Web (aka. the Web) interchangeably, but in fact the two terms are not synonymous. The Internet and the Web are two separate but related things.

1. What is The Internet?

The [Internet](#) is a massive [network](#) of networks, a networking infrastructure. It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet. Information that travels over the Internet does so via a variety of languages known as [protocols](#).

2. What is The Web (World Wide Web)?

The [World Wide Web](#), or simply Web, is a way of accessing information over the medium of the Internet. It is an information-sharing model that is built on top of the Internet. The Web uses the HTTP protocol, only one of the languages spoken over the Internet, to transmit data. Web services, which use HTTP to allow applications to communicate in order to exchange business logic, use the Web to share information. The Web also utilizes [browsers](#), such as [Internet Explorer](#) or [Firefox](#), to access Web documents called [Web pages](#) that are linked to each other via [hyperlinks](#). Web documents also contain graphics, sounds, text and video.

3. The Web is a Portion of the Internet

The Web is just one of the ways that information can be disseminated over the Internet. The Internet, not the Web, is also used for [email](#), which relies on [SMTP](#), [Usenet](#) news groups, [instant messaging](#) and [FTP](#). So the Web is just a portion of the Internet, albeit a large portion, but the two terms are not synonymous and should not be confused.

4. What's the difference between intranet, extranet and internet?

- a) Intranet is shared content accessed by members within a single organization.
- b) Extranet is shared content accessed by groups through cross-enterprise boundaries.
- c) Internet is global communication accessed through the Web.



Assignments

- **Practical exercise: What do these words stand for in infographic's and Multi media vocabulary? (work research)**
1. PC, USB, WWW, CDROM, RAM, ROM, QWERTY, AZERTY, ISP, Wi-Fi, CPU, TFT, [URL](#), [DVD](#), [PDF](#), [HTML](#), DNS, IP, ADSL, MP3, FAQ, MIDI
 2. List the main jobs related to infographics.

IT jobs

• Five questions about IT jobs

What do IT Jobs mean?

An IT training job is one where a seasoned Network Consultant, or some type of well versed IT engineer will teach other people about IT and help them understand a certain technology, or product so they can go back to their company and perform this skill for their job.

2. What jobs are in the IT field?

IT consultant. ...Cloud architect. ...Computer forensic investigator. ...Health IT specialist. ...Mobile application developer. ...Web developer. ...Software engineer. ...Information technology vendor manager

3. What does an IT person do?

An other example of what a person with an IT job would do is manage the network servers for a company. Network servers are the backbone of a company's business. For all those office workers who use PC Computers, all their information and data is stored on a much larger and more powerful computer called a server.

4. How do I become an IT specialist?

Steps to Becoming an IT Specialist: Step 1: Earn a Bachelor's Degree. The BLS maintains that a bachelor's degree in a computer-related field is the most common requirement for becoming an IT specialist. ...Step 2: Gain Professional Experience. ...Step 3: Consider Earning a Master's Degree.

5. What skills do you need to be a IT technician?

You'll need:excellent customer service skills., the ability to explain technical issues to non-technical users.analysis and problem-solving skills., the ability to prioritise and manage tasks.



List of Information Technology (IT) Job Titles

Introduction

one company to another. For instance, one company may recruit for a "developer" where another recruits for a "programmer" — but the work may be precisely the same at the two companies, despite the difference in job titles. Also, many of the [skills in this field are transferable](#), which means candidates may be qualified for many different roles. Below is a list of some of the most common job titles from the IT industry, as well as a description of each. For more information about each job title, check out the Bureau of Labor Statistics' [Occupational Outlook Handbook](#).

- 1. Cloud Computing Engineers:** Computer computing engineers define, design, build, and maintain systems and solutions leveraging systems and infrastructure managed by cloud providers such as Amazon Web Services (AWS) and Microsoft Azure.
- 2. Computer Network Specialists:** Computer network specialists and analysts define, design, build, and maintain a variety of data communication networks and systems. They typically have a bachelor's degree in computer science or a related field. Some also have a master's degree in business administration (MBA), with a focus in information systems. Computer network architects can earn relatively high salaries.
- 3. Computer Support Specialist:** [Computer support specialists](#) and network administrators help computer users and organizations. Some of these specialists support computer networks by testing and evaluating network systems and ensuring that the day-to-day operations work. Others provide customer service by helping people with their computer problems. Some require a bachelor's degree, while others need an associate's degree or post-secondary classes.
- 4. Database Administrator:** Database administrators help store and organize data or companies and/or customers. They protect the data from unauthorized users. Some work for companies that provide computer design services. Others work for organizations with large database systems, such as educational institutions, financial firms, and more.
- 5. Information Technology Analysts:** IT analysts are responsible for designing and implementing organizational technology for businesses. They create solutions for collecting and analyzing market data, customer input and client information.
- 6. Information Technology Leadership:** Leadership in IT draws from candidates with strong technology backgrounds and superior management skills. They have experience in creating and implementing policies and systems to meet IT objectives, and the ability to budget the time and funds necessary.
- 7. Information Security Specialist:** The increased incidence of security breaches and the associated danger of identity theft has enhanced the importance of protecting data on commercial and governmental sites. Information security analysts help defend an organization's computer network and computer systems. They plan and carry out a variety of security measures, such as installing and using software, and simulating cyber attacks to test systems.
- 8. Software/Application Developer:** [Software developers](#) design, run, and test various computer programs and applications. Application Developers create new applications and code solutions. They usually have a bachelor's degree in computer science or a related field. They also have strong programming skills.
- 9. Web Developer:** Web developers design, create, and modify websites. They are responsible for maintaining a user friendly, stable website that offers the necessary functionality for their client's needs. Some jobs require a bachelor's degree, while others need an associate's degree including classes in HTML, JavaScript, or SQL.

Assignments

- PRACTICAL EXERCISE: Answer the questions
 1. Define shortly IT Jobs.
 2. What are the IT Jobs characteristics?
 3. List the necessary skills to become an IT specialist



Sources

- Adapted from:

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