

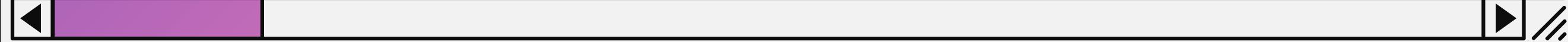
**PERFORMANCE TASK # 1**

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The roles and functions of media refer to the ways in which media serves society by providing information, entertainment, influencing public opinion, holding those in power accountable and facilitating communication and dialogue. Understanding the roles and functions is important for participating in the democratic process, making informed decisions, and critically consuming media content.



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# Pair Evaluation

PERFORMANCE TASK # 2

Page 1

Words: 88



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This is the evaluation that we conducted on each other's performance for task #1. It was a thorough and comprehensive assessment, taking into account all the criteria and standards set for the task. It provided valuable feedback and suggestions for improvement and helped us to identify our strengths and areas for development. Overall, it was an effective tool in evaluating our performance and progress.

	UNARCE	MONARES	TOTAL
MONARES	20	20	20
UNARCE	20	20	20

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# ● ● ● PERFORMANCE TASK # 2 REACTION PAPER

 SAN FRANCISCO HIGH SCHOOL  
Misamis St., Brgy. Santo Cristo, Quezon City

"Propaganda War: Weaponizing the Internet"

A Reaction Paper  
presented to  
The Senior High School Department

Media and Information Literacy  
There are numerous indications that we may already be in the post-truth era. Others believe what they want, what many people think, and what others tell them to believe. We no longer care if the information we provide is even remotely accurate. Anything that other people say (using plausible tales) instantly becomes the truth in our eyes. Why do we no longer seek the absolute truth? How did we get into the dark pit we decided to fall into, blind? Is there anything we can do in light of that to prevent or punish the spread of misleading information? It is pretty concerning that people are using social media as a weapon rather than reputable and trustworthy content. The users should know the truth and refrain from telling lies. In the information-sharing and communication-based modern society we live in, we are responsible for our activities. Social media usage isn't improper, but it is being done incorrectly. It shouldn't be allowed and needs to end when the press uses it as a weapon to promote immoral and criminal activities. For us to prevent misunderstandings and false impressions regarding the material we post on social networking sites, it is our job as media users to use the internet responsibly. Not false truth, but accurate information is crucial in disseminating news. Our research must take us to the fact and the truth alone. We all deserve to know what is factual and accurate; if we tell the truth, we can be a reliable source of information.

Submitted by  
Unarce, Czvein Lei F.  
12 TVL-Jones

Submitted to  
Ms. Camille C. Cano

October 2022

Page 1 of 4

 Czvein Lei F. Unarce  
12TVL-Jones

Propaganda War: Weaponizing the Internet  
By: Maria A. Ressa

Maria A. Ressa writes in her article "Propaganda War: Weaponizing the Internet" that Facebook political advocacy pages and other websites are fast to distribute foreign propaganda. Sharing a Rappler item headlined "Man with bomb nabbed at Davao Checkpoint" is one of them. The report claimed that the man was responsible for the Davao explosion in September 2016, yet, the Rappler story post in March of the same year. When President Duterte announced a state of lawlessness in response to the bombing on September 3, the propaganda led readers to believe the bomber was apprehended. Because the context altered the previous headline, it tricked readers into spreading a lie.

Social media employs as an online voting platform during the election. Since the OFWs cannot vote because they are returning to the Philippines during the election, reaching them is a top goal for these online polls or voting. These online voting systems were made possible by the widespread usage of social media. However, it still ended up being a failure in specific ways, and the government itself employed some bots to spread rumors.

There are numerous indications that we may already be in the post-truth era. Others believe what they want, what many people think, and what others tell them to believe. We no longer care if the information we provide is even remotely accurate. Anything that other people say (using plausible tales) instantly becomes the truth in our eyes. Why do we no longer seek the absolute truth? How did we get into the dark pit we decided to fall into, blind? Is there anything we can do in light of that to prevent or punish the spread of misleading information? It is pretty concerning that people are using social media as a weapon rather than reputable and trustworthy content. The users should know the truth and refrain from telling lies. In the information-sharing and communication-based modern society we live in, we are responsible for our activities. Social media usage isn't improper, but it is being done incorrectly. It shouldn't be allowed and needs to end when the press uses it as a weapon to promote immoral and criminal activities. For us to prevent misunderstandings and false impressions regarding the material we post on social networking sites, it is our job as media users to use the internet responsibly. Not false truth, but accurate information is crucial in disseminating news. Our research must take us to the fact and the truth alone. We all deserve to know what is factual and accurate; if we tell the truth, we can be a reliable source of information.

Page 2 of 3

 Czvein Lei F. Unarce  
12TVL-Jones

Reference:

Ressa, M. A., author Maria A. Ressa has been a journalist in Asia for nearly 35 years. As Rappler's co-founder, Author, Maria Ressa has been a journalist in Asia for nearly 35 years. As Rappler's co-founder, & Ressa, M. from M. A. (2016, October 3). *Propaganda War: Weaponizing the internet*. RAPPLER. Retrieved October 25, 2022, from <https://www.rappler.com/nation/148007-propaganda-war-weaponizing-internet/>

Page 3 of 3

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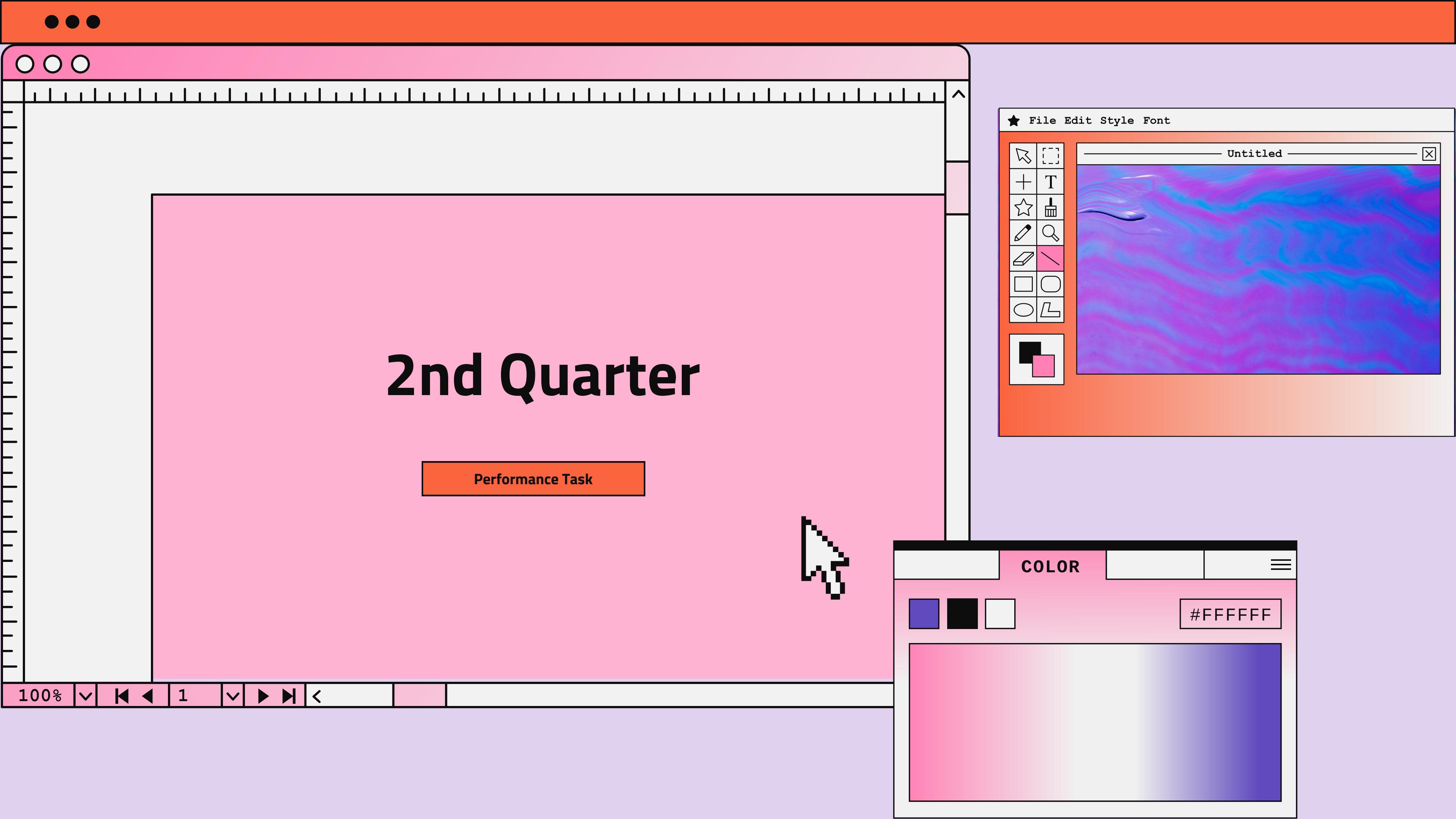
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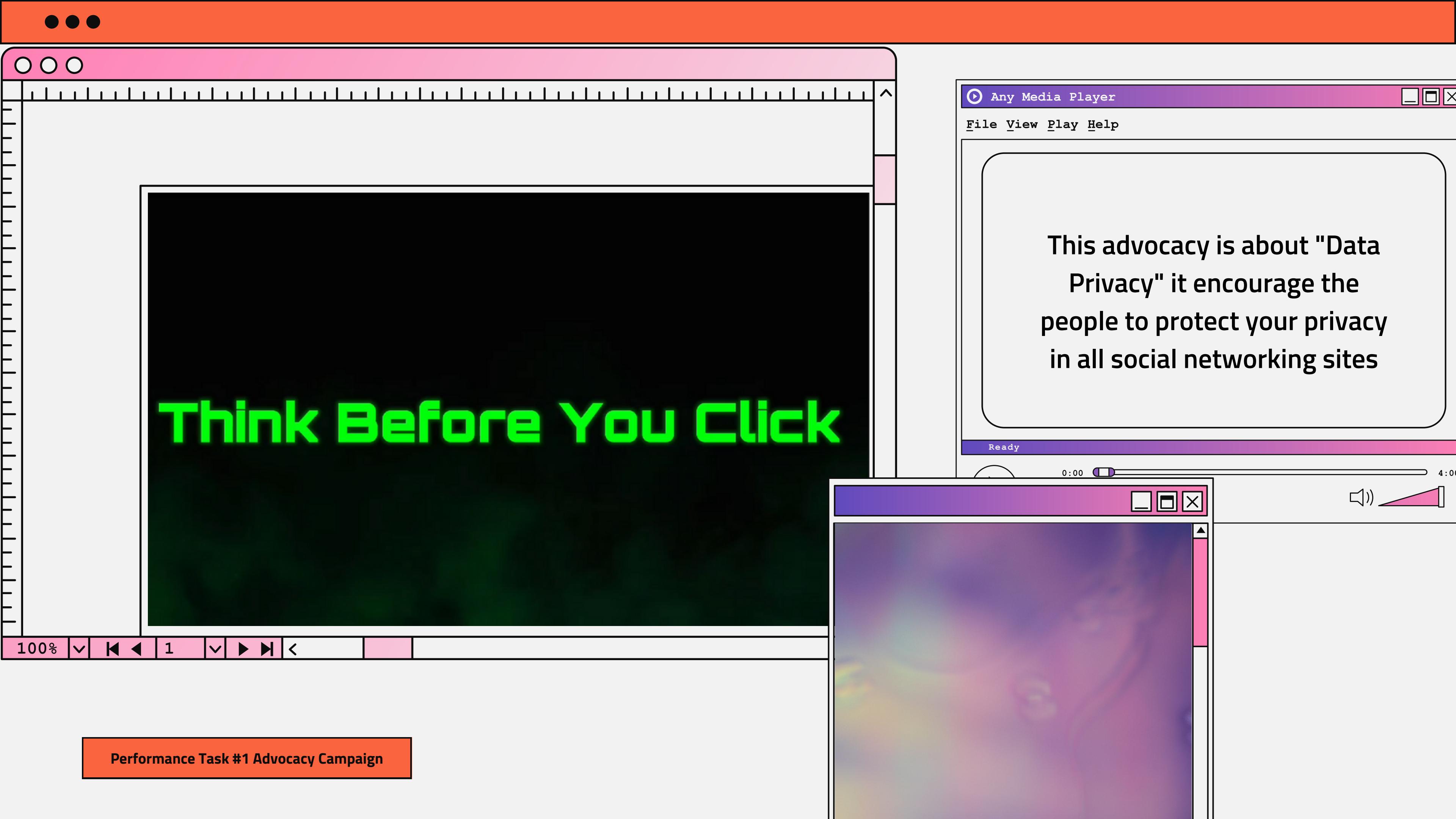
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RUBRIC		
Component	Description	Score
Introduction (Background/ Define the Problem)	<ul style="list-style-type: none"><li>(4-below) Introduction was not presented.</li><li>(5-6) Introduction does not adequately explain the background of the problem. The problem is stated but lacks details.</li><li>(7-8) Introductory paragraph contains some background information and states the problem, but does not explain using details.</li><li>(9-10) Well-developed introductory paragraph contains detailed background information, a clear explanation or definition of the problem.</li></ul>	5
Body Paragraphs (Main Arguments)	<ul style="list-style-type: none"><li>(4-below) Argument is well developed with supporting details and examples.</li><li>(5-6) Argument is presented with some supporting examples.</li><li>(7-8) Argument is presented but lacks examples.</li><li>(9-10) Argument is not presented.</li></ul>	8
Conclusion	<ul style="list-style-type: none"><li>(4-below) Conclusion is not presented.</li><li>(5-6) Conclusion is presented but no suggestions for change and/or opinion are included.</li><li>(7-8) Conclusion is presented with some suggestions for change are evident.</li><li>(9-10) Conclusion is presented. Opinions and suggestions for change are logical and well thought out.</li></ul>	5
Language and Mechanics	<ul style="list-style-type: none"><li>(4-below) Work is dominated by errors in spelling, punctuation, capitalization, and paragraphing. Shows lack of knowledge of basic syntactic rules; simply put together words that fail to communicate meaning.</li><li>(5-6) 9-16 inaccuracies in spelling, punctuation, capitalization and paragraphing; erroneous use of language impedes comprehensibility; work poorly edited for language.</li><li>(7-8) 5-8 inaccuracies in spelling, punctuation, capitalization and paragraphing; erroneous use of language does not impede comprehensibility; some editing for language evident but not thoroughly done.</li><li>(9-10) Only 1-4 inaccuracies in spelling, punctuation, capitalization and paragraphing; language clearly expresses meaning; work well edited for language.</li></ul>	9
Total:		27/40
Comments and Suggestions		
Conclusion lacks emphasis but you did great in the body paragraphs.		

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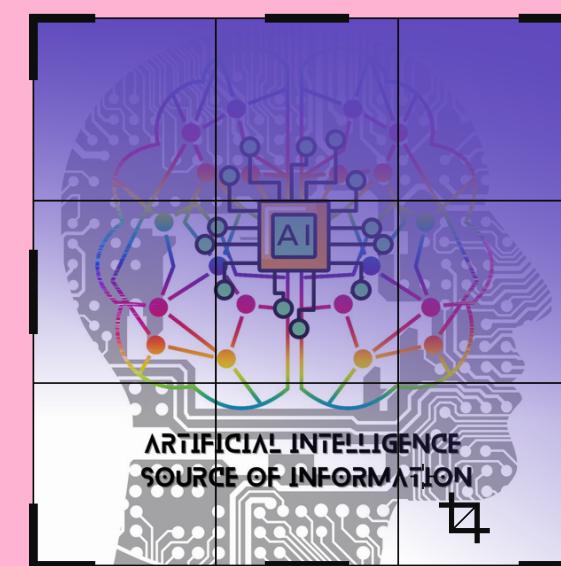
The article "Propaganda war: Weaponizing the internet" is discussing how some governments and organizations are using the internet and social media as a tool for propaganda and disinformation in order to control public opinion and influence political decisions. The article points out that this practice undermines democracy and the ability of citizens to make informed decisions. It also discusses about how the internet and social media have made it easier for disinformation to spread quickly and reach a wide audience. The article highlights the importance of media and information literacy in detecting and combating disinformation online.





# ARTIFICIAL INTELLIGENCE SOURCE OF INFORMATION

Page 1 | Words: 88



## PERFORMANCE TASK # 2

### CREATIVE BRIEF

A creative brief on using AI as a source of information would outline the goals, target audience, and key messaging of a campaign or project that aims to educate people on the benefits and limitations of using AI as a source of information. It would also include information on the channels through which the information will be delivered, such as social media. Additionally, it would provide guidance on the visual and messaging elements to be used to effectively communicate the information to the target audience.

### CREATIVE BRIEF

## ARTIFICIAL INTELLIGENCE

**Objective**

The objective of this creative brief is to explore the potential benefits and limitations of using AI as a source of information for students and professionals, with the goal of increasing the number of individuals using AI in this way by 25% within the next 3 months through education and outreach efforts.

**Background/Overview**

Artificial Intelligence (AI) has gained widespread acceptance and value across a variety of industries, such as healthcare, finance, and education. It has the capability to process and analyze large amounts of data, providing insights that were previously unattainable. Some of the key benefits of AI include:

- Speed:** AI systems can process and analyze data quickly and efficiently, making them well-suited for tasks such as searching through vast databases or analyzing large sets of text.
- Accuracy:** With advances in machine learning and natural language processing, AI systems are becoming increasingly accurate at understanding and interpreting human language. This allows them to provide more accurate and relevant information in response to user queries.
- Availability:** As machines, AI systems do not require sleep or rest, allowing them to work continuously and be accessible to users at all times.

**Target Audience**

The target audience for this creative brief is students and professionals who are ranging at age of 15-30 that are interested in using AI as a source of information in their fields. This includes individuals who may already be using AI in their academic and work, as well as those who are considering incorporating it into their practices.

**Core Messages/Focus**

The core message of this creative brief is that AI has the potential to be a powerful tool for gathering and analyzing information, but it is important to carefully consider the ethical implications and limitations of using it.

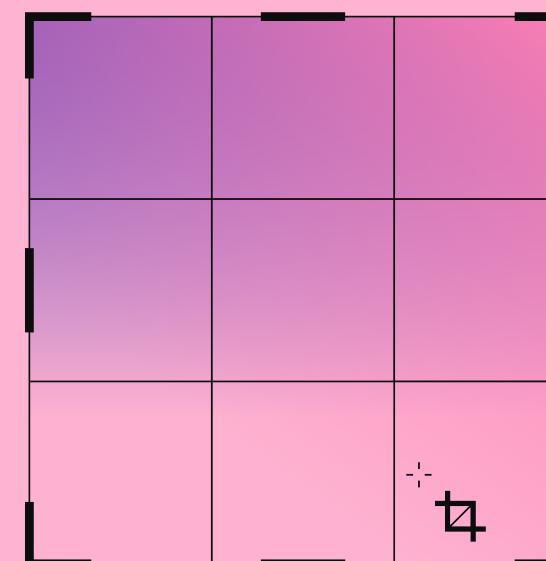
**Reason Why**

There are several reasons why students and professionals may find using AI as a source of information beneficial. From a rational standpoint, AI can process and analyze large amounts of data quickly and accurately, potentially leading to more accurate and reliable results, and can uncover patterns and trends that may not be immediately apparent to humans. Emotionally, using AI may give individuals a sense of prestige or status and can be seen as a source of inspiration or creativity. Evidence supports these benefits, with studies showing that AI can improve decision-making in various industries and has been used to uncover previously unknown patterns and trends. However, it is important to carefully consider the potential drawbacks and ethical considerations when using AI, as it can also introduce biases and

# Background

Page 1

Words: 88



[Back to Agenda Page](#)

## EXPERIENCE

### Liz Flamhaff Designs

Senior Web Designer (2020-Present)

### Corentin Design Co.

Assistant Web Designer (2018-2020)

EDUCATION

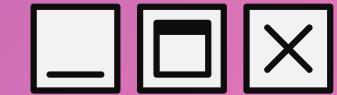
**De Loureigh University**

Master of Multimedia Arts, Web Design (2014-2018)

**Tresswood University**

Bachelor of Fine Arts (2010-2014)

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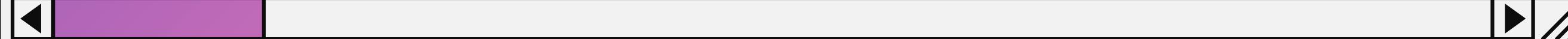


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The four types of text are:

1. **Informative text:** This type of text provides information and explains a topic.
2. **Descriptive text:** This type of text describes people, places, or things in detail..
3. **Instructive text:** This type of text provides instructions and guidance on how to do something.
4. **Persuasive text:** This type of text aims to convince the reader to take a certain action or to hold a certain belief.

Each type of text serves a different purpose and is meant to be read and understood in a different way. Understanding the different types of text is important for reading comprehension and for effectively communicating ideas.



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< > ⓘ INFROMATIVE TEXT ⚡

AI-SI  
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AI is a powerful tool that allows machines to process vast amounts of data, identify patterns and make predictions, making it a powerful tool for organizations to gain a competitive edge and improve decision-making.

#MediaLitSheesh

# WHAT AI CAN DO



ING AI

AI is a source of information that is growing, as it can process large amounts of data to identify patterns. It can provide insights and recommendations that can help organizations make informed decisions.

AI can be integrated into everyday devices such as smartphones and home assistants to provide personalized information and recommendations.

SmartVoice Assistants, Smartphones, Computers

ver, the quality of information provided depends on the quality of data used for training. Organizations must ensure that the data is accurate and relevant.

Using AI as a source of information can be a powerful tool for organizations to gain a competitive edge and improve decision-making.

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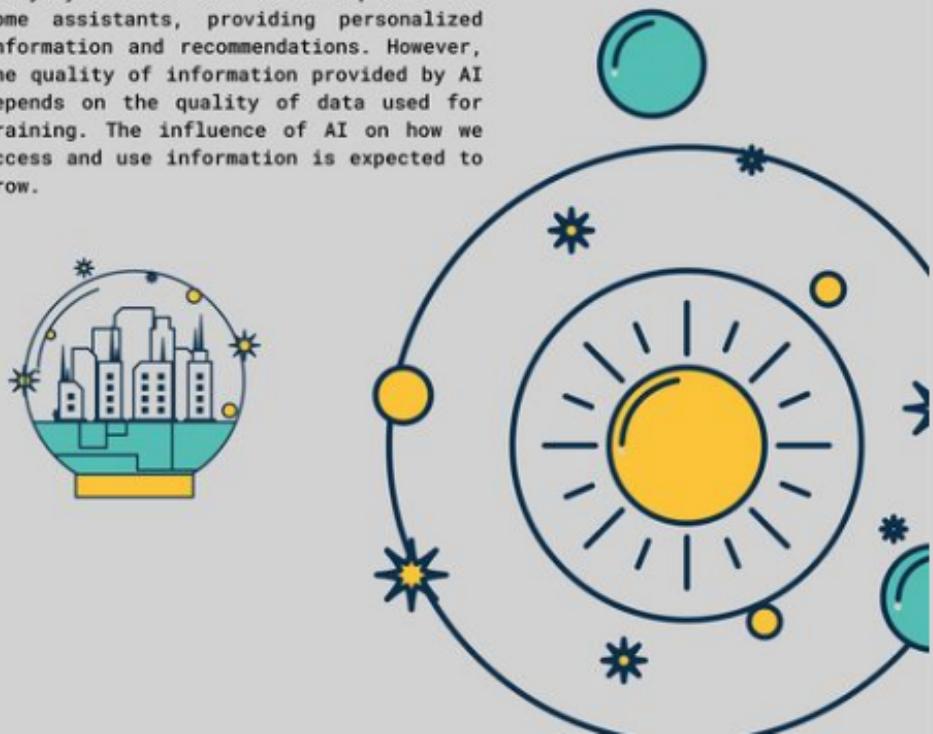
Unlocking the potential of Artificial Intelligence for better insights and decision making.  
#MediaLitSheesh

# ARTIFICIAL INTELLIGENCE



Artificial intelligence (AI) is an invaluable source of information, processing large amounts of data and identifying patterns. It can provide insights and predictions that are difficult for humans to discern. It can be used in various industries, including "finance, healthcare, and retail" to make informed decisions.

AI can also be integrated into everyday devices such as smartphones and home assistants, providing personalized information and recommendations. However, the quality of information provided by AI depends on the quality of data used for training. The influence of AI on how we access and use information is expected to grow.



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< > INSTRUCTIVE TEXT 

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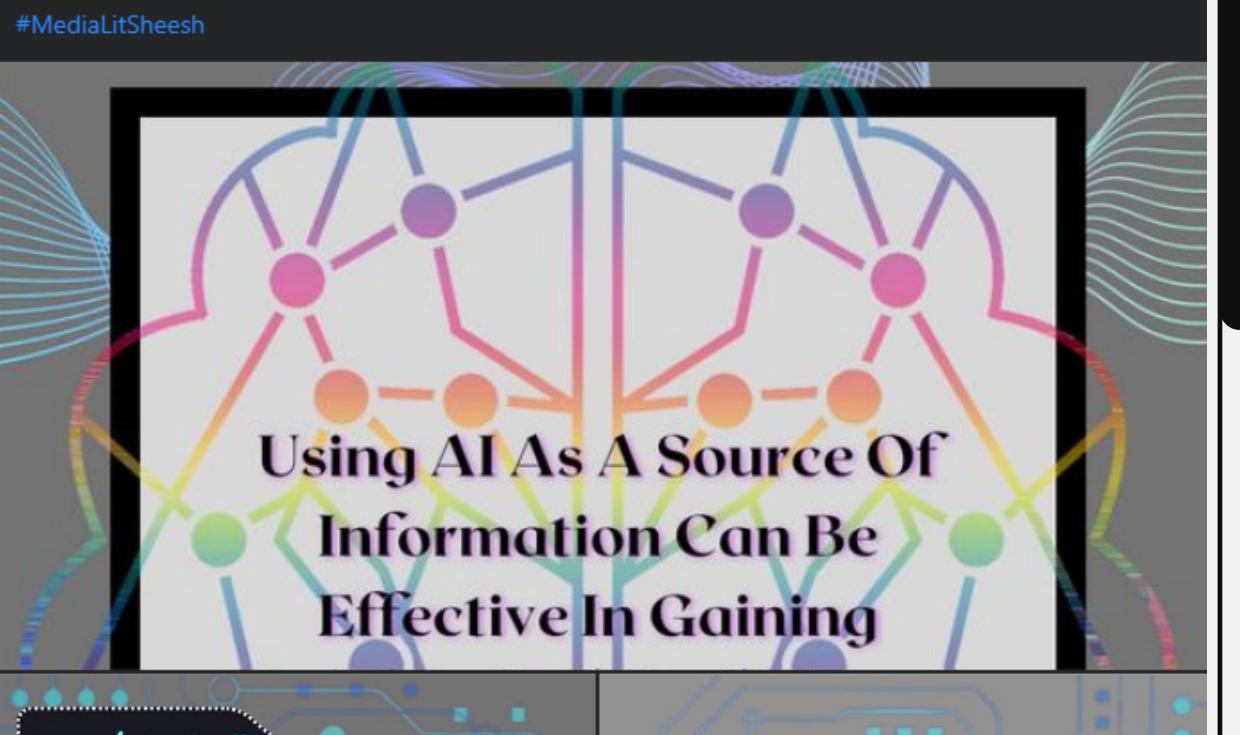
Unlocking AI's potential for insights: Identify, Collect, Train, Test, Integrate and Monitor.  
#MediaLitSheesh

**Using AI As A Source Of Information Can Be Effective In Gaining**

*Here are the steps to follow*

- Identify the problem or decision that you want to make
- Collect and clean the data
- Train the AI model
- Test the AI model
- Integrate the AI model into your organization

Watch over and tweak the AI model. It's also crucial to remember that the quality of the data utilized for AI's training determines the quality of the information it provides. Organizations can successfully employ AI as a source of knowledge to obtain a competitive edge and enhance decision-making by following these steps



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< > PERSUASIVE TEXT 

AI-SI January 20 at 9:15 PM ·  ...

AI for Competitive Edge: Unlocking insights, predictions, and convenience for better decision making.  
#MediaLitSheesh

AI can revolutionize the way organizations access and use information. By using AI as a source of information, organizations can gain a competitive edge and make better decisions. AI can provide insights and predictions that humans can't discern. It can also be integrated into everyday devices for convenience. However, organizations must ensure the data used for training is accurate and relevant for a good performance of the AI model. Using AI as a source of information can provide a significant competitive advantage and better decision making. As AI technology continues to evolve, it's becoming increasingly important for organizations to consider using AI as a source of information.

