



ENL 320

Assignment 2 (15%) – Spring 2021

Name: _____ ID _____ Section: 03

Read the following statement then answer the two questions in 2 paragraphs (150 words each). The statement gives theoretical background, and you are expected to write about the practical Application of the ideas in your career and life.
Answer in well-connected paragraphs

DIGITAL + SOCIAL + MOBILE: TODAY'S COMMUNICATION ENVIRONMENT

Help! I'm Drowning in Social Media!

Anyone who has sampled today's social media offerings has probably experienced this situation: You find a few fascinating blogs, a few interesting people to follow on Twitter, a couple of podcast channels with helpful business tips, and then *wham*—within a few hours of signing up, your computer is overflowing with updates. Even if every new item is useful (which is unlikely), you receive so many that you can't stay ahead of the incoming flood. With Twitter, newsfeeds, email, instant messaging, and social networks—not to mention a desk phone and a mobile phone—today's business professionals could easily spend their entire days just trying to keep up with incoming messages and never get any work done.

To keep social media from turning into a source of stress and information anxiety, consider these tips:

- **Understand what information you really need in order to excel in your current projects and along your intended career path.** Unfortunately, taking this advice is even trickier than it sounds because you can't always know what you need to know, so you can't always predict which sources will be helpful. However, don't gather information simply because it is interesting or entertaining; collect information that is useful or at least potentially useful.

- **Face the fact that you cannot possibly handle every update from every potentially interesting and helpful source.** You have to set priorities and make tough choices to protect yourself from information overload.
- **Add new information sources slowly.** Give yourself a chance to adjust to the flow and judge the usefulness of each new source.
- **Prune your sources vigorously and frequently.** Bloggers run out of things to say; your needs and interests change; higher-priority sources appear.
- **Remember that information is an enabler, a means to an end.** Collecting vast amounts of information won't get you a sweet promotion with a big raise. *Using* information creatively and intelligently will.

CAREER APPLICATIONS

1. How can you determine whether a social media source is worth paying attention to?
2. Should you allow any information source to interrupt your work flow during the day (even just to signal that a new message is available)? Why or why not?