



Knowledge Organiser

Learning Journey: Living Together

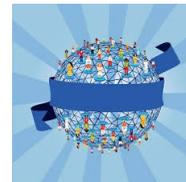
Name: 4BH and 4DH



We all belong to many different communities – family, friends, sports teams, activity groups, etc. However, there is one thing that every community has in common – people. We must learn how to respect, support and work with other people if we hope to become valuable contributors to the communities that we are a part of. Communities usually have rules that enable people to belong and participate in community activities in a harmonious way. In some communities these are written, formally agreed and kept by consensus. In other communities, such as the family, rules tend to be taught and understood in a less formal way.



Netiquette: Digital communities also have rules or values which help to define their purpose. Digital communities are online networked spaces within which members interact, through posting, commenting and collaborating on a shared interest. The set of values defining online communities is often referred to as 'netiquette'. Today, through technology and travel, we are all essentially one global community. We can switch on the television and find out what is happening at the other side of the world; we can text friends anywhere on the planet; chat to millions of people via social-networking sites; sell or shop online; travel anywhere in the world (even outer space!). We no longer belong to just physical communities – we may now choose to belong to many different communities, both off and online, all with different purposes and objectives.



KEY TERMINOLOGY

Brand: A **brand** is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. **Brands** are used in business, marketing, and advertising

Brochure: A small book or magazine containing pictures and information about a product or service.

Community: A group of people living in the same place or having a particular characteristic in common.

Digital: Describes electronic technology that generates, stores, and processes data in terms of two states: positive and non-positive

Digital etiquette: A basic set of rules pertaining to behaviour that needs to be followed to ensure the Internet is better for all users.

Local: Relating or restricted to a particular area or one's neighbourhood.

Netiquette: The correct or acceptable way of using the Internet.

Urban: Characteristic of a town or city.

Rural: Characteristic of the countryside rather than the town.

Sculpture: The art of making two- or three-dimensional representative or abstract forms, especially by carving stone or wood or by casting metal or plaster.