

Digital Communication and Personality Making

Content Creation for Social Media: Emails, Webinars, podcasts, Blogs. Effective and Ethical use of Social Media by Text and Technique, Speech and Personality, Personality Analysis: Types of Personality; Concept of Personality: Maslow, Freud, Vivekananda, Jung Typology & Personality Assessment.

Content Creation for Social-Media

Content creation is the process of creating various forms of media that appeal to your target audience.

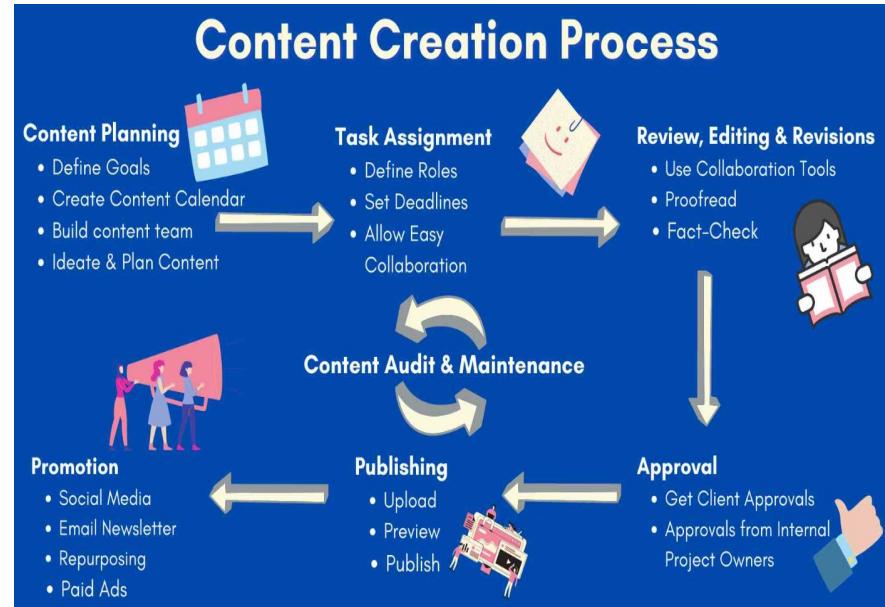
It involves multiple steps, from generating an initial idea to promoting a published piece.

Content creation is a very creative and innovative process.



Purpose / Goal of Content Creation :-

- To engage and connect the audience
- To inform ,update and upgrade the audience.
- To instruct the audience.
- To convince and persuade the audience.
- To motivate , influence and inspire the audience.
- To entertain the audience.
- Besides these, good content builds brand awareness, engagement, loyalty and helps achieving marketing goals in the digital era.



EMAILS

Electronic mail (email or e-mail) is a method of transmitting and receiving messages using [electronic](#) devices.

History of E-Mail - The first e-mail was created by **Ray Tomlinson in 1971**.



Types of E-mail - There are **16** types of E-mails, some of these are-

Newsletter E-mail

Confirmation email

Survey E-mail

Discount Email

Lead generation E-mail

Promotional E-mail

We rely heavily on email to communicate with colleagues, clients, vendors, etc. Some emails are far too long, stringing paragraph after paragraph together, While some are way too formal, or entirely too informal, Since we rely so heavily on email, every email we send should be well-written, and serve the intended purpose to disseminate information, while also being collegial.

Effective emails, not only share information in a clear and concise manner, they save time and effort for both the reader and the recipient, which in the long run, impacts the bottom line.

Content creation for E-mails

Content creation for emails is a crucial aspect of email marketing and communication.

Some Points to Remember :-

1. Subject Lines are Important.

So keep your subject line self-explanatory., attention-grabbing.

2. Email content should be clear and transparent.

3. Use Bullet Points and Highlight Calls to Action.

4. Keep it Short, brief, and to the point.

5. Don't Muddle Content.

6. Be Collegial.

7. Watch your tone,

It must sound sweet, mannered and sophisticated.

8. Avoid too many Exclamation Marks.

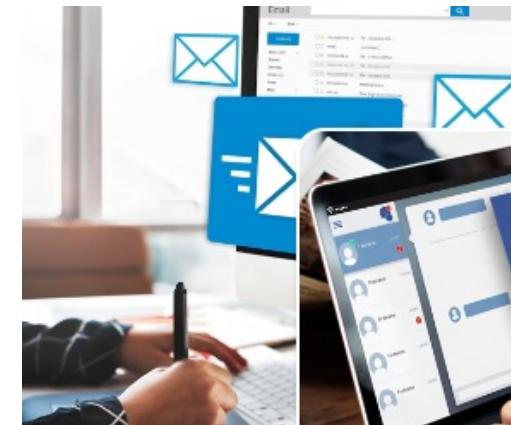
9. No emojis should be used.

10. Avoid Quotes,

That Could Be Offensive to Others.

11. Incorporate visuals like images, graphics, and videos to enhance the appeal of email.

Also, ensure that visuals are relevant to the message.



Webinar

A Webinar is an interactive online event where a group of participants can listen to a speaker who delivers a presentation or seminar by sharing their remote screen. The organizer of a web-based webinar can also conduct interactive polls and Q&A sessions to keep the audience engaged.

The word **webinar** is a blend of **web** and **seminar**.

History of webinar – The Webinar started in 1996.

Types of webinars- There are generally four types of webinars-

Live webinars, Automated webinars, Hybrid webinars, On-demand webinars.

How To Make Webinar Content Shine

1. Pick a narrow topic

2. Decide the best format for the topic

Interview webinars:

Q&A webinars:

3. Create a structure

4. Write a compelling script

5. Improve the slides



Podcast

What is Podcast - A podcast is a digital audio program consisting of a series of audio episodes, that one can download or stream from the internet.

History of Podcast - In its earliest form, it was called audio blogging. In 2004, Ben Hamersley first used the term podcast to describe this content.

Types of Podcasts –

Interview podcast

Conversational (co-hosted) podcast

Educational podcasts,



Podcasts have become a popular medium for sharing information, entertainment, motivation, and stories, biographies, autobiographies.

Whatever the format, podcasts are an audio experience that connects creators directly with listeners' ears.

How To Create Interesting Podcast Episodes

- 1. Talk about things you're interested in**
- 2. Focus on your target audience**
- 3. Tell lots of stories**
- 4. Help your audience take the next step**
- 5. Ask your listeners questions and report their responses**
- 6. Stay on topic and don't wander too much**
- 7. Invite unique experts onto your show**
- 8. Listen carefully to your guests**
- 9. Choose guests with the right qualities**
- 10. Make your podcast audio perfect**



Blog

A blog (short for “weblog”) is an online journal or informational website run by an individual, group, or corporation that offers regularly updated content (blog post) about a topic.

History of Blogs- The first blog is believed to be Links. net. It was created by **Justin Hall** in **1994**.

Types of Blogs -

Food blog

News blog

Travel blog

Movie blog

Business blog

Personal Blog

Political Blog and the like....



Since the term blog was not yet used, so he simply called it his personal homepage.

Credit of being India's first professional blogger goes to Amit Agarwal.

How to Write a Blog Post in Five Easy Steps:

Step 1: Planning

Step 2: Write your headline

Step 3: Draft your post

Step 4: Add images

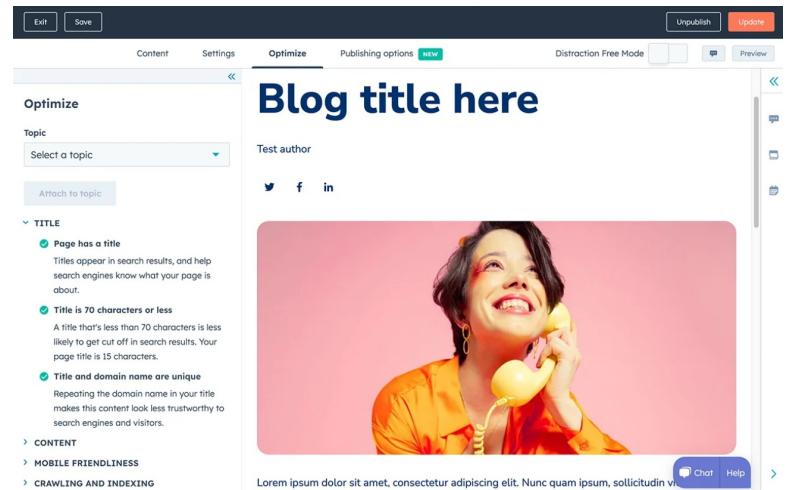
Step 5: Edit your blog post

Keep current topic in your discussion.

Know your audience in and out and offer them what they exactly want.

Conduct keyword research to identify popular and relevant keywords and phrases related to your chosen topic. These key words can help improve the discoverability of your blog post through search engines.

Gather qualitative content after proper research to provide depth and credibility to your blog post.



Effective and Ethical use of social media by Text and Technique

Effectively and ethically using social media involves thoughtful text creation and strategic techniques. Craft engaging content that adds value to your audience, encourages positive interactions, and respects privacy. Utilize techniques like storytelling, visuals, and hashtags to amplify your message, while avoiding misinformation or manipulation. Prioritize authenticity, transparency, and empathy in your online presence to build trust and foster a healthy digital community. Let's break down these aspects:

1. Text Creation:

- **Authenticity:** Be genuine in your communication. Share real experiences, opinions, and information. Authenticity builds trust and credibility with your audience.
- **Clarity:** Clearly articulate your messages. Avoid ambiguity or language that could be misunderstood. Well-crafted, concise content is more likely to resonate with users.
- **Respectful Tone:** Maintain a respectful and inclusive tone in your posts. Avoid offensive language, discriminatory remarks, or anything that may alienate or offend your audience.
- **Value Addition:** Ensure your content adds value to your audience. Whether it's educational, entertaining, or informative, make sure your posts contribute positively to the online community.



2. Strategic Techniques:

- **Visuals:** Incorporate visually appealing elements. Images, infographics, and videos can significantly enhance engagement. Ensure they are relevant to your message and adhere to copyright laws.
- **Storytelling:** Narratives capture attention and create emotional connections. Share stories that resonate with your brand or message. This helps in making your content more memorable.
- **Hashtags:** Use relevant and trending hashtags to increase the discoverability of your content. However, avoid overloading posts with too many hashtags, as it may come across as spammy.
- **Consistent Posting Schedule:** Establish a consistent posting schedule. Regular, predictable updates help maintain audience interest and loyalty. However, prioritize quality over quantity.

Ethical Considerations:

- **Privacy:** Respect user privacy.
- **Misinformation:** Verify information before sharing it.
- **Engagement with Integrity:** Interact with your audience ethically.
- **Cultural Sensitivity:** Be mindful of cultural differences and sensitivities.

Speech and personality

Speech and personality are interconnected as speech patterns often reflect aspects of an individual's personality. The tone, pace, and choice of words can convey emotions, confidence, or even introversion. For example, an outgoing person might have more animated and expressive speech, while someone reserved might speak more softly. Overall, speech serves as a window into one's personality, allowing others to glean insights into traits like extroversion, confidence, or warmth.

Speech and personality are intricately linked, and understanding this connection involves considering various elements:

1. Tone and Pitch:

*High vs. Low Pitch: A person with a higher pitch might be perceived as more enthusiastic or energetic, while a lower pitch can be associated with calmness or authority.

2. Pace and Rhythm:

*Fast vs. Slow Pace: Rapid speech may indicate excitement, impatience, or nervousness, while a slower pace could convey thoughtfulness or composure.



3. Word Choice and Vocabulary:

***Expansive Vocabulary:** Those with a rich vocabulary might be perceived as knowledgeable or articulate, reflecting an intellectual aspect of their personality.

4. Content and Style:

***Topics of Interest:** The subjects a person frequently discusses can reveal their passions, interests, or areas of expertise, providing insights into their personality.

5. Emotional Expression:

***Expressiveness:** Highly expressive individuals may convey emotions readily through their speech, providing glimpses into their emotional openness.

6. Listening and Communication Style:

***Active Listening:** A person who actively listens and engages in conversations might indicate a social and empathetic personality.

In summary, speech patterns are a multifaceted reflection of personality traits, encompassing emotional expression, communication style, and linguistic choices. Analyzing these elements can provide valuable insights into an individual's disposition, social tendencies, and emotional landscape.



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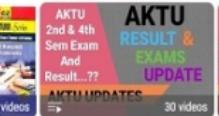
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Personality Analysis: Types of personality

Personality is a characteristic way of thinking, feeling, and behaving. Personality embraces moods, attitudes, and opinions and is most clearly expressed in interactions with other people. It includes behavioral characteristics, both inherent and acquired, that distinguish one person from another and that can be observed in people's relations to the environment and to the social group.



What is personality analysis -Personality analysis is to analyze and evaluate core qualities, including reliability, determination, confidence, gentleness and the like of an individual.

Purpose of personality analysis –

To find out the weaknesses and strengths of one's personality.

*To see the changes in one's personality.

To assess theories, to examine which one therapy would affect which one type of personality...

Types of Personality

TYPES OF PERSONALITY

**E**

EXTROVERTS

are energized by people, enjoy a variety of tasks, a quick pace and are good at multitasking

I

INTROVERTS

often like working alone or in small groups, prefer a more deliberate pace, and like to focus on one task at a time

S

SENSORS

are realistic people who like to focus on the facts and details, and apply commonsense and past experience to come up with practical solutions

N

INTUITIVES

are energized by people, enjoy a variety of tasks, a quick pace and are good at multitasking

T

THINKERS

tend to make decisions using logical analysis, objectively weigh pros and cons, and value honesty, consistency and fairness

F

FEELERS

tend to be sensitive and cooperative, and decide based on their own personal values and how others will be affected by their actions

J

JUDGERS

tend to be organized and prepared, like to make and stick to plans, and are comfortable following most rules

P

PERCEIVERS

prefer to keep their options open, like to be able to act spontaneously and like to be flexible with making plans

Concept of Personality

Personality theories have been posited by many different researchers. These theories attempt to explain the development and components of personality. Because of the nature of personality there is a large area of unknown due to the inability to physically test the personality and its components. Several famous researchers have attempted to explain personality despite limitations of testing. The most prominent of theorists in this area of psychology are Sigmund Freud, Carl Jung and Abraham Maslow.

PERSONALITY



Abraham Maslow

It was first introduced by Abraham Maslow in **1943** for his paper titled "**Theory of Motivation**" and is based on a **hierarchy of needs**, which starts with the most basic needs and subsequently moves on to higher levels.

Maslow's hierarchy of needs is displayed **like a pyramid** with the most fundamental need at the bottom, while the highest on the top.

Maslow's hierarchy of needs: Abraham Maslow developed a human hierarchy of needs that is conceptualized as a pyramid to represent how people move from one level of needs to another. First physiological needs must be met before safety needs, then the need for love and belonging, then esteem, and finally self-actualization.



Maslow's hierarchy of needs

Sigmund Freud

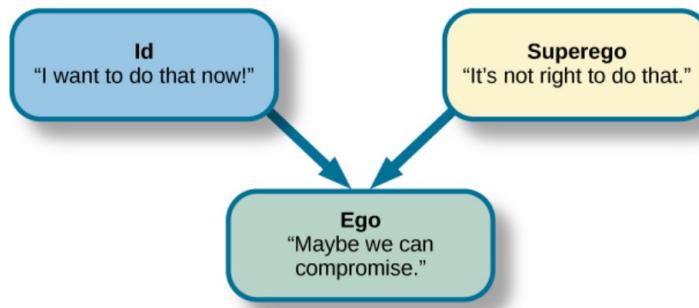
In simple terms, Sigmund Freud's theory suggests that human behavior is influenced by unconscious memories, thoughts, and urges. This theory also proposes that the **psyche comprises three aspects: the id, ego, and superego.**

Id represents - instincts,Ego presents Reality, Superego presents Morality

The **id** is basically like what we're born with, and it's all about pleasure. For example, newborns just want their needs fulfilled, and they want whatever feels good at the time. There isn't much awareness of anything else.

The **ego** begins to develop as we move into later stages of development. The ego is more aware of others outside of us. The ego tries to get the id's needs met but with more consideration that there are other people out there. The ego begins to develop as we move through the later stages of development.

The **superego** is the part of the mind that operates as the processing center. This is sort of like the part of the brain that is concerned with things like morality or right and wrong. The superego begins to develop in the phallic stage, when we're around five years old.



Swami Vivekananda

The Indian tradition provides a very rich of concepts and ideas in the domain of personality development, These ideas have been presented elaborately in the Vedas and Upanishads which are the richest sources of understanding personality development in ancient Indian thought.

Vivekananda concept of development of personality is very much influenced by this philosophical notion.

Swami Vivekanand gave three golden rules-

- (1) Who is helping you- do not ever forget them.
- (2) Who is loving you- do not hate them.
- (3) Who is believing you- do not cheat them.

So, Swami Vivekananda's personality development starts from the mind,not from the body.

According to Swami Vivekanand, the mind acts as our enemy, whereas a trained mind acts as our friend.



Vivekananda believes that a human being is not simply a composite of body and mind. He is something more. **According to the Vedanta philosophy, a human being has five sheaths,**

Panch kosh

The physical sheath -Food- Annamaya

The vital sheath - Air- Pranamaya

The mental sheath - Mind- Manomaya

The intellectual sheath - Intellect - Vigyanamaya

The blissful sheath - Bliss - Anandmaya

Today's education can at best touch the first four sheaths, but not the last one. Secular knowledge, skills and moral values may take care of the first four sheaths, but spiritual knowledge is essential for the fifth. Moreover, it should be noted that the fifth sheath is the reservoir of bliss, knowledge and strength, and all the other sheaths are activated by the fifth.

Carl Jung

Carl Jung is a Swiss psychologist (1875-1961), who is best known for analytical theory and the two compartments of the unconscious.

Carl Jung believed that there are four functions that control the way, people view and act in the world.

These functions are - thinking, feeling, sensation, and intuition.

The psychological types identified by Jung are based on factors such as general attitude and psychological functions. The four basic psychological functions or dimensions that are the focus of Jung's theory are:

1. Extraversion vs. introversion
2. Sensation vs. intuition
3. Thinking vs. feeling
4. Judging vs. perceiving

Personality Assessment

What is Personality Assessment - Personality assessment is a process of evaluating and measuring an individual's personality traits, characteristics, skills, potential and behavioral tendencies. It helps to develop a deeper understanding of how a person thinks, feels, reacts, and behaves in various situations.

Personality measurement

Use personality inventory(assessment tool) to determine

Different theories of personality use different types of assessment techniques

Personality assessments are used in **psychology, counseling, education, and recruitment** for various purposes such as career **planning, team building, individual development, clinical diagnosis, and the like....**

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