



Media and Communication

Essay: using social media for school news

1. Lead-in discussion

Talk with a partner before you write.

1. How do students usually hear school news?
2. What are the benefits of using social media for announcements?
3. What problems could happen if schools rely on social media?

Exercise 6 at a glance

Write an essay, often for a teacher.
Present an argument or point of view.
Support ideas with reasons and examples.
Use a formal or neutral register.

2. Exam-style task

Your class has recently discussed whether schools should use social media to share important news with students. Your teacher has asked you to write an essay giving your opinion about this topic.

In your essay, you should discuss both sides of the argument and give your own view.

Here are some comments from students to help you:

'Students check social media more than email.'
'Short posts are quick and easy to understand.'

'Important information can be missed online.'
'Not everyone wants school news on their phone.'

Now write an essay for your teacher.

The comments may give you some ideas, and you should also use some ideas of your own.

Write about 120 to 160 words.

3. Model essay

Schools need clear ways to communicate with students. Some people believe social media is the best place to share important news because many young people already use it every day. This idea has advantages, but it also raises concerns.

One argument in favour of school social media is that it can make communication faster. For example, short posts about timetable changes, events or deadlines may be easier for students to notice than long emails. It can also make school information feel more accessible.

On the other hand, important messages can easily be missed online. Students may scroll past announcements, turn off notifications or avoid social media altogether. There is also a privacy issue if school news appears alongside personal accounts.

In my view, schools can use social media for reminders, but it should not be the only method. Overall, important information should be shared through official channels as well, so that all students receive it clearly.

4. Explore the model: structure, argument and register

Work with the model essay. Underline, label or make short notes.

Focus	What to find	Done?
Essay structure	Find the introduction, argument for, argument against and conclusion.	
Content point 1	Where does the writer explain why social media helps?	
Content point 2	Where does the writer explain risks of online messages?	
Own view	Where does the writer give a clear personal view in a formal or neutral way?	
Audience and register	Find two places where the essay sounds formal or neutral rather than chatty.	
Development	Find one reason, example or effect that improves the argument.	

5. Language from the task prompts

The task prompts can guide your grammar and content choices. Notice which language each prompt naturally needs.

Prompt	Useful language	Why it fits	Example from the model
why social media helps	communication language	You are explaining how information can be shared quickly.	One argument in favour of school social media is that it can make communication faster / For example,...
risks of online messages	risk and reliability language	You are showing why online messages may not reach everyone.	Students may scroll past announcements, turn off notifications or avoid social... / As a result,...
your own view	balanced recommendation language	You are giving a practical view about using more than one method.	In my view, schools can use social media for reminders, but it should not be the only method / Overall,...

6. Build a clear essay

Notice how essay phrases help you organise arguments and make your viewpoint clear.

Job	Useful essay phrases
introduce the issue	This question is not simple. / Many people believe that... / It is important to consider both sides.
present one side	One argument in favour of... is that... / For example,... / This can help...
present the other side	On the other hand,... / However,... / This may cause...
show result	As a result,... / Therefore,... / This means that...
state your view	In my view,... / I believe that... / Overall,...
conclude clearly	The best solution is... / A balanced approach would... / ...without creating unnecessary problems

7. Vocabulary and useful essay phrases

Use chunks that sound natural for this task. You can also upgrade your writing with precise, formal or neutral phrases.

Purpose	Useful chunks / language	Add your own
describe communication	school news / announcements / reminders / official channels	
describe benefits	faster communication / short posts / easy to notice / accessible	
describe concerns	missed online / notifications / privacy issue / personal accounts	
sound essay-like	This idea has advantages... / On the other hand... / Overall...	
upgrade ideas	raises concerns / rely on / alongside / official channels	

8. Plan your own essay

Use the same task, or change the details to another school-life issue.

Section	My idea	Useful language
introduction / issue		This question is not simple. / Many people believe...
argument for		One argument in favour of... / For example...
argument against		On the other hand... / This can lead to...
my view		In my view... / I believe that...
conclusion		Overall... / The best solution is...

9. Write your own essay

Write a formal or neutral essay for the task. Discuss both sides, develop your ideas and make your view clear.

[illegible]

10. Self-check and peer-check

Success criteria	What to check	Self	Peer
Content	The essay discusses both sides of the issue and gives a clear view.		
Essay structure	The answer has an introduction, organised argument paragraphs and a conclusion.		
Audience and register	It sounds formal or neutral and suitable for a teacher.		
Prompt-led language	The writing uses opinion language, contrast linkers and cause/effect language accurately.		
Cohesion	Ideas connect naturally with formal linking phrases such as <i>One argument in favour of...</i> , <i>On the other hand,...</i> , <i>As a result,...</i> and <i>Overall,...</i>		
Vocabulary	Topic words and precise phrases, such as raises concerns and missed online, improve the essay.		
Accuracy	Spelling, punctuation and sentence control are clear enough for the reader.		
WWW:			
EBI:			