



STIC

ON POINT



KNOWLEDGE MANAGEMENT 2021

By: Donathy Tharakhajad and Anucha Phongpanya, English for Business Communication Year 3

On November 9, 2021, Madam Dr. Theresa Virachanee Phromsuntorn, College Council Vice Chairman of St. Theresa International College presided the opening ceremony of the 1st Knowledge Management Day of the Academic Year 2021 with the theme "Higher Education Changes on Post-Pandemic". The focus of the event was to disseminate strategies and techniques for learning and development. Some members of the administration, lecturers and students from all faculties attended the event.

There were exhibitions of concepts derived from knowledge management presented in the form of lectures, exhibitions and videos reels. Some lecturers presented academic knowledge management works that would be beneficial to the further development of learning and teaching for all faculties namely the Faculty of Business Administration, the Faculty of Humanities and Social Sciences, the Faculty of Nursing, the Faculty of Public Health, and the Faculty of Education.





RE-OPENING OF EDUCATIONAL INSTITUTIONS

By: Phattaraporn Thanintrawat and Narawadee Nareerak, English for Business Communication Year 3

It's been two years since the virus 'COVID-19' kicked in. The world turned into a self-protection mode, people were extremely panicking, which is understandable. It's a deadly virus, many countries out there have lost a number of their citizens to this fatal virus that wiped quite a few people out there.

However, a year later, thanks to our greatest doctors and scientists who have invented a vaccine for this virus. A cure has now come knocking on our doors, encouraging us to take a dose to go back to normal.

One of the organizations that are mostly affected by this virus is the educational institution. Although there's a vaccine to safeguard against this virus, schools and other institutions are still in the middle of arguments of either opening the doors for students or not. Speaking of that, we have gathered the pros and cons of opening the schools for you to take a look at and give your thoughts on whether or not they should re-open the schools.

The pros of studying on-site lie in the fact that it pretty much encourages the students to focus on the lessons more than they're studying online.

Students tend to be more comprehensive in an educational environment like in class. They develop a better understanding of the lessons when there are teachers in front of them.

In-class is better than online learning. The presence of studying comes from the classroom itself. All the friends and the feelings you have while being at school is much better than the feeling you get from staying at home alone.

Studying on-site with lots of people around you helps reduce the stress, anxiety, depression,

and other mental health disorders related to not being socialized and being home isolated. Students tend to have unstable mental health after staying home for such a long time without being able to go anywhere else.

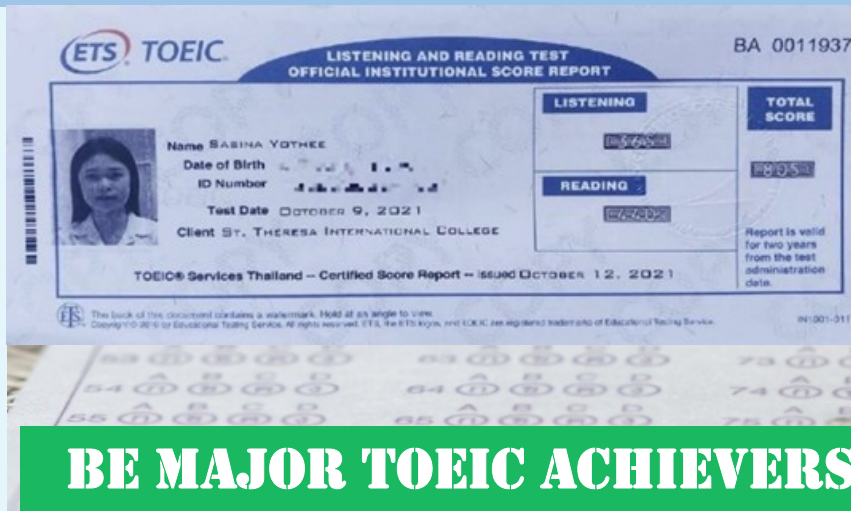
There's a reduction of the number of students not being able to study online due to lack of money and digital gadgets. (i.e. a digital divide). Not all students have the potential to buy gadgets needed in studying online.

Two years ago, there was a continuous outbreak of COVID-19 and bigger problems followed. What was more controversial all the time was the problem of opening schools for students of all levels, including kindergarten, primary school, high school, and university. Though it was a kind of an on and off situation, many students would prefer to start school on-site than online.

But I think that the opening of classes during the COVID-19 epidemic still has many disadvantages. Firstly, there are constant surges of the virus infection rates. Despite of all the rules and measures to keep distance, students eventually have to go out to eat, do activities, or perhaps stay in the same dormitory that would cause COVID-19 to spread.

Secondly, learning on-site requires time to prepare early for school to allow travel time both to go to college in the morning and to return home in the afternoon. This routine would definitely expose students to the virus.

Lastly, when studying in the classroom, some parents are more worried about their children's safety and protection. They think that their children are more protected and safer at home within the vicinity of their sight.



BE MAJOR TOEIC ACHIEVERS

By: Kittanai Saeher and Tiwakorn Boonsri, English for Business Communication, Year 3

In order to get high TOEIC score, you must know the basic skills in English well and absolutely, each person has different techniques. Today, we would like to share the techniques from our Business English



Ms. Sasina Yothee

The most significant things were to manage and limit the time from each listening and reading parts. Otherwise, you will lose the score. Most of the examination I had practiced was on the STIC Moodle. Personally, I felt that taking TOEIC Practice Test on Moodle looks very similar to the Real TOEIC Test.

Besides, I got some practice techniques from the internet. Mostly, I emphasized on the techniques in reading comprehension part because the paragraphs were too long. As I noticed, the general answer will be in the last paragraph. To easily find the answer and minimize the time, I first read the questions especially on questions which I can understand and immediately answer such as the number, date, and time. For the remaining question, I can guess where the answer belongs to and directly read and answer it. For listening part, I personally thought this part was my strong point since I learnt with international instructor. All classes were taught in English that's why I was familiar with it. My suggestion to my juniors is to pay attention in all classes. It is another way to practice the listening part. For those who read this story, I wish you get some inspirations from me.

Ms. Janya Amcharoen

I practiced on STIC Moodle. Moreover, I purchased some TOEIC's examination to practice. One day before taking the Real TOEIC Test, I slept early and woke up at 04.00 a.m. to review the previous test I had taken. This was also a technique because when I got enough sleep, my brain will be fresh. What I read will easily be remembered. The most important thing was practicing regularly. Practice makes perfect because this shows me to know the TOEIC



directions. As I have said I did it on Moodle, the disadvantage was I missed some points. On Moodle, I just clicked and answered the question. It was easy and save my time. But for the Real TOEIC, it had a hard time in the reading part that's why I missed some items. On the reading part, I focused on skimming and scanning techniques. For listening part, it was a benefit from STIC teaching system. I learnt and used to with several accents from different instructors. I did not practice much on this part. When the score came out, I got surprised because I missed and just guessed some questions. I had got only one week to practice before taking the Real TOEIC Test. For more advices, I urge you to train on more difficult questions. It will increase your scores. Don't forget that practice makes perfect and don't give up on yourself.

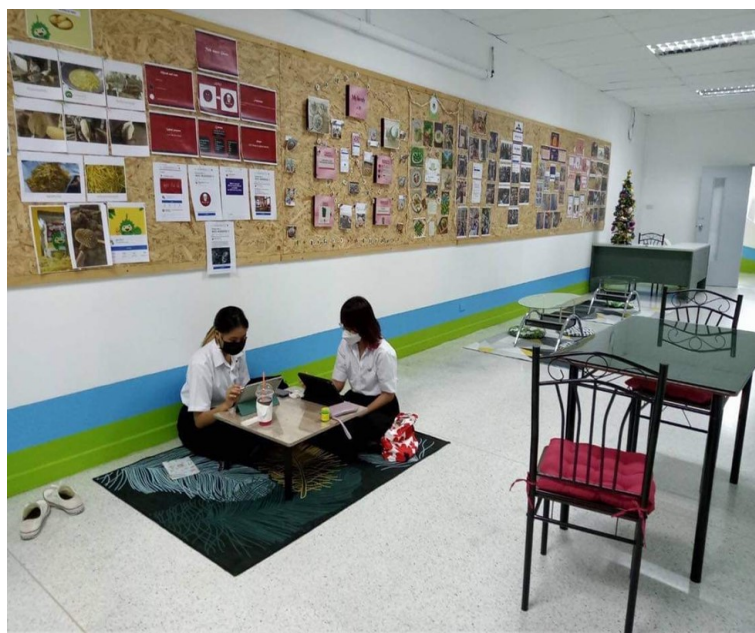
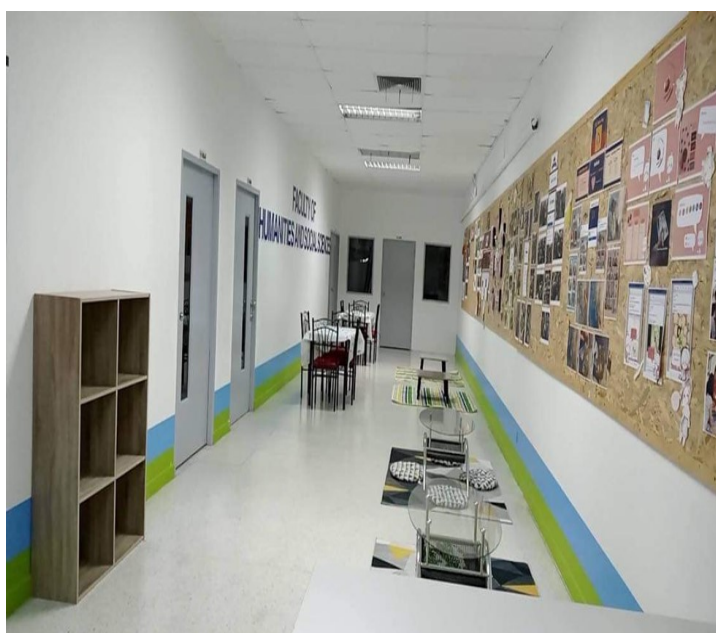
Ms. Aiya Pradabwong

For my TOEIC practice, I didn't prepare much on it. Mostly, I have practiced since I was in 1st year. I was a person who likes to talk, listen and look for foreign friends who use English for communication. I spoke with them every day. It improved my skills a lot. One more thing, I was a curious person. When I watched English movie, I will look for the meanings of the vocabulary words and idioms that I don't know. This helped me to progress. The last one was STIC Moodle. For my suggestion, I would like to tell you to practice with college's website or Moodle. It is very vital because it's like you are doing the real TOEIC so that you will know which part you need to practice more. And for the technique, you should be familiar with English, I mean your communication, listening, writing, and thinking in English. Even you are in Thailand, you can easily do it. For example, setting all your phone into English, I believe if you want to succeed in your goal, nothing is impossible for you.

HUSO'S LANGUAGE AND ARTS EDIFICE

By: Natcha Yodyiam and Boonyanuch Wasikarat, English for Business Communication, Year 3

St. Theresa International College has project planning which build unity among the re-designed a Language and Arts Edifice, located at faculty lecturers and students. The atmosphere in the Administration Building, 3rd Floor, Classroom Zone of CA Branch. It is a project that the Faculty visitors to read books and do activities with of Humanities and Social Sciences has arranged for conduciveness. There is a storage shelf that is suitable for storing bags and any students from the two departments suitable for storing bags and any (Communication Arts – Digital Media and English miscellaneous stuff. There are many sets of tables for Business Communication) to use. This area can which students can choose to use and there are lots be a hub for students to do some activities of knowledge papers on the wall. together or conduct meetings for a great college





OUR VERY OWN STICIAN AT DUBAI EXPO

By: Chanya Suriyawonghae and Kasama Shinozaki

English for Business Communication, Year 3

EXPO is an event that is generally being held every 5 years. The main objective of this event is to educate the public by showcasing the latest innovations, advanced knowledge, development trends, and support of humankind. World Expo shifts the level of a country's development by offering opportunities to acquire new technologies from countries worldwide. For this year, Dubai is the host. For this year, there are 192 participating countries in this EXPO 2020 Dubai and Thailand is one of them. Index Creative Village is the organization who is in charge of this project.

On June 2021, Index opened the opportunity for those who were interested to join as Thailand Pavilion Ambassadors. Kornkanok Boonpong, or Seefar, one of our Business English alumni was one of the interviewed participants.

She said, "There were 500+ applicants at that time and I was one of them. We started to submit the application via online channel and they would screen our profiles. After that, I was selected for the first interview. There were 110 candidates for the first round. After the interview, they cut all of the candidates to only 60 candidates. I was again one of the 60 candidates. But for the final selection, there were only 25 finalists, I was not selected then. But I almost won the Popular Vote Award as STICIANS and my friends helped a lot in sharing my photo for voting on social media. That was amazing!! Surprisingly, I got a call from Index team. They offered me the Project Executive position under Index Creative Village Company. I was hired as the real staff of this company with short term contract for EXPO, not only as a Thailand Pavilion Ambassador, but working with the Index Team. This is even higher than my expectations, and for this opportunity, there were 4 selected candidates to go for an interview. I needed to have the interview with the CEO and Director of the company. They selected only 2 from 4, and I passed this interview that reason why I am here today. My purpose at first was just to experience new things and EXPO is a very big event. This is as big as an Olympic event. So, I think so many experiences will come

later."

The key theme of the WORLD EXPO 2020 Dubai is 'Connecting Minds, Creating the Future,' which is divided into three sub-themes as follows: Opportunity, Mobility, and Sustainability for each country that participates in the EXPO choose a theme for its own. For Thailand, it has chosen "Mobility". The concept is mobility for the future, in order to declare that the country is moving towards the future and also designed its pavilion expressing the hospitality of Thainess such as crown flower representing the warm welcome from Thais as well as decorating the building with gold as the main color.

The Thailand Pavilion proposes the diverse dimensions of the country by four exhibition rooms. Room 1 presents 'Thai Mobility' exhibiting the replicas of Thai royal carriage and barge over Thai Arts. Next is the 'Mobility of Life' room which is about history, society, tradition, culture, and ways of life from the past displayed in the form of aquatic performance. Continually, the room called 'Mobility of the Future' has 360-degree VR (virtual reality) to invite visitors to see what the image of a Thai smart city will look like in the future. The last room is 'Heart of Mobility,' in which the audience will listen to the story of how delightful living in Thailand is from experienced foreigners.

The EXPO 2020 Dubai is not only a big stage to disseminate the uniqueness of each country but also brings such pleasant memories to many, becoming an unforgettable lifetime story to be told to the next generation.

To whoever is interested in joining the WORLD EXPO in the next opportunity as a Thailand pavilion ambassador, the required qualifications are as follows:

- Thai nationality
- Aged between 18 - 30.
- English or Arabic speaker
- Excellent communication and people skills
- Music talents or any other fascinating talent and work proactively with the team to warmly welcome the visitor and be a brilliant host to present Thailand Pavilion with the image of Thainess. <https://workpointtoday.com/world-expo-2020-dubai-thailand-pavilion/>

WHAT TO KNOW ABOUT ATK

By: Jiraporn Suanjabok, English for Business Communication, Year 3

ATK (Antigen Test Kit)

It is a Covid-19 test kit which can be checked by yourself at home. Collect the swab by using the test kit for initial screening. Wait for the results of the test for about 15-30 minutes. For inspection accuracy, there may be discrepancies from the method of examination.



Using the ATK Test Kit

- Before testing with the ATK test kit, wash your hands. and wipe the table where the test kit is placed. Gloves should be worn during the test. Do an expiration date check and test kits, including manuals for the use of test cassettes reagent tube, stopper cap and sampling rod. After that, start doing the following steps:
1. Open the swab sachet (do not touch the cotton tip and dip sticks or liquids before taking samples)
2. Insert the swab stem in the nasal cavity on both sides, turn the stem 5-10 times, 10-15 seconds around (the insertion depth according to the manual).
3. Immerse the sampled stem into the sterile reagent tube. Rotate the sampling rod 5-10 times.
4. Bring a straw to drip about 2-3 drops into the compartment and wait for the results for about 15-30 minutes.



Reading the Results of the ATK Test Kit

Negative: The colored band appears only at position C.
Positive: Two bars appear on both C and T positions.

Risk groups should be tested for COVID-19 with ATK urgently!

1. Being in high-risk places such as shopping malls, restaurants, flea markets, factories
2. Work in contact with a large number of people
3. Suspected of having an infection (fever, cough, tasteless tongue, body aches, headache, shortness of breath, difficulty breathing)
4. Have a history of traveling or going to risky places
5. Live or share a house with someone infected with COVID-19
6. Contact or close contact with someone infected with COVID-19



Precautions for using the ATK Test Kit

1. ATK test kits must be checked for confirmation rather than ATK test kits. (FDA (Food and Drug Administration)).
2. If there are solution splashes on symptoms at risk of the skin or get into infection, RT-PCR eyes, rinse immediately with plenty of clean water.
3. If the extraction 4. After use, discard the infected waste.



COVID-19 rapid tests are inexpensive and fast but sometimes give incorrect results*

People with **symptoms** and a **negative rapid test** should

Get a confirmation (RT-PCR) test

Wear a mask

Stay home in a separate room

1 in 5 patients with symptoms and confirmed COVID-19 received a negative rapid antigen test result

*CDC report issued with effect of a systematic review, September 2020. It was used to inform the UKHSA report on the use of rapid antigen tests.

CDC.GOV bit.ly/MMWR5123120 MMWR

Advices

1. People without symptoms should be repeated every 7 days, but if there are symptoms, he or she should be tested with ATK kit immediately.
2. Those who have symptoms Should repeat the examination within 3-5 days.



TRENDING TIKTOK

By: Nattanan Phimset, English for Business Communication, Year 3



How many years will it take to create a world-class social media with 100 million users?!

Twitter took 5 years and 5 months, Facebook took 4 years and 6 months, Instagram took just 2 years and 4 months. But there is a Chinese video app called TikTok which became very famous in only less than a year. It has reached 100 million users and until now, the app has become a business worth 2.5 trillion baht. What other interesting stories will there be? Let's get to know TikTok better.

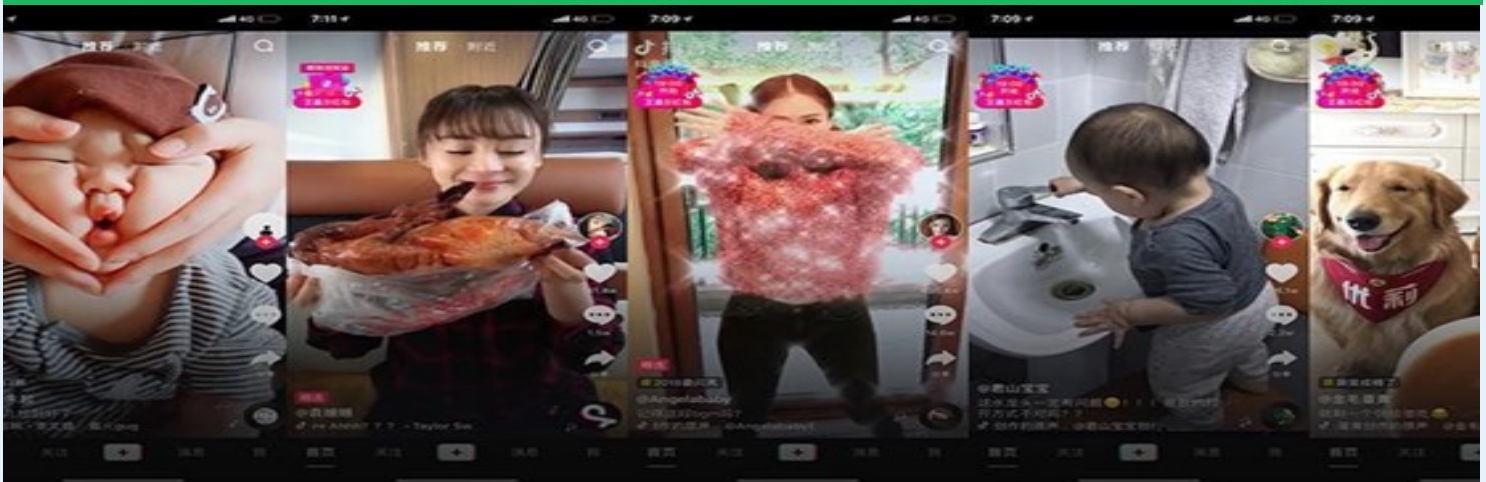
What is TikTok?

"TikTok" (or "Douyin" in China) is a social media platform affiliated with ByteDance that started its service on September 29, 2016 creating and sharing short videos with friends online. On the app, there are various effects on both pictures and sounds. It allows users to enjoy creating their own videos according to their tastes and styles. Therefore, most TikTok users focus on entertainment rather than information. But,

there are also videos of some users that provide the same content.

Even at times it is seen as a no-nonsense video player app but it's also one of the reasons why TikTok is so popular. It's suddenly becoming a worldwide buzz for the trending platform TikTok, which rose in popularity a lot during the COVID-19 pandemic situation. Though there are influencers who add their own content channels, there are also many new influencers coming up in this channel with such popularity thus affecting the marketing of the brand. Many people have to turn to using this channel in advertising their products and services more and more. Therefore, it is an important opportunity to build a new customer base. It also communicates with a wider audience of existing customers. TikTok is just a short video app, lip syncing, filtering, or showing off your singing, dancing, or musical skills, but with such simplicity and fun, TikTok has dominated the hearts of teenagers as well.

5 CONTENT FORMATS THAT ARE POPULAR AND SUITABLE FOR TIKTOK MARKETING



1. Funny Content

It can be said that it is the number one popular content that has it all. We will notice that no matter what the platform is, entertaining stories are always popular and talked about.

2. Suggesting Fashion Content

Celebrities are often role models and fashion leaders. No matter what you wear, there will always be a normal person who will dress accordingly. The details of the dress style will vary according to the individual's body.

3. Travel Content

Short videos showcase the beautiful sights that are popular with people. These are for those who like to travel or for those who just want to find attractions

and information.

4. Educational Content

Viewers always expect to get benefits from all the contents. There are a variety of influencers who bring some insight into their areas of expertise until they can create a huge following, such as teaching photography, teaching English, teaching graphic design, teaching cooking, teaching editing, etc.

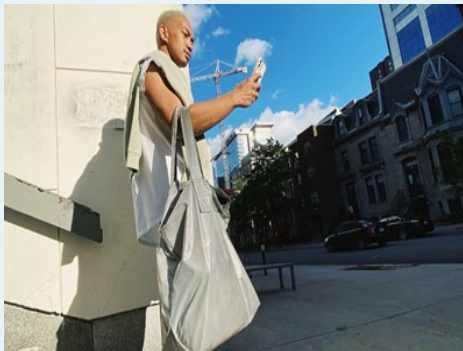
5. Food Content

The reason why this content is popular is because it can be easily grasped. Here, it's called being able to find experiences together. It's a trend to bring strange food or interesting food to eat and include restaurant reviews in different areas as well as self-cooking.

<https://adaddictth.com/knowledge/5-Popular-Content-TikTok>

HOW TO MAKE MONEY ON TIKTOK

By: Nattanan Phimset, English for Business Communication, Year 3



Until December 2021, the barrier to making money directly from TikTok was much higher. To monetize your account, you had to be at least 18 years old, have more than 10,000 followers, and have at least 100,000 video views in the last 30 days.

If you met those criteria, you could apply for TikTok's Creator Fund. The payment-per-view figures have never been publicly disclosed, so it's not as easy as saying '1,000 views =

\$X.' Roughly, it's estimated that you can pull in around two to three cents for every 1,000 views once signed up to the Creator Fund.

However, payments vary depending on the number and authenticity of views, the level of engagement on the videos, and ensuring content is in line with TikTok's Community Guidelines and Terms of Service.

<https://www.epidemicsound.com/blog/how->

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THE BIGGEST TIKTOK TRENDS

1. Squid Game

Netflix's "Squid Game" came out a week ago and it completely broke TikTok. The series became such a hit that everyone's TikTok feeds were filled to the brim with Squid Game references.

2. Dalgona Candy

One trend that came alongside Squid Game was Dalgona Candy. Everyone rushed to both make the honeycomb candy and break the shape off in its entirety.

3. Wake Up

The song "Wake Up" by Cheese People has been quite popular on TikTok, and many creators put their own twists on it.

4. The Two Looks

Do you have a special look that only those closest to you can fully interpret? It can be a scream of happiness or a call for help. Either way, this is where you share them.

5. Emily Mariko's Salmon Bowl

The foodie TikToker Emily Mariko microwaved her bowl of salmon and rice with an ice cube, and every other TikToker tried it. If you're looking for something food oriented among all the TikTok trends in October 2021, why not give this a try? <https://www.thumbsup.in.th/tiktok-trends-2020https://inflownetwork.com/top-10-tiktok-trends-in-october-2021/>

