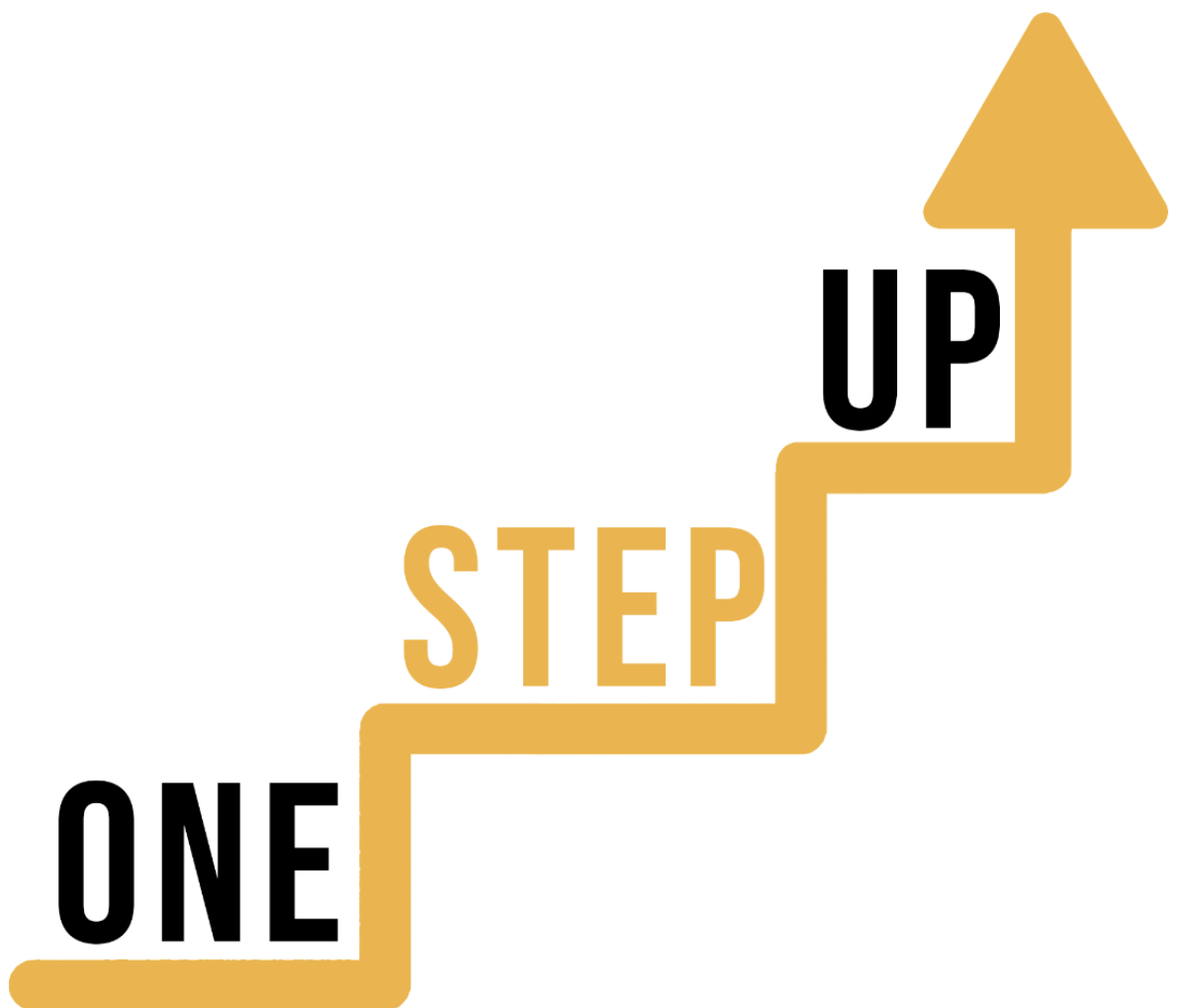


**CULTURAL AWARENESS &
EXPRESSION COMPETENCE**

DIGITAL AND SOCIAL

ADULT EDUCATOR MANUAL





MICRO-LEARNING RESOURCES TO RE-ENGAGE LOW-SKILLED ADULT LEARNERS IN EDUCATION AND TRAINING

Adult Educator Manual

Lesson Plan

The aim of this short handbook is to support you, as an experienced educator working with low-skilled and marginalised adult learners, with diverse needs, to use the video resources and the activity sheets provided in the Suite of Micro-Learning Resources to Re-Engage Low-Skilled Adult Learners in your centre and in your community. Through this short manual, we will provide you with some background information on the topic being discussed in the video resource and provide some guidance to support you to introduce and implement the accompanying activity with adult learners in your group. The activity that has been developed to accompany the video resources aims to further develop their understanding of the topic outlined in the video resource. Finally, this manual will also present you with some debriefing questions that you can use in your group of adult learners, to assess the user-friendliness and quality of the activity you have completed with them.

The topic of this manual relates to the video resources **CULTURAL AWARENESS AND EXPRESSION COMPETENCE – DIGITAL AND SOCIAL**

Introduction to the Topic

Cultural awareness and expression competence in the digital and social area is a critical concept in today's interconnected and globalised world. It refers to the ability to understand, appreciate, and effectively engage with diverse cultures and expressions of identity in the digital realm, including social media, online communities, and virtual spaces. This competence is essential for individuals, businesses, and organizations to navigate the complexities of our digital age and foster inclusive and respectful interactions.

Cultural awareness and expression competence in the digital and social area can empower low-skilled adults by expanding their opportunities for personal growth, social inclusion, and economic advancement in an increasingly interconnected world.

Introduction to the Activity

This particular task is designed to simulate the experience of a job applicant within the dynamic realm of social media. Participants are provided with a hypothetical scenario where they assume the role of the applicant and are presented with a set of three questions, typically asked by recruiters during job interviews in the social media field.

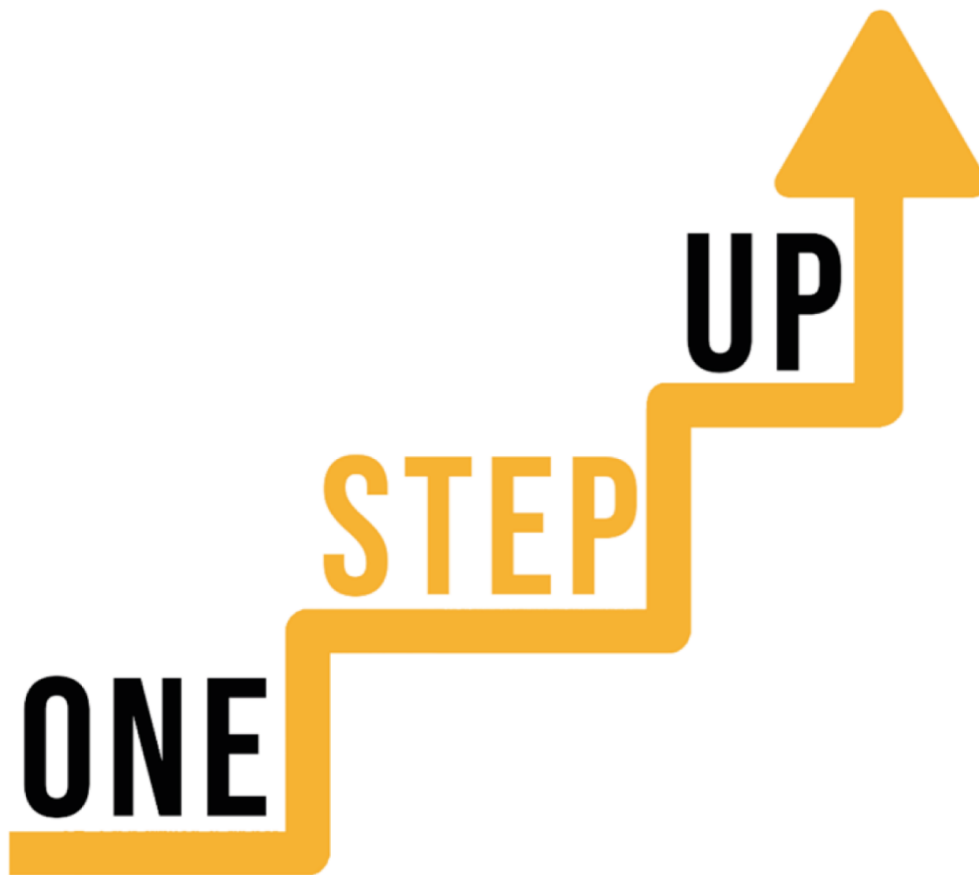
The primary objective of this exercise is to foster a deep engagement with the scenario and elicit well-considered responses from the learners. By doing so, participants can enhance their ability to think critically and articulate their ideas effectively when faced with real-world job interviews in the fast-paced and competitive landscape of the social media industry.

Using this Resource with a Group

To use this resource with adult learners in your local group, we recommend that you begin by showing them the video resource to introduce the theme of CULTURAL AWARENESS AND EXPRESSION COMPETENCE – DIGITAL AND SOCIAL. This video will help learners to understand the topic before they begin the Learner Handout activity. Once they have gained a general knowledge of the theme, they will be able to begin the handout. For this, we recommend that you print one handout per learner to complete. All learners need for this resource is a pen to complete the learner handout and a computer to view the video. This resource will take one hour in total to complete.

Debriefing Questions

- Did this assignment cause you much difficulty?
- Which question was easiest for you to answer?
- On your own, have you ever thought about working in social media?



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