Media and Information Literacy (MIL)

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MANILA, PHILIPPINES

Topic

I- Media and Information Languages

A. Genre, Codes, and Conventions

Learning Competencies

- evaluate everyday media and information with regard to codes, conventions, and messages; in regard to the audience, producers, and other stakeholders (MIL11/12MILA-IIIf15)
- produce and assess the codes, convention, and messages of a group presentation (MILI11/12MILA-IIIf16)

Motivation: Movie Trailers

Rings

- https://www.youtube.com/watch?v=mZBLbeDtpaE

Max Steel

- https://www.youtube.com/watch?v=Tf4sa0BVJVw

Jack Reacher

- https://www.youtube.com/watch?v=aRwrdbcAh2s

Motivation: Movie Trailers

Central Intelligence

- https://www.youtube.com/watch?v=RYW47dArUgw

Miracles from Heaven

- https://www.youtube.com/watch?v=CldGTG6iVrU

Formative Assessment: Recitation

What is genre?

- comes from the French word meaning '**type**' or '**class**'
- can be recognised by its common set of distinguishing features (**codes** and **conventions**)

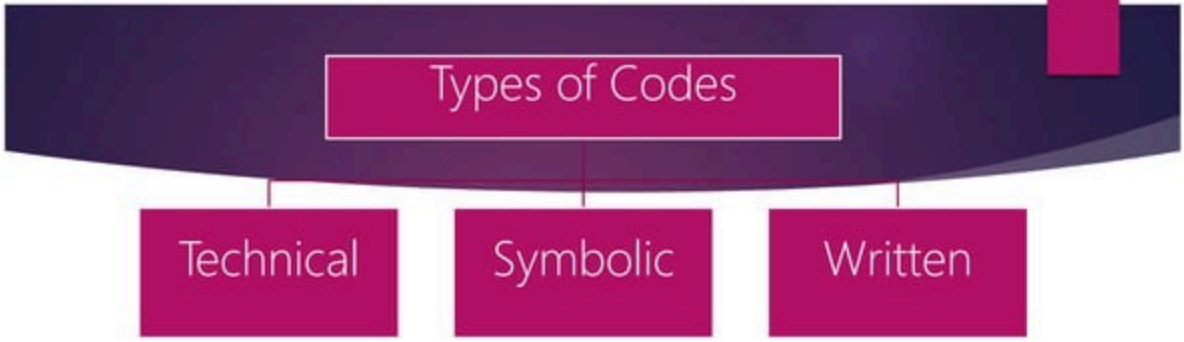
What are codes and conventions?

CODES

- are systems of signs, which create meaning

CONVENTIONS

- are the generally accepted ways of doing something



Technical Codes

- ways in which equipment is used to tell the story (camera techniques, framing, depth of fields, lighting and etc.)

Video Presentation
Symbolic Codes

Camera Angles with Zach King

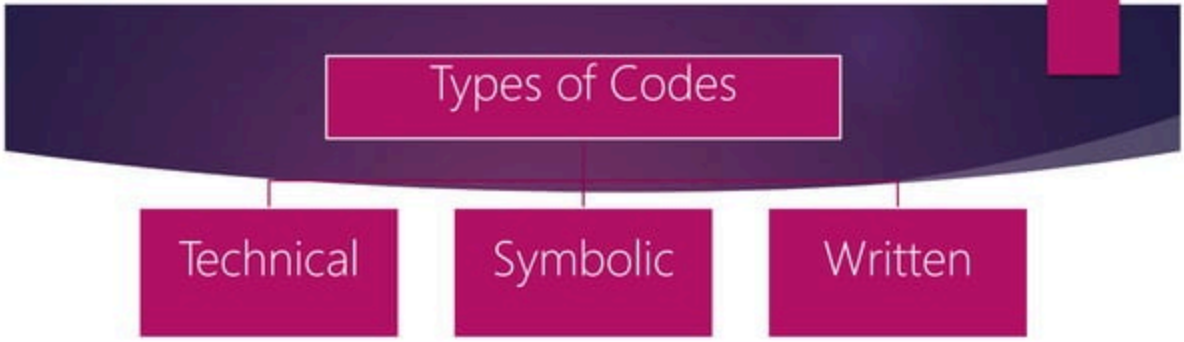
YouTube Channel: King Film School, September 14, 2016, Retrieved from

https://www.youtube.com/watch?v=tD63b6Z-Tr0

Video Presentation
Symbolic Codes

Lighting with Zach King

YouTube Channel: King Film School, September 14, 2016, Retrieved from https://www.youtube.com/watch?v=6W70YkNjFKY



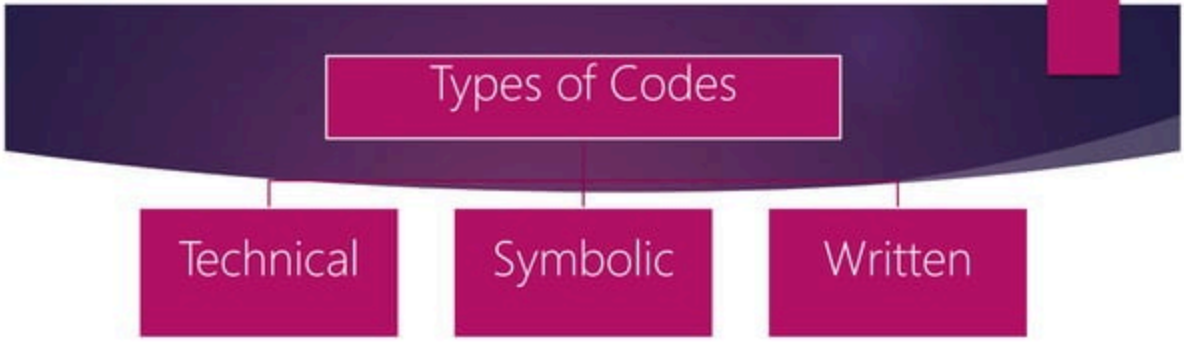
Symbolic Codes

- show what is beneath the surface of what we see (objects, setting, body language, clothing, color, etc.)

Video Presentation
Symbolic Codes

Symbolisms in Films

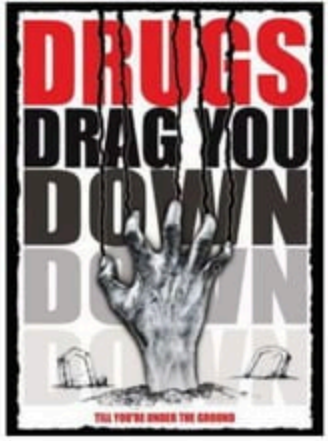
YouTube Channel: Chris Constantine, September 14, 2016, Retrieved from https://www.youtube.com/watch?v=WhijmmePlU8



Written Codes

- use of language style and textual layout (headlines, captions, speech bubbles, language style, etc.)

Written Codes



Video Presentation

Conventions and Iconography of an Action Film

YouTube Channel: Skyline Productions, Feb. 5, 2015, Retrieved from

https://www.youtube.com/watch?v=HuxNcpC9a0A&list=PLvqJQQNqUbBSD9TLTO7EcEGP1KvRWbGDh&index=3

Video Analysis
Codes and Conventions

Watch the following clips from AMC's "The Walking Dead"

- https://www.youtube.com/watch?v=0OO9ICQ1x9Y
- https://www.youtube.com/watch?v=UkpwMKJptmg

Formative Assessment
Class Discussion

Guide Questions

1. How did the director convince the audience that the two characters in the first clip was in a very difficult situation and escaping from the zombies was impossible?

Formative Assessment
Class Discussion

Guide Questions

2. How did the director use codes to make the audience believe that Glenn died in the first clip? Do you think it was intentional in the part of the director to "suggest" or "misled" the audience to think that Glenn died? Why or why not?
3. What codes were used by the director in the second clip to convince the audience that it is possible for Glenn to survive the event?

References

- Media and Information Literacy by Boots Liquigan
- http://media-studies.tki.org.nz/Teaching-media-studies/Media-concepts/Codes-and-conventions#tkibar-genre-0
- http://media-studies.tki.org.nz/Teaching-media-studies/Media-concepts/Genre
- https://www.youtube.com/watch?v=tD63b6Z-Tr0
- https://www.youtube.com/watch?v=6W70YkNjFKY

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- https://www.youtube.com/watch?v=WhijmmePlU8
- https://www.youtube.com/watch?v=HuxNcpC9a0A&list=PLvqJQQNqUbBSD9TLTO7EcEGP1KvRWbGDh&index=3
- https://www.youtube.com/watch?v=0OO9ICQ1x9Y
- https://www.youtube.com/watch?v=UkpwMKJptmg

Written Codes

Video Presentation Conventions

Conventions and Iconography of an Action Film

.(2015). YouTube Channel: Skyline Productions. Retrieved September 9, 2016, from https://www.youtube.com/watch?v=HuxNcpC9a0A&list=PLvqJQQNqUbBSD9TLTO7EcEGP1KvRWbGDh&index=3

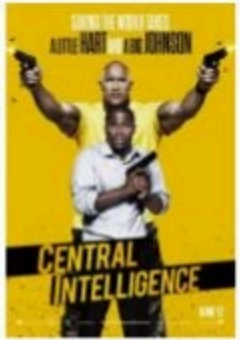
Video Presentation Conventions

Cinemalaya 2016

(2016). YouTube Channel: Viral Pinoy. Retrieved September 9, 2016, from

https://www.youtube.com/watch?v=DKKuo2kSy0M

Formative Assessment: Poster Analysis



Video Analysis
Codes and Conventions

Watch the following clips from AMC's "The Walking Dead"

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- https://www.youtube.com/watch?v=UkpwMKJptmg

- What codes are evident in this scene?

- What codes were used to compliment the brilliant acting of this actor?

- How did this scene convince the audience that it is possible for Glenn to survive under this garbage bin?

Formative Assessment
Class Discussion

Guide Questions

1. How did the director convince the viewers that the two characters in the first clip was in a dangerous situation and escaping from the zombies was impossible?
2. How did the director use codes to make the audience think that Glenn died in the first clip? Do you think it was intentional in the part of the director to "suggest" or "misled" the audience to think that Glenn died? Why or why not?

VIDEO (TV COMMERCIAL) ANALYSIS

Kwentong Jollibee Valentine Series: Vow

YouTube Channel: Jollibee Philippines

Date Uploaded: Feb 9, 2017

https://www.youtube.com/watch?v=7kAOvTFA5rs

References

- MIL Curriculum Guide by DepEd
- Media and Information Literacy by Boots C. Liquigan, Diwa Learning Systems Inc.
- http://media-studies.tki.org.nz/Teaching-media-studies/Media-concepts/Codes-and-conventions#tkibar-genre-0
- http://media-studies.tki.org.nz/Teaching-media-studies/Media-concepts/Genre

References

- http://www.thewildclassroom.com/wildfilmschool/gettingstarted/camerashots.html
- http://www.mediacollege.com/video/shots/
- https://www.youtube.com/user/DSLRguide
- https://www.youtube.com/user/KingFilmSchool
- http://digitalwriting101.net/content/excerpt-camera-angles-and-shooting-tips-for-digital-storytelling/

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- https://www.tes.com/lessons/YRVz4Xg3TxrJSQ/camera-movement
- https://www.youtube.com/watch?v=WhijmmePlU8
- https://www.youtube.com/watch?v=HuxNcpC9a0A&list=PLvqJQQNqUbBSD9TLTO7EcEGP1KvRWbGDh&index=3