

**TOPIC: ANNOTATED BIBLIOGRAPHY**

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## Introduction

The report consist 10 sources that provide a detail knowledge about communication strategy including the digital communication strategy for an organization. The chosen organization is school in which I have experienced. In the competitive market, effective communication is vital thereby it is important to describe the detail about communication strategy for teachers.

## Article 1

Baskin, C. and M. Williams (2006). "ICT integration in schools: Where are we now and what comes next?" *Australasian Journal of Educational Technology & Society* 22(4): 455-473.

The article reflects the detail about the Information and communication technology used in school for communication purpose. Students will develop major skills that are reflective in nature. The chapter enhances the leverage that is taken for the school based solution. It is important to develop skills and work on the information at the computing and processing level. The paper is a major snapshot that works on the efforts of ICT for developing students skill in the form of various online courses and MLE benchmark studies. The course work presents the paper profile for the integration of schools and identifying the decisions of schools while providing education to the students. A proper plan, design and development of the course is build in school with the ICT formation and infrastructure. The schools help in participating with the studies that work on ICT integration efforts.

## Article 2

Zagami, J., Bocconi, S., Starkey, L., Wilson, L., Gibson, D., (2018). "Creating future ready information technology policy for national education systems." *Technology, knowledge and learning*, vol. 23, no. 3, pp. 495-506.

The article presents the increase use of information and technology in the global transition. The society and the education systems need to change the perception and technologies for improving the higher education studies. The increased challenges are observed in the society while adopting the new systems that ensure development with the national policies to be addressed successfully. The paper presents the challenges and the solutions for evaluating the national policy and working for better results to achieve the results and to focus on the major perspectives with the

solutions and empowering the nation's educational systems. The members of the Thematic Working Group have addressed the learning outcomes that present and ensure the nation's education system with the help of digital technologies. Adopting the digital framework of policies, the evidence based information is provided that result in enhancing teacher leadership and self-development for students.

### **Article 3**

Kohle, Fritz & Cuevas, Arleen. (2010). A CASE STUDY IN USING YOUTUBE AND FACEBOOK AS SOCIAL MEDIA TOOLS IN ENHANCING STUDENT CENTERED LEARNING AND ENGAGEMENT.

The research article presents a case study in which the use of facebook and YouTube tools enhance student's knowledge and interest in education and engagement. The use of social media has emphasized the latest technologies and have generated several ideas in the form of digital communication strategy. The nature and the access of barriers are stratified with the pervasiveness and the learning institutes that are reluctant in providing and embracing the technologies for development. the academic experience of the students improves while using the social media websites as it helps to gain knowledge and understand the latest technologies evolving learning environment. The article examines the major importance that enhances the social media use and harness the technology and knowledge of students in Netherlands. The short films and media emphasizes is useful with cultural development and delivering the cross disciplinary actions of students. The technical questions are answered with the supplement results that work on multi-cultural environment.

### **Article 4**

Gámez, Ismael. (2015). Educational use of Facebook in higher-education environments: current practices and guidelines. International Technology, Education and Development conference, Madrid.

The article ensures that the social networking systems that are used in the education system are designed in order to get benefits and work on the collective knowledge of managing the learning experience and working on supporting the collective orientation and education process. The

importance of using the tools ensures that the higher education teachers should work on the tools that connect students with the digital technologies and tools. There are several documents that tend to work on identifying the issues of digital strategy in communication process. The risks and opportunities are observed in the article that presents the findings and recommendations of using digital strategy while focusing on Facebook as a social networking insight instrument for student knowledge. The issues are presented and the solutions are summarized with the educational review about using the social networking website.

### **Article 5**

Delello, J., Mcwhorter, R. & Camp, K., (2015). "Using social media as a tool for learning: A multi-disciplinary study." *International JI, on E-Learning*, vol. 14, no. 2, pp. 163-180.

The research article explores the dynamics of study while using social media tool in order to increase the learning interest in higher education classroom. The researchers have focused on the three disciplines such as human resource development, education and marketing. At the same time the forces have seek knowledge about the retrospective analysis that ensure the learning concepts such as community building, engagement and personal meaning. The learning framework is introduced with the framework of using digital communication with social media network. This study enhances the exploratory method of using mixed technology while using the multiple case study and approaching towards the seven social media platforms such as Pinterest, Twitter, Facebook, LinkedIn, Skype, Second Life and YouTube. These are the several social media platforms that help to gain knowledge for higher education students and are explained in detail while emphasizing E-Learning education and its promotions.

### **Article 6**

Duffy, P. "Engaging the YouTube Google-Eyed Generation: Strategies for Using Web 2.0 in Teaching and Learning." *The Electronic Journal of e-Learning* Volume 6 Issue 2, pp 119 - 130,

The article presents the social media analysis consisting of YouTube, Blogs, RSS and Wikis. These are the buzz words that are associated with websites and largely represent the pedagogical paradigm of using new set of tools in the education system. There are several implications while using the possible shift from using archetypical vehicles to learning notes and PowerPoint from

the websites and e-learning course. These are ubiquitous in nature and engage a user-content generated study that represent the guided experience and online learning criteria that ensure teaching technologies and delivering the major content that is important in education for the students. Learning Ecology is about presenting the lives of technologies and generating the explored nature of collaborative and creative ideas have ensured a critical assessment of the study. The study focuses on personalization of information to students for engaging in the education programs that are online and consist with the Web 2.0 technologies. These can be widely explored with the co-creative and collaborative use of education programs.

### **Article 7**

Reuben, R., (2008). "The use of social media in higher education for marketing and communications: A guide for professionals in higher education."

The article reflects the survey that is presented in the study. The importance of social media and communication strategy in higher education is observed with data and figures in order to find the results of using social media in higher education. The guide has introduced several websites and social media network such as Facebook, MySpace, Flickr, YouTube, blogs and Twitter. The survey is taken from 148 colleges and is then responded with the study that ensures all the answers and the solutions in teaching with the social media importance. The target audience is selected and the department of the college are selected as the responsible department for maintaining and improving the education system while practicing and using the best practices and considering importance of social media networks in higher education marketers.

### **Article 8**

Karmakar, A. & Nath, A., (2014). "E-Learning Methodologies, strategies and tools to implement lifetime education anywhere anytime." International Journal of Innovative Research in Advanced Engineering Volume 1 Issue 4. (IJIRAE) ISSN: 2349-2163.

The research article consist the E-learning aspect that can be used as a lifetime education. E-Learning is an important issue that works towards spreading the knowledge of higher education in the society. the education strategy is moreover important to consider the asynchronous and synchronous methodologies that effect the society while facing rapid change and enhancing the

productive environment. The present study ensures that the research is presented with the paper that discusses the e-learning strategies that are based on different aspect but have certain issues that can be resolved with the strategies that empower the workforce and tend to ensure the change that benefits students while creating a learning environment. It is accepted that the e-learning aspects ensure the tool for development and knowledge management while there are several suggestions that focus on asynchronous mode that are ensure the learning model for life time.

### **Article 9**

Madar, M, J. & Willis, O., (2014). "Strategic model of implementing E-learning." International journal of scientific and technology research, vol. 3, no. 5.

The article reflects the application of E-learning aspects in information and technology. The teaching and the learning process is ensured with E-learning aspects with several models and solutions for improving education system in the school and universities. The research refers the existing model that is Technology Acceptance Model known as TAM. This model is based on theoretical aspect and is a learning strategy that ensures pedagogical model that is been used in the school. TAM model includes perceived usefulness, intention to use and perceived ease of use of modern technology. The model represents the interface and usability. With the theory based design, the instructional strategy, learning technologies and pedagogical models are reflected. The Funnel model is discussed that enhances the learning technologies and presents the modalities with several ad-hoc approaches. The E-learning model ensures educational quality and is compromises the tertiary education improvements that are adopted in higher education.

### **Article 10**

Dede, C. 2014. "The Role of Digital Technologies in Deeper Learning. Students at the Center: Deeper Learning" Research Series. Boston, MA: Jobs for the Future.

The research presents information about new designs that are used in learning and the strategies that enhance as the proven strategies for developing education knowledge and interest. The digital tools and the media that are used have a positive impact on the practice and learning environment of students. The automated conventional models are presented in the research with the detail of continuation of providing teaching methods that ensure continuous growth and set a

learning goal for students. There are several learning management systems that ensure the skill instruction and provides digitalized videos that present the primary information for student. The two proven strategies are discussed in the article such as using digital teaching platforms and using immersive authentic simulations. The subjective sense of immersive is being there and working with realistic experience that enhance a well-crafted knowledge to the viewers.



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