

What is *going digital*?

SPEAKING

LEVEL
Advanced

NUMBER
EN_BE_3715S

LANGUAGE
English

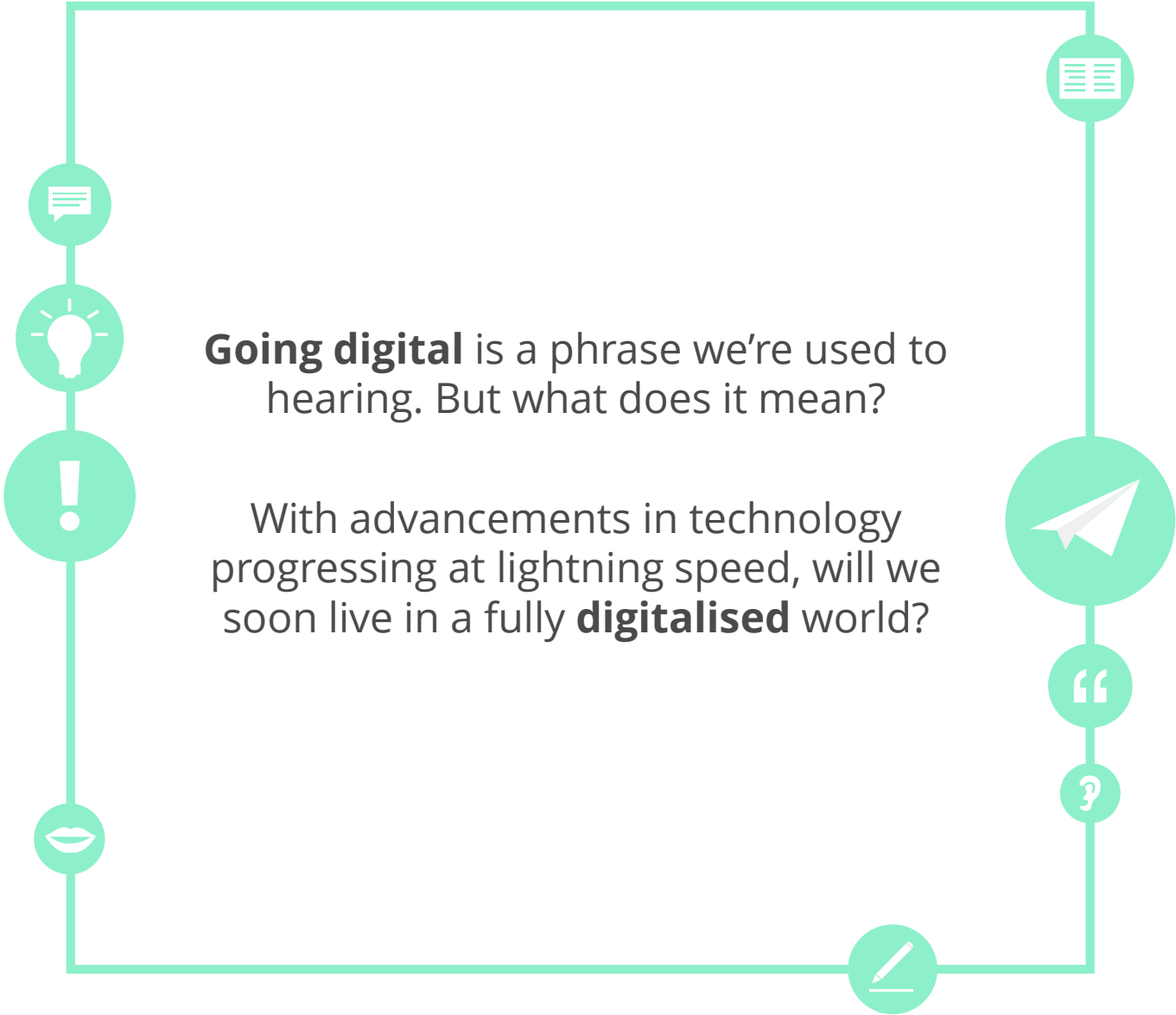




Goals

- Can read, listen to and understand a complex text on the concept of going digital.
- Can present my own thoughts on technology and evaluate how it has changed the way businesses work.





Going digital is a phrase we're used to hearing. But what does it mean?

With advancements in technology progressing at lightning speed, will we soon live in a fully **digitalised** world?



Going digital

Discuss what you understand by the phrase **going digital**?





Elements of the digital life

Explain to your elderly neighbour, who knows little about the digital world, what the things on the cards below are.



How are they used? Why are they important?

mobile phone

social media

laptop

internet

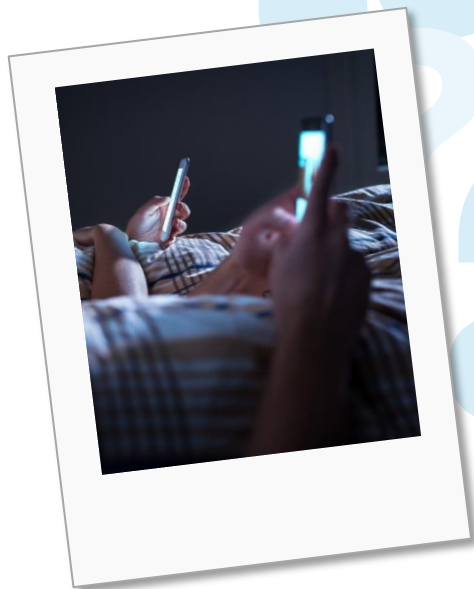
website

e-mail



Discuss

**Could you
survive without
the internet?**





What is going digital?

What exactly do we mean when we talk about **going digital**? It's a term that is frequently used but it can be hard to **pin down** the exact meaning. There are several different aspects to take into account when thinking about the meaning behind going digital. **By all accounts** going digital tends to involve adopting and becoming active with social media.

Digital businesses are those which engage with various forms of social media and use them to interact with their consumers. In recent years, the use of social media has really **shaken up** the advertising and marketing industries. There has been a **shift** away from more traditional forms of advertising, such as those found in newspapers and magazines, towards online advertising.





What is going digital?

It has been difficult for some companies to keep up with the changing trends, as online advertising campaigns have to be **fresh** and engaging. As well as **hooking a customer's attention** with social media, going digital involves interacting with and responding proactively to customers. This interaction has been proven to improve customer experience.





What is going digital?

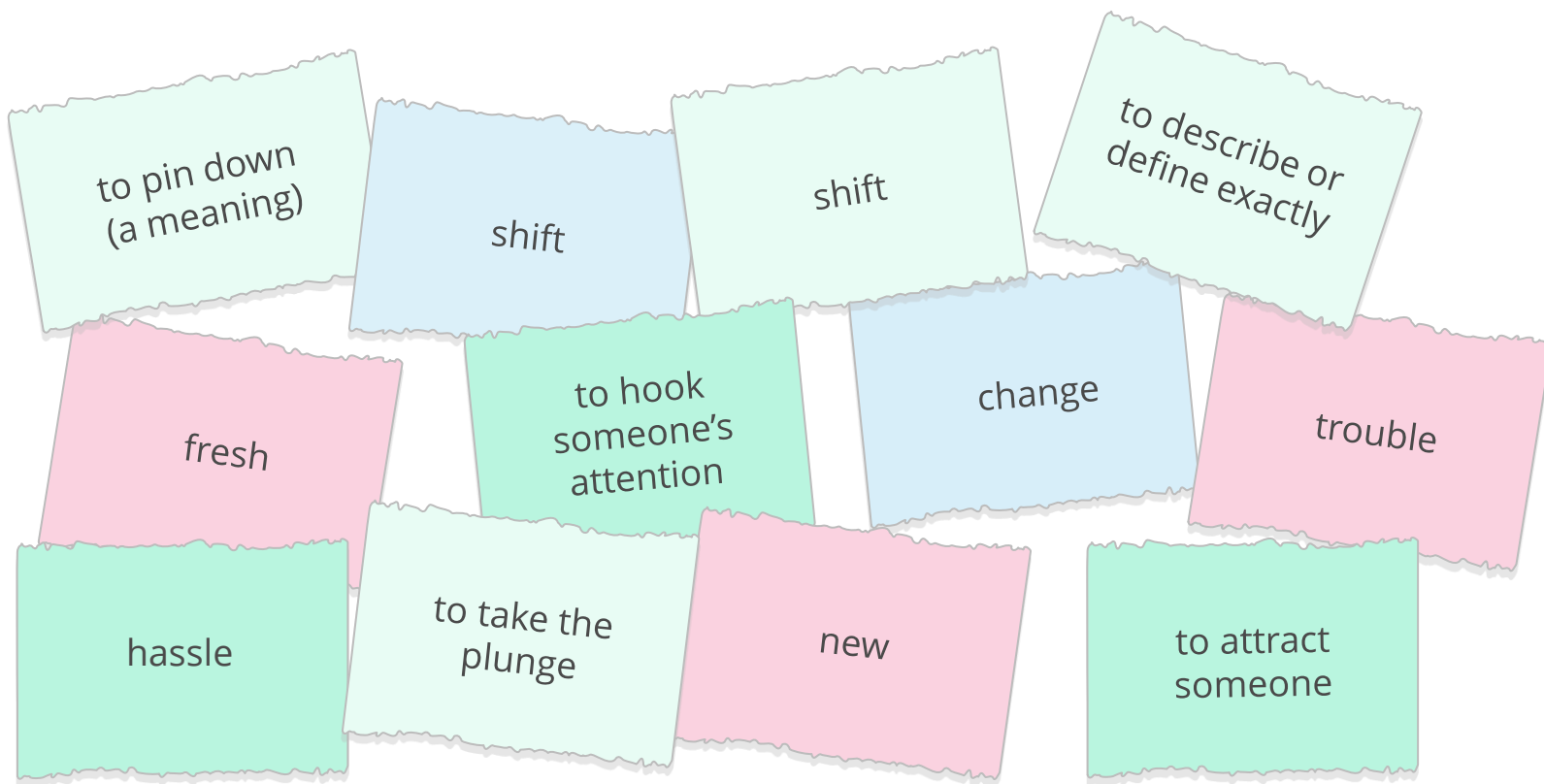
Another key aspect of going digital involves being mobile. Digital businesses are those that the consumer or employee can interact with whilst **on the road**. Employees and consumers alike benefit from being able to connect and communicate in this way. It takes a lot of the **hassle** out of the communication process. Companies wanting to **take the plunge** and go digital have to be mobile and ensure that an individual can interact with their business from anywhere and at any time.





Matching synonyms

Can you match the words from the text with their synonyms?





Industry shake ups

**The text mentions how the advertising and marketing industries have been shaken up by the increased use of social media.
In what way have the industries below been shaken up in recent years?**

the publishing
industry

the automotive
industry

the travel
industry

the music
industry



Different forms of marketing

Look at the various forms of marketing and advertising on the cards below. What are the pros and cons of each?



Which of the marketing tools below are associated with going digital?

Which do you think are most effective and why?

word of mouth

online reviews

social media

website and
search results

leaflets

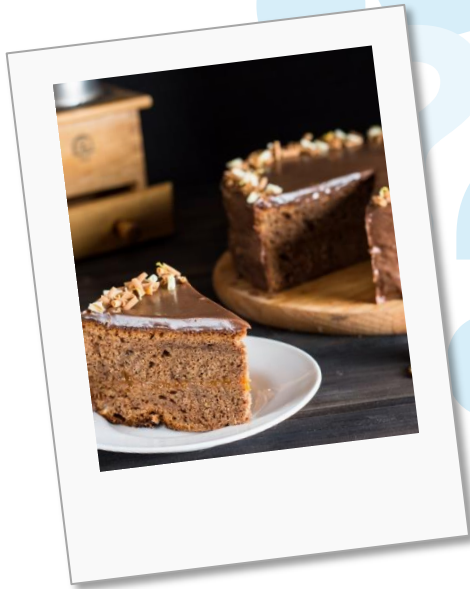
adverts in
newspapers
and magazines



Discuss

You have been asked to assist a homemade cakes company in going digital.

How will you advertise them to different consumer groups?





Imagine you are

Imagine you are manager of a restaurant in your home town. Your business is going digital! You need to brainstorm with the owner, in this case your teacher, to make sure the business is prepared for this change.

- Make a list of all the things you will need to do in order to go digital.
- Agree on how you want to market and promote the restaurant.



- The owner also wants to launch a competition to help drum up new business.
- What will the competition be?





Get ready to listen

- The next few slides will focus on training your listening comprehension.





Listen carefully

Listen carefully to the text.
What are **Analytics** and **Big Data**?



Check your understanding

What are the advantages of using
Analytics and **Big Data** as
opposed to more traditional forms
of business intelligence?



Analytics and Big Data to the rescue!

How might Analytics and Big Data be useful to the businesses below?

a hotel

a PR company

a pharmaceutical
company

an online
marketing
company



Sociological rather than technological change

Is it true that going digital is more of a sociological than a technical change? Think of the past 50 years. What sociological and technical changes have businesses encountered in this period of time? Were the driving forces behind these changes sociological or technological?

“

This enormous change is actually more of a sociological one than a technological one. Sociological factors drove the change, as opposed to a mere desire to replace old traditional methods with new technology.

”



Imagine you are...

Imagine you are visiting your elderly neighbour again.
Can you explain to them what it means to go digital?
Why is this important to businesses?

- Remember, you will have to explain the meaning of complex terms such as Big Data and Analytics!





Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Answer key

Exercise p. 10

to pin down (a meaning) – to describe or define exactly

shift – change

fresh – new

to hook someone's attention – to attract someone

hassle - trouble

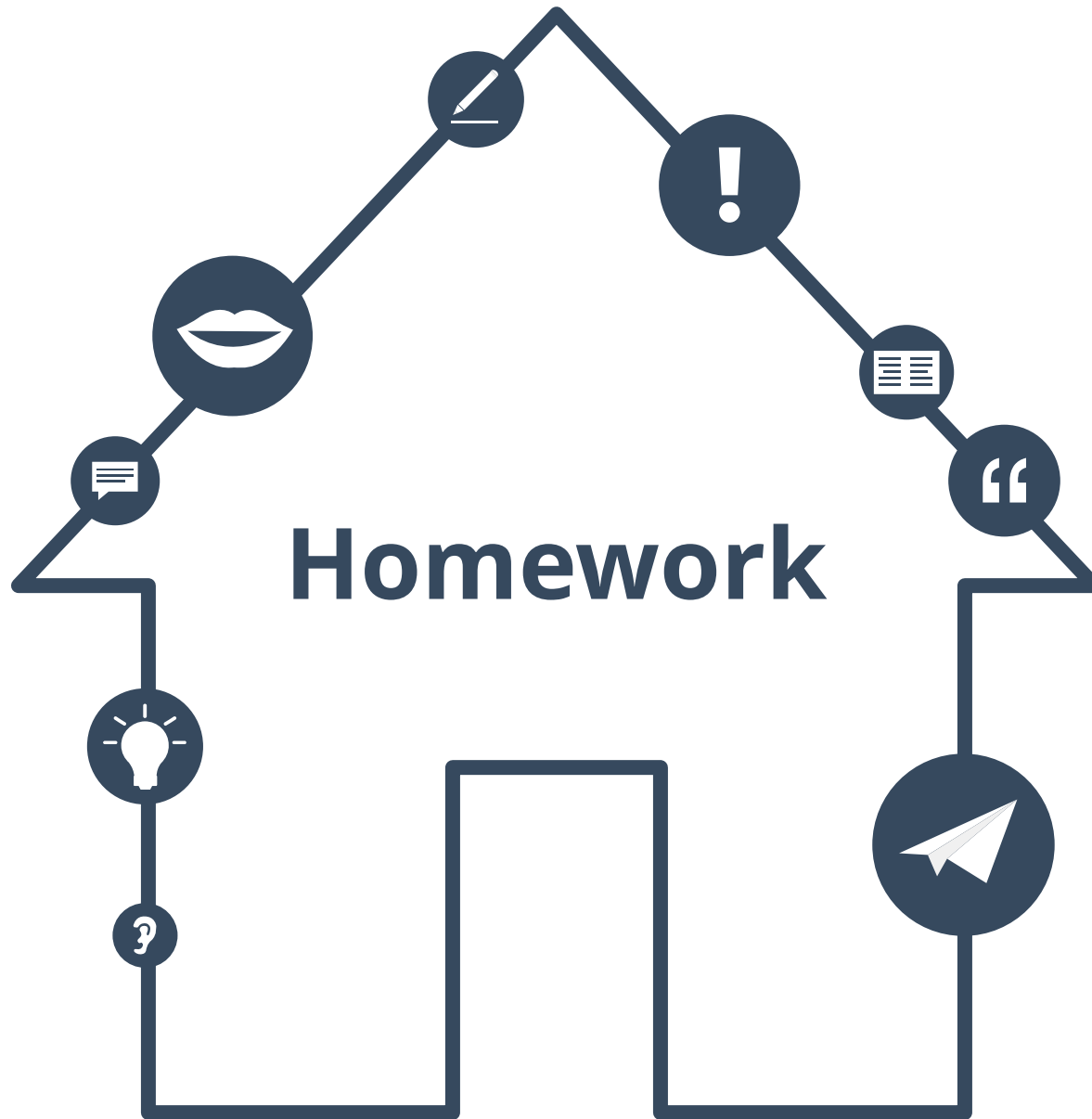
to take the plunge – to dive in



Transcription p.17

Analytics and Big Data are important elements in the process of going digital. Put simply, Big Data and Analytics examine large volumes of data to unveil hidden patterns and relationships. The advantage of Big Data and Analytics in the digital age is that, thanks to today's technology, data can be analysed in real time. This means that the insights and findings can be put to immediate use in order to make changes and adapt to a changing business environment. This can all be completed efficiently when executed digitally with Analytics and Big Data, rather than with more traditional business intelligence solutions.

Going digital is becoming the norm, and businesses are trying to adapt quickly. However, this enormous change is actually more of a sociological one than a technological one. Sociological factors drove the change, as opposed to a mere desire to replace old traditional methods with new technology.





Interesting words

Make a list of the interesting words and phrases you have discovered in today's lesson.

A graphic of a spiral-bound notebook with a light gray cover and white pages. The notebook is oriented vertically. On the right page, there is a white sticky note with a torn bottom edge, pinned to the paper. The sticky note contains the text "interesting words or phrases" in a black, sans-serif font. Below the sticky note, the right page of the notebook has several horizontal lines for writing. The left page of the notebook is visible on the left side of the graphic, showing a spiral binding and a few horizontal lines.

interesting words or
phrases

- to pin down a meaning



Homework writing activity

**What does it mean to go digital? Write a short summary of what you now understand about this process.
Why is it important for businesses today to go digital?**

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