

# BTS COMMUNICATION

## ÉPREUVE ORALE D'ANGLAIS – Session 2016

Sujet 6

### DOCUMENT 1

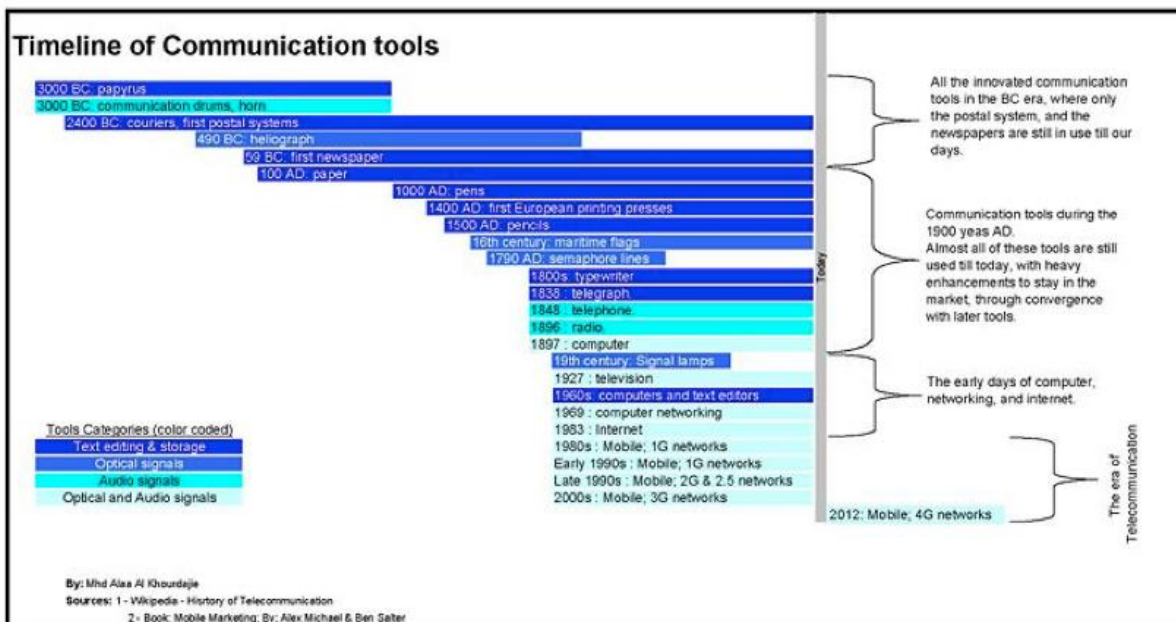
#### Communication in the 21st Century

Posted on November 1, 2010 by [Melissa Waddoups](#)

Communication between humans is nothing new. Humans are social and communication is a vital process by which meaning is defined and shared. In the new age of digitization, the way we communicate has greatly changed. The expectations we place on those we communicate with vary from medium to medium. Sending a letter through the postal mail sets up an expectation of a response that will come in days; email, in hours; instant messaging, in minutes. Online communication tools have the potential to increase our awareness of day-to-day interactions of our professional or social contacts with online communities of people who gather to share information and personal experiences. Are these interactions bringing us closer to our family and friends or is the intended message misunderstood, lost in transmission.

<https://melissawaddoups.wordpress.com/tag/integrated-marketing-communications/>

### DOCUMENT 2



### DOCUMENT 3

## WHAT ARE 21ST CENTURY SKILLS? THESE 4 C's:

**C**

**COMMUNICATION**

Sharing thoughts, questions, ideas & solutions

**C**

**COLLABORATION**

Working together to reach a goal. Putting talent, expertise, and smarts to work

**C**

**CRITICAL THINKING**

Looking at problems in a new way and linking learning across subjects & disciplines

**C**

**CREATIVITY**

Trying new approaches to get things done equals innovation & invention