

WEEK 9 — DIGITAL COMMUNICATION BUILDER

Metro Station 09: Navigating Digital Conversations

Main Capability

Communicate clearly, appropriately, and professionally in digital environments.

Capability Formula

Read the Situation → Choose the Channel → Choose the Time Mode → Write Clearly → Adapt the Tone → Apply Netiquette → Check Before Sending

Big Idea

Digital communication is not only about what you say. It is also about where, when, and how you say it.

By the end of Week 9, students should be able to apply professional online behavior, write effective digital messages, distinguish synchronous from asynchronous communication, select appropriate communication tools, and communicate clearly and concisely. These capabilities directly reflect the learning outcomes in the source material.

1. The Digital Communication Metro Journey

Students travel through **seven learning stations**.

 START



 STATION 1

READ THE SITUATION

“Who am I communicating with?”



 STATION 2

CHOOSE THE CHANNEL

“Where should I communicate?”



 STATION 3

CHOOSE THE TIME MODE

“Do we need to communicate now?”



 STATION 4

WRITE CLEARLY

“What exactly do I need to say?”



 STATION 5

CHECK THE TONE

“How will my message sound?”



 STATION 6

APPLY NETIQUETTE

“Is my communication professional?”



 STATION 7

CHECK BEFORE SENDING

“Is it clear, correct, and appropriate?”



 PROFESSIONAL

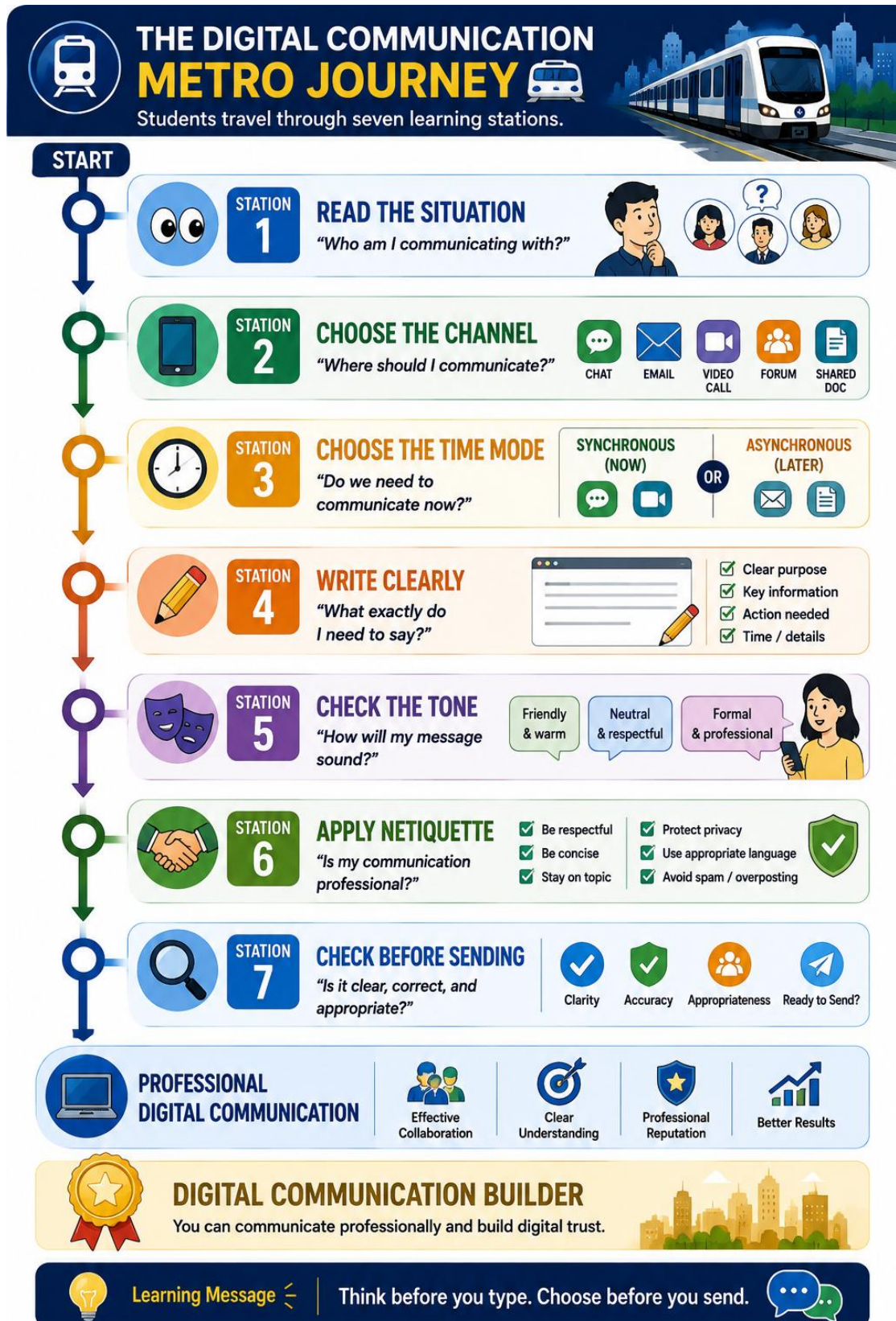
DIGITAL COMMUNICATION



 DIGITAL COMMUNICATION BUILDER

Learning Message

Think before you type. Choose before you send.



2. Four-Hour Learning Journey

Time	Learning Activity	Student Output
10 min	Enter Metro Station 09	Digital Communication Mission
20 min	Digital Message Detective	Message Problem Card
25 min	Channel Matchmaker	Channel Choice Card
25 min	Now or Later?	Sync/Async Decision Card
30 min	Message Makeover Lab	Professional Digital Message
10 min	Break	—
25 min	Tone Translator	Tone Adaptation Card
25 min	Netiquette Traffic Light	Netiquette Decision Card
25 min	Chat vs. Forum Challenge	Platform Message Pair
25 min	Digital Misunderstanding Rescue	Repair Message
25 min	Digital Workplace Mission	Professional Digital Exchange
10 min	Peer Feedback	2 Stars + 1 Fix
5 min	Exit Ticket	Metro Passport
240 min	Total Learning Journey	Digital Communication Portfolio

FOUR-HOUR LEARNING JOURNEY
METRO STATION 09
 Think before you type. Choose before you send.

TIME	LEARNING ACTIVITY	STUDENT OUTPUT	FOCUS
🕒 10 min	Enter Metro Station 09	Digital Communication Mission	Welcome & understand today's mission
🕒 20 min	Digital Message Detective	Message Problem Card	Identify problems in real messages
🕒 25 min	Channel Matchmaker	Channel Choice Card	Choose the right channel for the right purpose
🕒 25 min	Now or Later?	Sync/Async Decision Card	Decide between synchronous and asynchronous
🕒 30 min	Message Makeover Lab	Professional Digital Message	Write clear, concise, and complete messages
🕒 10 min	Break	—	Rest & recharge
🕒 25 min	Tone Translator	Tone Adaptation Card	Adapt tone to audience and context
🕒 25 min	Netiquette Traffic Light	Netiquette Decision Card	Apply netiquette & professional online behavior
🕒 25 min	Chat vs. Forum Challenge	Platform Message Pair	Communicate suited to each platform
🕒 25 min	Digital Misunderstanding Rescue	Repair Message	Clarify & repair misunderstandings
🕒 25 min	Digital Workplace Mission	Professional Digital Exchange	Apply all skills in a workplace scenario
🕒 10 min	Peer Feedback	2 Stars + 1 Fix	Give & receive constructive feedback
🕒 5 min	Exit Ticket	Metro Passport	Self-check & reflect on learning
🕒 240 min	🏆 TOTAL LEARNING JOURNEY 4 HOURS OF PRACTICE. REAL-WORLD IMPACT.	📁 DIGITAL COMMUNICATION PORTFOLIO YOUR EVIDENCE OF PROFICIENCY.	

WHAT YOU WILL PRACTICE ALL WEEK

Quick Instant Messages

Professional Emails

Online Discussions & Forums

Synchronous & Asynchronous Tools

Clear & Concise Writing

Professional Netiquette

Think before you type. Choose before you send. Build digital trust.

The source specifically recommends practical exercises involving quick instant-message updates, online discussions, email writing, selection of appropriate digital tools, and clear and concise phrasing.

3. Activity 0 — Digital Message Detective

Mission

Discover what makes a digital message **unclear, inappropriate, or unprofessional**. Each team receives a **Digital Message Card**.

Example

hey prof
i cant come tmr
send me what i miss pls 

Students become **Digital Message Detectives**.

Student Mission

Identify the problems.

 DIGITAL MESSAGE



WHAT IS WRONG?



- ✗ No appropriate greeting
- ✗ Unclear context
- ✗ Too informal
- ✗ Unnecessary abbreviation
- ✗ Unclear request
- ✗ No appropriate closing



 REPAIR



✦ PROFESSIONAL MESSAGE

Possible Repair

Good afternoon, Professor. I will be unable to attend tomorrow's class. Could you please let me know which materials I should review? Thank you.

Mini Challenge

Teams have **three minutes** to improve the message.

Then they answer:

What did you change—and why?

Learning Message

A message can be understandable but still be professionally inappropriate.

Week 9 connects netiquette with professional identity, ethical behavior, privacy, respect, and responsible digital citizenship.



WEEK 9

ACTIVITY 0 — DIGITAL MESSAGE DETECTIVE

Discover what makes a digital message unclear, inappropriate, or unprofessional.
Each team receives a Digital Message Card.



STATION 09
Digital Communication Builder

EXAMPLE

hey prof
i cant come tmr
send me what i miss pls 😊

Students become **Digital Message Detectives**.

STUDENT MISSION

Identify the problems.

- ❌ No appropriate greeting
- ❌ Unclear context
- ❌ Too informal
- ❌ Unnecessary abbreviation
- ❌ Unclear request
- ❌ No appropriate closing

LEARNING MESSAGE

💡 A message can be understandable but still be professionally inappropriate.

DIGITAL MESSAGE

↓

WHAT IS WRONG?

↓

REPAIR

↓

PROFESSIONAL MESSAGE

POSSIBLE REPAIR

Good afternoon, Professor.
I will be unable to attend tomorrow's class.
Could you please let me know which materials I should review?
Thank you.

MINI CHALLENGE

Teams have three minutes to improve the message.

Then they answer:
What did you change—and why?

NETIQUETTE CONNECTS TO...

Professional Identity

Ethical Behavior

Privacy

Respect

Responsible Digital Citizenship

KEY TAKEAWAY

Before you send any message, think about the person, the purpose, and the impact.

★ Clear communication shows **respect**, builds **trust**, and creates **shared understanding**.

4. Activity 1 — Channel Matchmaker

Mission

Learn to choose the **right communication channel for the right purpose**.
Students receive Situation Cards.

CARD A — URGENT PROBLEM 🚨

The company website is down.

CARD B — PROJECT PROPOSAL 📄

You need to send a detailed project proposal to a client.

CARD C — BRAINSTORMING 💡

Your team needs to generate ideas for a new campaign.

CARD D — ANNOUNCEMENT 📢

You need to provide information to the whole class.

CARD E — DOCUMENT FEEDBACK 📝

You need to comment on a draft project report.

Students choose:

💬 Chat | ✉️ Email | 🎥 Video Call | 💻 Forum | 📄 Shared Document

Then explain:

We would use _____ because _____.

Channel Choice Formula

Urgency + Complexity + Feedback + Record → CHANNEL

The source explains that media choice depends particularly on message urgency, information complexity, the need for immediate feedback, and the relationship between communicators.

Learning Message

The best message can fail when it is sent through the wrong channel.

WEEK 9 STATION 09 ACTIVITY 1 — CHANNEL MATCHMAKER

MISSION Learn to choose the **right communication channel** for the right purpose.

STUDENTS RECEIVE SITUATION CARDS

CARD A URGENT PROBLEM The company website is down. 	CARD B PROJECT PROPOSAL You need to send a detailed project proposal to a client. 	CARD C BRAINSTORMING Your team needs to generate ideas for a new campaign. 	CARD D ANNOUNCEMENT You need to provide information to the whole class. 	CARD E DOCUMENT FEEDBACK You need to comment on a draft project report.
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STUDENTS CHOOSE

CHAT | EMAIL | VIDEO CALL | FORUM | SHARED DOCUMENT

THEN EXPLAIN
We would use _____ because _____.

CHANNEL CHOICE FORMULA

URGENCY (How fast do we need a response?) +
 COMPLEXITY (How complex and detailed is the information?) +
 FEEDBACK (Do we need immediate feedback and discussion?) +
 RECORD (Do we need a written record for reference?) →
 CHANNEL (Choose the most appropriate channel.)

WHY IT MATTERS
Media choice depends on:
 • Message urgency
 • Information complexity
 • Need for immediate feedback
 • Relationship between communicators

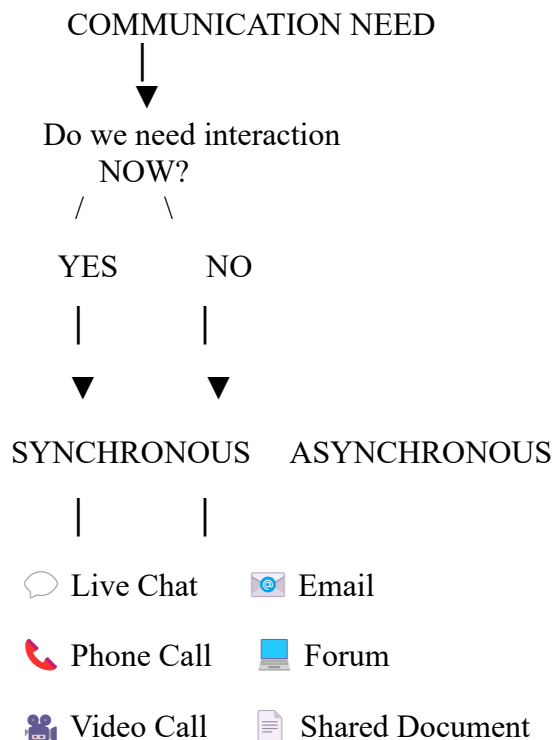
LEARNING MESSAGE
The best message can fail when it is sent through the **wrong** channel.

5. Activity 2 — Now or Later? ⚙️

Synchronous vs. Asynchronous Challenge

Mission

Decide whether a communication situation needs interaction **NOW** or can happen **LATER**.



SYNCHRONOUS

Communication happens in real time.

Best when students need:

- immediate feedback,
- quick clarification,
- brainstorming,
- rapid problem-solving.

ASYNCHRONOUS

Participants do not need to communicate at the same time.

Best when they need:

- flexibility,
- time to think,
- detailed information,
- a written record.

These distinctions closely follow the source's treatment of synchronous and asynchronous professional communication.

Mini Challenge

Your team needs to make an urgent decision about tomorrow's event.

Students choose:

☒ Email

or

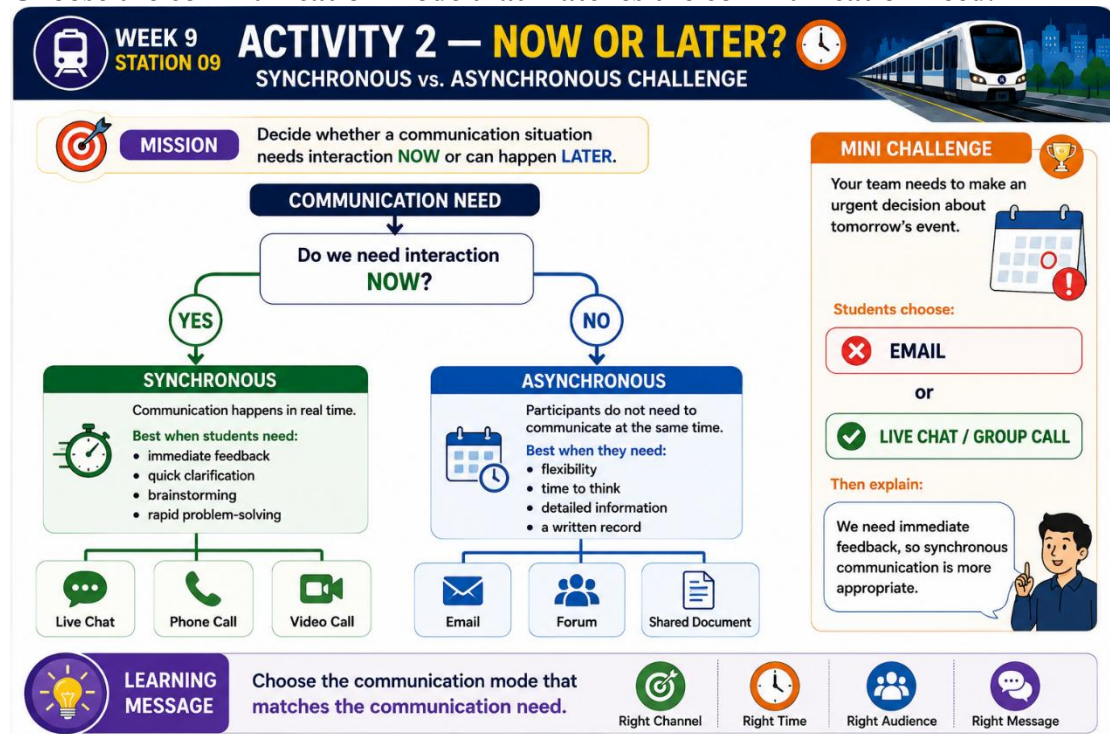
☐ Live Chat / Group Call

Then explain:

We need immediate feedback, so synchronous communication is more appropriate.

Learning Message

Choose the communication mode that matches the communication need.



6. Activity 3 — Message Makeover Lab ✂️ ✨

Mission

Transform a messy digital message into a **clear, concise, and professional message**.

BEFORE

Hi. About project. Need file. Send today. Thanks.

Put the message through the:

Digital Message Makeover Machine

💬 MESSY MESSAGE



🎯 PURPOSE

Why am I writing?



📌 CONTEXT

What does the reader need to know?



💬 MESSAGE

What exactly do I need to say?



🏃 ACTION

What should the reader do?



🕒 TIME

By when?



✨ PROFESSIONAL MESSAGE

AFTER

Hi Anna, could you please send me the latest version of the project proposal by 3:00 p.m. today? I need it for tomorrow's client meeting. Thank you.

The 5C Digital Message Check

C	Check
🎯 Clear	Is my purpose easy to understand?
✂️ Concise	Is every sentence necessary?
📌 Complete	Did I include the necessary information?
🙏 Courteous	Does the message sound respectful?
✅ Correct	Did I check the language and information?

The source emphasizes brevity, clarity, context, professionalism, appropriate use of emojis, and readability when writing instant messages.

Golden Rule

Make it easy for the reader to understand what you need.

WEEK 9 STATION 09 **ACTIVITY 3 — MESSAGE MAKEOVER LAB** ✂️ ✨

Mission: Transform a messy digital message into a **clear, concise, and professional** message.

BEFORE

Hi. About project. Need file. Send today. Thanks. 😞

Put the message through the:

DIGITAL MESSAGE MAKEOVER MACHINE

WHY THIS MATTERS

The source emphasizes brevity, clarity, context, professionalism, appropriate use of emojis, and readability when writing instant messages.

MESSY MESSAGE

↓

PURPOSE Why am I writing?

↓

CONTEXT What does the reader need to know?

↓

MESSAGE What exactly do I need to say?

↓

ACTION What should the reader do?

↓

TIME By when?

↓

PROFESSIONAL MESSAGE

GOLDEN RULE

Make it easy for the reader to understand what you need.

AFTER

Hi Anna, could you please send me the latest version of the project proposal by 3:00 p.m. today? I need it for tomorrow's client meeting. Thank you. ✅

THE 5C DIGITAL MESSAGE CHECK

C	Check
Clear	Is my purpose easy to understand?
Concise	Is every sentence necessary?
Complete	Did I include the necessary information?
Courteous	Does the message sound respectful?
Correct	Did I check the language and information?

QUICK TIPS

- Be clear about your purpose.
- Include the necessary context.
- Ask for exactly what you need.
- Set a clear time when needed.
- Proofread before you send.

★ Good digital communication builds **trust**, **saves time**, and gets things done. 🧑🏻💻 🗨️ 📧

7. Activity 4 — Tone Translator 🤖

Mission

Discover that the **same basic message** should sound different for different **audiences**.

Start with:

Send me the report.

CLOSE COLLEAGUE

Hey, can you send me the report?

TEAMMATE

Could you send me the report when you have a moment?

CLIENT

Could you please send me the latest report at your convenience?

SENIOR MANAGER

Could you please provide the latest report for my review?

Students identify:

WHO?

Who am I communicating with?



PURPOSE?

Why am I communicating?



RELATIONSHIP?

What is our professional relationship?



🎭 TONE?

How should my message sound?

Tone Formula

Audience + Purpose + Relationship → Appropriate Tone

The source highlights the difficulty of conveying tone and emotion through text and notes the potential for misinterpretation in digital communication.

Learning Message

Professional communication adapts to the person receiving the message.



WEEK 9
STATION 09

ACTIVITY 4 — TONE TRANSLATOR

Mission: Discover that the **same basic message** should sound **different** for **different audiences**.




START WITH:

"Send me the report."

↓



CLOSE COLLEAGUE

Hey, can you send me the report?



TEAMMATE

Could you send me the report when you have a moment?



CLIENT

Could you please send me the latest report at your convenience?



SENIOR MANAGER

Could you please provide the latest report for my review?

LEARNING MESSAGE

Professional communication **adapts to the person** receiving the message.

STUDENTS IDENTIFY:



WHO?

Who am I communicating with?

↓



PURPOSE?

Why am I communicating?

↓



RELATIONSHIP?

What is our professional relationship?

↓



TONE?

How should my message sound?

TONE FORMULA

 +
  +
  →
 

Audience Purpose Relationship Appropriate Tone

WHY THIS MATTERS

The source highlights the difficulty of conveying tone and emotion through text and notes the potential for misinterpretation in digital communication.



Did they agree? Are they angry?

Same words. Different interpretation.

TIPS FOR ADAPTING TONE



Know your audience.



Be clear about your purpose.



Respect your relationship.



Use polite and appropriate language.



Choose words that build trust.

★ Think before you type. Choose your **tone**. Build **understanding**.

8. Activity 5 — Netiquette Traffic Light 🚦

Mission

Decide whether online behavior should receive:

● **GO**

Professional and appropriate.

● **THINK**

Could cause problems depending on the situation.

● **STOP**

Unprofessional or inappropriate.

Situation 1

WRITING AN ENTIRE MESSAGE IN CAPITAL LETTERS.

● **STOP**

Situation 2

Respectfully disagreeing with another person's opinion.

● **GO**

Situation 3

Sending five separate messages when one clear message would work.

● **THINK**

Situation 4

Sharing someone's private message without permission.

● **STOP**

Situation 5

Proofreading before sending a message to a client.

● **GO**

The Netiquette Compass

🤝 RESPECT



🔒 PRIVACY ← DIGITAL BEHAVIOR → 🎯 RELEVANCE



👤 PROFESSIONALISM

Golden Rule

Behind every screen is a person.

The Week 9 source frames netiquette as social norms and professional expectations governing online interactions.

WEEK 9 STATION 05

ACTIVITY 5 — NETIQUETTE TRAFFIC LIGHT

Mission: Decide whether online behavior should receive ● GO ● THINK ● STOP

1	WRITING AN ENTIRE MESSAGE IN CAPITAL LETTERS.	STOP Unprofessional or inappropriate.
2	Respectfully disagreeing with another person's opinion.	GO Professional and appropriate.
3	Sending five separate messages when one clear message would work.	THINK Could cause problems depending on the situation.
4	Sharing someone's private message without permission.	STOP Unprofessional or inappropriate.
5	Proofreading before sending a message to a client.	GO Professional and appropriate.

THE NETIQUETTE COMPASS

GOLDEN RULE

Behind every screen is a person.

LEARNING MESSAGE

The Week 9 source frames netiquette as **social norms** and **professional expectations** governing online interactions.

9. Activity 6 — Chat vs. Forum Challenge

Mission

Communicate the **same information** through **two different digital platforms**.

Situation

Your team needs feedback on a new logo.

VERSION A — INSTANT MESSAGE

Hi team! Could you please review the new logo and send your feedback by 3 p.m.? Thanks!

VERSION B — ONLINE FORUM POST

Subject: Feedback Needed — New Logo Design

Hi everyone,

We have uploaded the latest logo design for review. Please share your feedback on the color, readability, and overall impression by 3 p.m. today. Thank you.

Students compare:

 Instant Message	 Forum Post
Quick	More contextual
Short	More structured
Direct	More detailed
Interactive	Easier to revisit
Immediate exchange	Written discussion record

The source distinguishes IM communication—where brevity and directness are important—from forum posts, which require clearer headings, organization, context, and respectful engagement.

Learning Message

Different platforms require different communication styles.


WEEK 9
STATION 09

ACTIVITY 6 — CHAT vs. FORUM CHALLENGE
 Mission: Communicate the same information **through** two different digital platforms.




SITUATION Your team needs feedback on a new logo.

LOGO PREVIEW

FlyFromFarm
 Digital Quality-Assured Marketplace

VERSION A — INSTANT MESSAGE


Hi team! Could you please review the new logo and send your feedback by 3 p.m.? Thanks!

VERSION B — ONLINE FORUM POST


Subject : Feedback Needed — New Logo Design

Hi everyone,

We have uploaded the latest logo design for review. Please share your feedback on the color, readability, and overall impression by **3 p.m. today**. Thank you.

COMPARISON

 Instant Message	VS	 Forum Post
Quick	↔	More contextual
Short	↔	More structured
Direct	↔	More detailed
Interactive	↔	Easier to revisit
Immediate exchange	↔	Written discussion record

KEY TAKEAWAY
 Choose the right platform:

- ✓ Use Instant Message for quick, simple, real-time communication.
- ✓ Use Forum for detailed information, context, and a written record.

LEARNING MESSAGE Different platforms require different communication styles.

Choose the Right Platform → Communicate Clearly → Build Better Collaboration

10. Activity 7 — Digital Misunderstanding Rescue

Mission

Learn how to repair a digital misunderstanding **before it becomes a workplace problem.**

Students receive:

Fine. Do whatever you want.

Ask:

What does this message mean?

😬 Agreement?

😡 Anger?

😞 Disappointment?

👉 Giving up?

The answer is:

We do not know.

Therefore:

The Digital Rescue Process

😬 UNCLEAR MESSAGE



🛑 DON'T ASSUME



❓ CLARIFY



💬 REPHRASE



📩 CONFIRM



🤝 SHARED UNDERSTANDING

Professional Response

Just to clarify, are you happy for us to proceed with the current design?

Learning Message

In digital communication, don't guess the tone. Clarify the meaning.

WEEK 9
STATION 09

ACTIVITY 7 — DIGITAL MISUNDERSTANDING RESCUE

Mission: Learn how to repair a digital misunderstanding before it becomes a workplace problem.

STUDENTS RECEIVE:

Fine. Do whatever you want.

ASK:

What does this message mean?

Agreement?

Anger?

Disappointment?

Giving up?

THE ANSWER IS:

We do not know.

THEREFORE:

In digital communication, assumptions create problems.

THE DIGITAL RESCUE PROCESS

- 1. UNCLEAR MESSAGE**
- 2. DON'T ASSUME**
- 3. CLARIFY**
- 4. REPHRASE**
- 5. CONFIRM**
- 6. SHARED UNDERSTANDING**

PROFESSIONAL RESPONSE

Just to clarify, are you happy for us to proceed with the current design?

LEARNING MESSAGE

In digital communication, don't guess the tone.
Clarify the meaning.

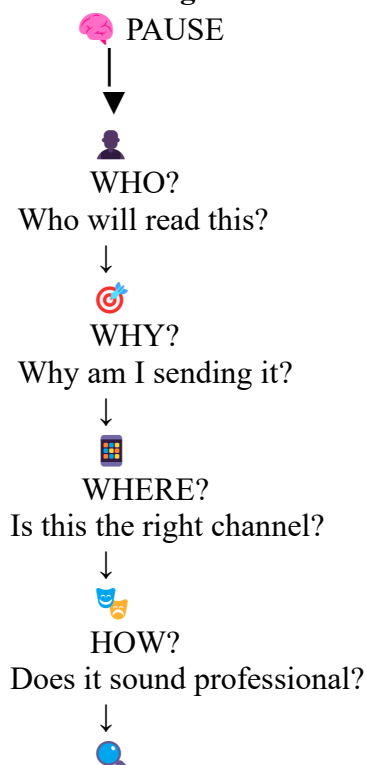
11. Activity 8 — Think Before You Send

Mission

Develop a simple professional habit:

PAUSE before SEND.

The 5-Second Digital Pause



CHECK

Is it clear and correct?



SEND

Students receive a message and have only five seconds to decide:

SEND or STOP?

If they choose **STOP**, they must explain what should be changed.

The source specifically reminds students that digital communication can become a permanent record and recommends proofreading before sending.

Learning Message

Fast communication still requires thoughtful communication.



WEEK 9
STATION 09

ACTIVITY 8 — THINK BEFORE YOU SEND

Mission: Develop a simple professional habit:
PAUSE before **SEND**.

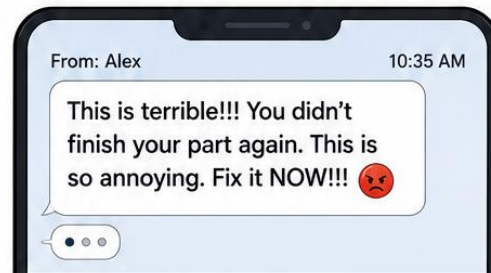


THE 5-SECOND DIGITAL PAUSE



STUDENT CHALLENGE

Students receive a message and have only five seconds to decide:



OR



If they choose **STOP**, they must explain what should be changed.

- ✓ Tone too emotional
- ✓ Lacks professionalism
- ✓ Not clear about the problem or solution
- ✓ Could damage relationships
- ✓ May become a permanent record



REMEMBER:

Digital communication can become a permanent record.
Proofread before you send.



LEARNING MESSAGE

Fast communication still requires **thoughtful** communication.



QUICK TIPS FOR A 5-SECOND PAUSE



Be respectful.



Be clear.



Use the right channel.



Mind your tone.



Check before you send.

12. Activity 9 — Digital Workplace Mission

Final Team Challenge

Now students bring everything together.

Each team draws one **Digital Workplace Scenario Card**.

Scenario A — URGENT PROJECT UPDATE

The project deadline has suddenly changed.

Choose the best channel and inform the team.

Scenario B — CLIENT QUESTION

A client asks for information about your service.

Respond professionally.

Scenario C — TEAM DISAGREEMENT

A teammate disagrees with your idea in a group chat.

Respond respectfully.

Scenario D — PROJECT FEEDBACK

Your team needs detailed feedback on a proposal.

Choose synchronous or asynchronous communication and explain why.

Scenario E — UNCLEAR MESSAGE

You receive an ambiguous message from your project leader.

Clarify before responding.

Scenario F — ONLINE FORUM

A colleague posts a question about your project.

Write a clear and useful response.

The 6-Step Digital Communication Process

1 READ

Understand the situation.



2 CHOOSE

Choose the right channel.



3 PLAN

Identify purpose and audience.



4 WRITE

Create a clear message.



5 CHECK

Tone + Netiquette + Accuracy



6 SEND

Communicate professionally.

WEEK 9
STATION 09

ACTIVITY 9 — DIGITAL WORKPLACE MISSION

FINAL TEAM CHALLENGE

Now students bring everything together.

Each team draws one Digital Workplace Scenario Card.

SCENARIO A — URGENT PROJECT UPDATE

The project deadline has suddenly changed.
Choose the best channel and inform the team.

SCENARIO B — CLIENT QUESTION

A client asks for information about your service.
Respond professionally.

SCENARIO C — TEAM DISAGREEMENT

A teammate disagrees with your idea in a group chat.
Respond respectfully.

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Your team needs detailed feedback on a proposal.
Choose synchronous or asynchronous communication and explain why.

SCENARIO E — UNCLEAR MESSAGE

You receive an ambiguous message from your project leader.
Clarify before responding.

SCENARIO F — ONLINE FORUM

A colleague posts a question about your project.
Write a clear and useful response.

TEAM MISSION

- ✓ Choose the best channel
- ✓ Write your message
- ✓ Explain your choice
- ✓ Present to the class

THE 6-STEP DIGITAL COMMUNICATION PROCESS

- 1
READ
Understand the situation.
- 2
CHOOSE
Choose the right channel.
- 3
PLAN
Identify purpose and audience.
- 4
WRITE
Create a clear message.
- 5
CHECK
Tone + Netiquette + Accuracy
- 6
SEND
Communicate professionally.

PROFESSIONAL COMMUNICATION = EFFECTIVE COLLABORATION
Clear messages build trust, save time, and drive successful teamwork.

LEARNING MESSAGE
 Great communication is not about what you say, but **how you say it.**

Be Respectful

Be Responsible

Be Professional

Be a Digital Citizen

13. 60-Second Digital Communication Challenge

Final Individual Mission

The instructor displays a **Digital Workplace Situation**.

Students receive:

30 seconds to think

and

60 seconds to respond.

Step 1 — CHOOSE

I would use _____ because _____.

Step 2 — COMMUNICATE

Create the actual digital message.

Performance Rules

Students should demonstrate:

- Appropriate Channel**
- Clear Purpose**
- Concise Message**
- Appropriate Tone**
- Professional Netiquette**
- Accurate Information**
- Proofreading**

Important Rule

Choosing the channel is part of the answer.

60-SECOND DIGITAL COMMUNICATION CHALLENGE
★ FINAL INDIVIDUAL MISSION ★

THE INSTRUCTOR DISPLAYS A DIGITAL WORKPLACE SITUATION.

Our client has requested changes to the proposal and needs an update by the end of the day.

STUDENTS RECEIVE:

30 SEC
30 SECONDS TO THINK

AND

60 SEC
60 SECONDS TO RESPOND

1 STEP 1 — CHOOSE

I would use _____ because _____.

CHAT

EMAIL

VIDEO CALL

FORUM

SHARED DOCUMENT

2 STEP 2 — COMMUNICATE

Create the actual digital message.

To: Client

Subject: Proposal Update

Hi Ms. Lee,

Thank you for your feedback on the proposal. We are reviewing the requested changes and will send the updated version by 5:00 PM today. Please let us know if you need anything else.

Best regards,

Team Alpha

PERFORMANCE RULES
Students should demonstrate:

- Appropriate Channel
- Clear Purpose
- Concise Message
- Appropriate Tone
- Professional Netiquette
- Accurate Information
- Proofreading

IMPORTANT RULE
Choosing the channel is part of the answer.

SUCCESS FORMULA: RIGHT CHANNEL + CLEAR MESSAGE + PROFESSIONAL DELIVERY

14. Peer Feedback — 2 Stars + 1 Fix ★

★ STAR 1 — MESSAGE

One part of your message that was very clear was...

★ STAR 2 — PROFESSIONALISM

One part that sounded professional was...

🔧 ONE FIX

One thing you could improve before sending is...

Feedback Rule

Clear. Specific. Helpful. Respectful.

PEER FEEDBACK — 2 STARS + 1 FIX ★
Give feedback that **helps** your teammate grow.

STAR 1 — MESSAGE

One part of your message that was **very clear** was...

EXAMPLE

"You clearly explained what needs to be done and by when."

STAR 2 — PROFESSIONALISM

One part that sounded **professional** was...

EXAMPLE

"You used polite language and showed respect for your reader."

ONE FIX

One thing you could **improve** before sending is...

EXAMPLE

"You could make your subject line more specific so the purpose is clearer."

FEEDBACK RULE

CLEAR
Easy to understand.

SPECIFIC
Give examples and details.

HELPFUL
Focus on improvement.

RESPECTFUL
Be kind and supportive.

15. Metro Passport — Station 09

Self-Check: I CAN...

Capability	Not Yet	Almost	Yes!
Apply basic netiquette	☐	☐	★
Choose an appropriate digital channel	☐	☐	★
Distinguish synchronous and asynchronous communication	☐	☐	★
Write a clear instant message	☐	☐	★
Write an effective forum post	☐	☐	★
Communicate clearly and concisely	☐	☐	★
Adapt my tone to the audience	☐	☐	★
Avoid digital misunderstandings	☐	☐	★
Proofread before sending	☐	☐	★
Communicate professionally online	☐	☐	★

Capability Badge

DIGITAL COMMUNICATION BUILDER

16. Evidence of Learning

Week 9 should **not be assessed through a quiz alone**.

Students should leave Metro Station 09 with visible evidence of what they can actually do.

Evidence	Capability Demonstrated
 Message Problem Card	Identify Digital Communication Problems
 Channel Choice Card	Select Appropriate Digital Media
 Sync/Async Decision Card	Select Appropriate Communication Timing
 Message Makeover	Write Clearly and Concisely
 Tone Adaptation Card	Adapt Language to Audience
 Netiquette Decision Card	Demonstrate Professional Digital Behavior
 Digital Workplace Performance	Conduct Professional Digital Communication

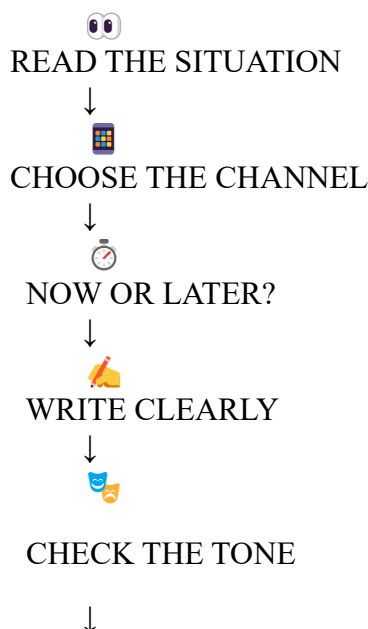
When the seven pieces come together, each student creates:

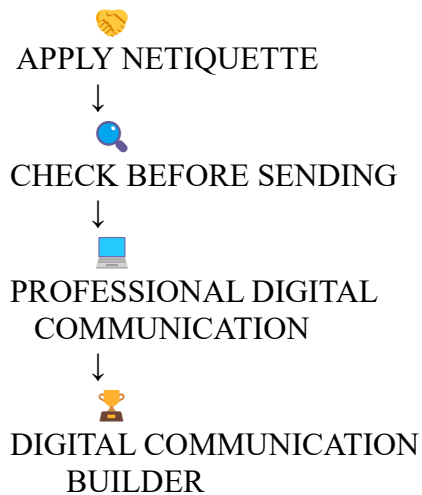
MY DIGITAL COMMUNICATION PORTFOLIO

This performance-oriented approach aligns particularly well with the source's emphasis on practical digital communication scenarios rather than conceptual knowledge alone.

17. Week 9 Capability Map

WEEK 9 DIGITAL COMMUNICATION BUILDER





Final Message

“Professional digital communication means sending the right message, through the right channel, in the right way.”

Metro Station 09

Think Clearly. Choose Wisely. Write Professionally.

🏆 Station 09 Completed — **DIGITAL COMMUNICATION BUILDER**

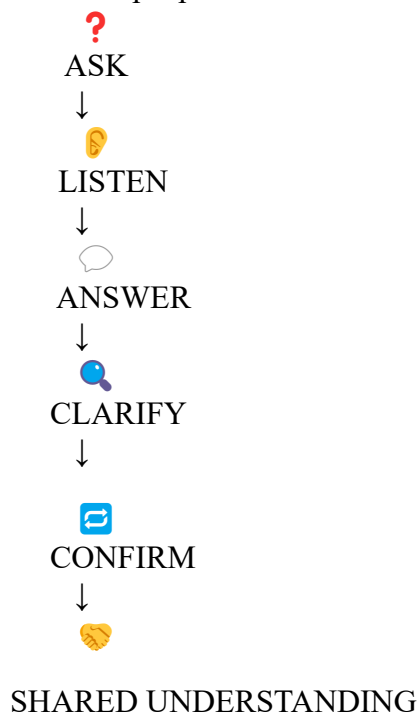
18. Capability Bridge: Week 8 → Week 9 🖥️

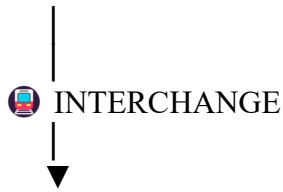
The progression should be made **visible to first-year students**.

WEEK 8

INFORMATION EXCHANGE BUILDER

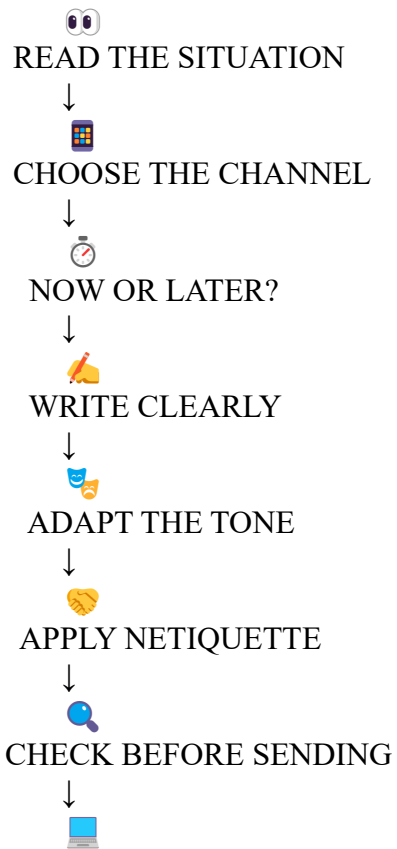
“I can exchange information with other people.”





WEEK 9 DIGITAL COMMUNICATION BUILDER

“I can communicate professionally
in digital environments.”



PROFESSIONAL DIGITAL
COMMUNICATION

The Capability Progression

Week 6 — PURPOSE & DRIVE BUILDER

I know what I want to achieve and can communicate my determination.



Week 7 — BUSINESS PLAN BUILDER

I can turn my goal into a business plan and explain it.



Week 8 — INFORMATION EXCHANGE BUILDER

I can ask, answer, clarify, and exchange the information needed to work with other people.



Week 9 — DIGITAL COMMUNICATION BUILDER

I can communicate that information clearly and professionally in digital environments.

This progression is strongly aligned with the Week 9 conclusion, which expects students to understand netiquette, recognize differences among digital communication platforms, distinguish synchronous from asynchronous communication, and conduct clear and concise professional digital exchanges.

WEEK 9 LEARNING LOGIC

The entire week can therefore be summarized in one student-friendly learning sequence:

SITUATION → CHANNEL → TIME → MESSAGE → TONE → NETIQUETTE → CHECK → SEND → DIGITAL TRUST

And the most important message I would leave with first-year students is:

“Before you press SEND, make sure your message represents the professional you want others to see.”

