

Ama-Hashtag

Ababambiqhaza bazofunda ngendlela ama-hashtag abelokhu esebenza ngayo ekuthuthukiseni iminyakazo yezokuxhumana. Ababambiqhaza bazoboniswa nokuthi ama-hashtag emthonjeni wezokuxhumana asiza kanjani ekuqwashiseni ngezinkinga zobummeli kanye nokuthuthukisa eyabo imiqondo ngalokho abakuthandayo ngama-hashtag.

Ubushosho Bokusebenzisa Ama-Hashtag

Ingxenye Yokuqala

Tshela Abafundi Bakho

Nakuba abantu ngabanye bavame ukusebenzisa amapulatifomu aqondile omthombo wezokuxhumana emikhankasweni yobummeli ngokwezizathu ezithile, lawa mapulatifomu aba nezici ezithile. Esinye sezici eziwusizo ngokuvamile yi-hashtag. Ama-hashtag asivumela ukuba sidonsele ukunakekela kumasu ethu ngokuxhumanisa esikuxhomile nokunye okuxhonyiwe kwesihloko esifanayo. Ngokwesibonelo, uma besifuna ukwabelana ngamavidiyo omdlalo wethu wakamuva webhola lezinyawo lapho umshayi magoli wethu eshaye ezibukwayo, singafaka “#football” nethi “#hatrick” encazelweni yevidiyo ukuze wena nabanye abantu ababheka amavidiyo ebhola lezinyawo bayibone. Ngale ndlela, singandisa amathuba okuthi nezingcwethi zezemidlalo zibuke amavidiyo ethu.

Ama-Hashtag awusizo nakakhulu kumaphrojekthi obummeli. Ngokwesibonelo, emva kokuba iphoyisa elithile lithwebule i-Trayvon Martin e-Florida, e-USA, abammeli abambalwa baqala ukubhala izixhomo ezihlobene nomncintiswano e-United States ezine-hashtag #BlackLivesMatter. Ngokwanda kodumo lwama-hashtag, abantu abaningi baye bakwazi ukubona izixhomo ngabantu abathile njengoba umuntu wombala othile ezibandakanya namaphoyisa e-United States namuhla ngokusesha “#BlackLivesMatter.” Ngobushosho bomthombo wezokuxhumana, i-Black Lives Matter ithuthuke yaba inhlangothi yobummeli esekelwa ngabantu abanamandla.

I-hashtag iwuhlobo olunamandla lomthombo wezokuxhumana ngokwezinga lomhlaba wonke. Lapho inhlangothi yamaphekula i-Boko Haram ithumba amantombazane angu-276 esikoleni sawo esiphakeme e-Chibok, e-Nigeria, abantu base-Nigeria bazama ukuqwashisa ngenkinga emthonjeni wezokuxhumana ngokuxhoma okuthile kwi-inthanethi nge-hashtag ethi “#BringBackOurGirls.” Leyo nkinga yaluthola ngokushesha usekelo lomhlaba wonke, nangosaziwayo abadumile namalungu emiphakathi asekelo lowo mkhankaso.

Kunezinye izibonelo eziningi zokusebenzisa ama-hashtag ebummelini emhlabeni jikelele. Ngokwesibonelo, abafundi benyuvesi yase-Mexico basebenzisa ethi “#YoSoy132” ngokhetho lukamongameli luka-2012, kwathi e-Hong Kong abafundi benyuvesi bakhankasa nge-hashtag ethi “#umbrellarevolution” phakathi nombhikisho wenkululeko ka-2014, bese abafundi benyuvesi yase-Chile basebenzisa ethi “#MovimientoEstudiantil” ukuze balwele ukuvuselelwa kwemfundo.

Lapho ulwela inkinga ethile, ukusebenzisa ama-hashtag kuyindlela engcono kakhulu yokufinyelela abantu abaningi ngamasu akho. Esifundweni esilandelayo, sizobheka ukusetshenziswa kwama-hashtag emithonjeni yezokuxhumana.

Isabelo

Ingxenye Yokuqala

Ukuhileleka Kwekilasi

Hlela ababambiqhaza ngababili.

Tshela Abafundi Bakho

Ngamaqembu wangababili, tholani i-hashtag eye yasetshenziselwa ukusakaza inkinga ethile yakamuva.

Lapho niyithola i-hashtag, buyekezani izingxoxo eziye zaba khona bese eqenjini lenu, nize nesifingqo salokho okukhulunywa ngakho. Nizonikeza lesi sifingqo ngomlomo kulo lonke iqembu.

Nizonikwa imizuzu engu-15 ukuba nithole i-hashtag futhi nize nesifingqo.

Ukuhileleka Kwekilasi

Nikeza ababambiqhaza imizuzu engu-15 yokusebenza. Lapho sebeqedile, nikeza umbhangqana ngamunye imizuzu engu-15 yokuba wethule isifingqo sawo eqenjini.

Buza Abafundi Bakho

Hlobo luni lokuqukethwe okwabelenwe ngalo kusetshenziswa ama-hashtag?

Ingabe kunezingxoxo ezifanayo ngaphansi kwalama-hashtag angafani? Kungani ucabanga ukuthi lokhu kuyenzeka/akwenzeki?

Ingabe amanye ama-hashtag abonakala esebenza ngconywana (isib., aphinde abiwe kabusha) kunamanye? Yikuphi? Kungani?

Ingxenye Yesibili

Tshela Abafundi Bakho

Manje, izani nendaba ebalulekile ngobubili benu bese:

1. Nenza i-hashtag ngayo.
2. Klamani isithombe, isithombe esinencazelo, ihlaya, ishadi, noma igrafu yokuthuthukisa i-hashtag yenu.
3. Nomlingane wakho, xoxani ngezindlela ezahlukahlukene eningasakaza ngazo i-

hashtag yenu ngenethiwekhi. Yimaphi amanye wamasu aphumelelayo esiwafundile lapho sihlaziya amanye ama-hashtag?

Nizonikezwa imizuzu engu-30 ukuba niqede lesi sivivinyo.

Ukuhileleka Kwekilasi

Nikeza ababambiqhaza imizuzu engu-30 ukuba bahlanganyele kulesi sivivinyo nabalingane babo. Emva kwalokho, nikeza amaqembu imizuzu engu-20 yokuba axoxisane neqembu elikhulu ngama-hashtag awo, imibukwane ehambisana nawo, kanye namasu okusakaza leyo hashtag.