

# Labour Movement Leveraging On New Media



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**N**TUC Secretary-General Lim Swee Say is rallying all of us to be “Cheaper Better Faster”. Productivity and innovation are two key elements to achieve this. In the past 40 years or so, Information Communications Technology, or ICT in short, has been used by companies and governments as a key strategic tool to improve productivity and innovate new products and services, and gain competitive advantage.

The application of ICT goes as far back as the 1960s when computers were used to process data and automate complex business processes. The computing power significantly increased in the late 1970s when personal computers were invented. In the 1990s, the advent of the Internet and World Wide Web (WWW) and lowering of cost of personal computers caused a far-reaching impact on the economies and societies.

The telephone took 75 years to reach 50

million users. The Internet has taken just four years to reach the same number of users. Today, people all over the world are well connected and exposed to worldwide news.

Another change in late 1990s that unleashed the potential of the Internet exponentially is the liberalisation of telecommunications. This has brought about further technological innovation such as mobile phones. Consumers can also enjoy lower telecommunication costs in competitive markets. Many high speed telecommunication networks with broadband access have been built. These telecommunication super-highways make it easier and faster for people to exchange not only text information but photographs and videos on the Internet or via their mobile phones. As this way of communications is different from the traditional media such as newspapers, TV and books, the term “New Media Communications” was coined. Bite-size videos are being used by businesses to do marketing on the Internet. Consumers, who find the videos interesting, share the videos and information with their friends in online social networking platforms such as Youtube, Facebook and Twitter. This phenomenon is known as “viral marketing”.

The Labour Movement has embarked on the journey of New Media Communications. We saw SG Lim present his report at the NTUC Ordinary Delegates’ Conference last month. His presentation used nine bite-size videos produced by our strategic partner Caldecott Productions International, a division of MediaCorp Pte Ltd. These videos will be uploaded to U365 which is our very first social media channel that enables members of the Labour Movement to stay in touch with the latest everyday happenings in our all inclusive workforce.

We saw at ODC a sneak preview of the first Upisode of “Mr Tan’s Job Search Journey” after being retrenched. Upisode, which is a brand new reality TV drama series, will also start showing HITS Factory from 1 December 2009 in U365. HITS stands for “Helping Industries Train Singaporeans”. Produced by Caldecott Productions International, it is a collection of short real life stories to capture how Singaporeans are being helped to re-skill, up-skill and learn new skills and multi-skills.

Let us sign up to this channel at [u365.ntuc.org.sg](http://u365.ntuc.org.sg) to stay in touch with the latest and to use this platform to share with our friends all news and activities about the Labour Movement.

## Being Students To Be Better Teachers



STU members having fun being students again at a Kagan Workshop.



By  
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**A**lthough teachers are the floodgates of education, an occasional role reversal is necessary for them to excel in their job.

As employees, teachers face an array of complex challenges and the Singapore Teachers’ Union strives to meet these challenges by providing adequate skills and training to teachers. The union’s Professional Development Department organises activities ranging from conferences to workshops, seminars and learning journeys. These activities help to groom STU members into effective educators by keeping them updated of the latest developments in teaching pedagogy and content. The union organises about 40 professional development activities yearly.

One of the most popular workshops for more than 10 years is the Kagan Workshop, where members learn a number of teaching methods as well as staff development strategies such as “Cooperative Learning”, “Accelerated Achievement: Boosting Achievement For All Students” and “Win-Win Discipline”.

With accredited trainers from California, USA, the Kagan Workshop has proved to be very popular with teachers and successful with students. Besides workshops benefiting students, STU also offers skills development options which help the teachers as individuals.

“A Workshop for Users of the English language”, for example, is aimed at improving teachers’ command of the language in general. STU has also taken steps to extend their workshops to the public.

STU General Secretary Edwin Lye explained: “This year, in response to public demand, we opened our recently organised



The Singapore Teachers’ Union was established in 1946, and is the largest teachers’ organisation in Singapore. The union provides assistance in dealing with work-related problems and advice on terms and conditions of service through collaboration, cooperation and dialogue.

primary mathematics workshop to parents as well. ‘Using the Model Method of Solving Mathematical Problems’ was conducted in November at the NTUC Centre. The response was overwhelming and the workshop itself was very well-received by both educators and parents.”

As the structure of learning and education evolves, STU will continue to encourage teachers and educators to prepare their students for the challenges in the new globalised work environment. The union has made plans to jointly organise a social responsibility workshop with Singapore Compact for Corporate Social Responsibility, with the proposed topic of “People, Planet, Profits – Whose Responsibility?”

Mr Lye added: “We believe that by doing so, our members will be better equipped and be more confident to nurture the whole child for the global environment beyond the classroom.”