

QUEST:

- describes the different dimensions of audio information and media; MIL-11/12AIM-IVd-11
- discuss how audio information and media is/are formally and informally produced, organized, and disseminated; MIL11/12-AIM-IVd-12
- evaluate the reliability and validity of audio information and media and their sources using selection criteria; MIL11/12-AIM-IVd-13

Mission 1. Multiple Choice

Directions: Select and encircle the best answer for each question.

1. What do you call an analog tape cassettes and digital CD's containing audio in any number of digital formats?
a. Audio b. audio media c. audio and information media
2. These are materials or sound that are transmitted, produced or received thru high fidelity waves that are heard thru certain equipment. What is it?
a. Audio and information media b. audio c. audio media
3. It is a digital audio or video file or recording usually part of the themed series that can be downloaded from a website to a media player or computer.
a. Sound recording b. music c. audio podcast
4. What is radio broadcast?
a. recording of an interview, meeting or any sound from the environment
b. live or recorded audio sent through radio waves to reach a wide audience
c. a digital audio or video file or recording usually part of the themed series that can be downloaded from a website to a media player or computer
5. What is CD used for?
a. magnetic tape on which sound can be recorded.
b. an external flash drive, small enough to carry on a key ring, that can be used with any computer that has a USB port
c. circular medium for recording, storing, and playing back audio, video, and computer data

EQUIP:

What is **Audio Media**?

- refer to analog tape cassettes and digital CD's as well as to computer files containing audio in any number of digital formats
- audio media was founded in 1994 s a digital studio by: T. Selvakumar , as well known musician and personality in the Indian Film industry. Further on in 2002, as an education institute providing Apple Certified course.

What is **Audio**?

- is sound within the acoustic range available to humans. An audio frequency (AF) is an electrical alternating current with in the 20 to 20,000 hertz cycle per second range that can be used to produce acoustic sound.

What is **Audio and Information and Media**?

- are materials or sound that are transmitted, produced or received thru high fidelity waves that are heard thru certain equipment.

Characteristics of audio information and media

1. It is deal foe existing, music and noise.
2. It refers to analog tape cassettes and digital CD's as well as computer file contains any audio in any number of digital formats.
3. It minimize the vague concepts in students' mind.
4. Helps retaining the interest of the students.
5. It stimulates the imaginations and critical thinking of the students and creates mind image the listeners.
6. Relatively expensive compared to video.

Mission 2: Identification

Audio	audio media	audio and information media	radio broadcast
Music	sound recording	sound clip/effects	audio podcast
Tape	CD	USB Drive	memory card

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
1. It is a sound within the acoustic range available to humans.
 2. It refers to the vocal and or/instrumental sounds combined in such a way as to produce beauty of form, harmony, and expression of emotion.
 3. It is a live or recorded audio sent through radio waves to reach a wide audience.
 4. It is a digital audio or video file or recording usually part of the themed series that can be downloaded from a website to a media player or computer.
 5. It refers to analog tape cassettes and digital CD's as well as to computer files containing audio in any number of digital formats.
 6. It is a sound that artificially reproduced to create an effect in a dramatic presentation.
 7. It is composed and performed for many purposes, ranging from aesthetic pleasure, religious or ceremonial purposes, or as an entertainment product.
 8. It is a magnetic tape on which sound can be recorded.
 9. It is a small storage medium used to store data such as text, pictures, audio, and video, for use on small, portable, or remote computing devices.
 10. It is a plastic-fabricated, circular medium for recording, storing, and playing back audio, video, and computer data.

Types and Categories of Audio Information
Different audio files

- a) **Radio broadcast** –live or recorded audio sent through radio waves to reach a wide audience.
- b) **Music**- vocal and or/instrumental sounds combined in such a way as to produce beauty of form, harmony, and expression of emotion. It is composed and performed for many purposes, ranging from aesthetic pleasure, religious or ceremonial purposes, or as an entertainment product.
- c) **Sound Recording**- recording of an interview, meeting or any sound from the environment.
- d) **Sound clips/effects**- any sound, (artificially reproduced to create an effect in a dramatic presentation (ex. sound of a storm) other than music or speech , other than music or speech artificially reproduced to create an effect in a dramatic presentation, as the sound of a storm or a creaking door.
- e) **Audio Podcast**- a digital audio or video file or recording usually part of the themed series that can be downloaded from a website to a media player or computer.

Different ways of storing audio media

- a. **Tape** - magnetic tape on which sound can be recorded.



- b. **CD** - a plastic-fabricated, circular medium for recording, storing, and playing back audio, video, and computer data.



- c. **USB drive** - an external flash drive, small enough to carry on a key ring, that can be used with any computer that has a USB port.



- d. **Memory Card** - (aka flash memory card or storage card) is a small storage medium used to store data such as text, pictures, audio, and video, for use on small, portable, or remote computing devices.



- e. **Computer hard drive** - secondary storage devices for storing audio files.



- f. **Internet/Cloud** - websites or file repositories for retrieving audio files, and more precisely the files are stored in some datacenter full of servers that is connected to the Internet.



Different audio file formats

- a. **MP3(MPEG Audio Layer 3)** – a common format for consumer audio, as well as a strand of digital audio compression for the transfer and playback of music on most digital audio players.
 - b. **M4A/AAC (MPEG-4Audio /Advanced Audio Coding)-** an audio coding standard for glossy digital audio compression. Designed to be the successor of the MP3format, AAC generally achieves better sound quality than MP3 at similar bit rates.
 - c. **WAV-** is a Microsoft audio file format standard for storing an audio bit stream on PC's. It has become a standard file format for games sounds, among others.
 - d. **WMA-(Windows Media Audio)** -is an audio data compression technology developed by Microsoft and used with Windows Media Player.
- a. Units of Sound
 - a. Decibel-or simply dB,
-noise of sound measurement
 - b. Hertz-or simply Hz
-unit of sound frequency
 - c. Phon-unit of subjective loudness

Advantage of Audio Information and Media

- 1. Audio is inexpensive

2. Resistant to Damage
3. Readily and easily to use
4. They are reproducible
5. Can provide message to non-readers.

Limitations of Audio Information and Media

1. You follow a fixed sequence
2. It does not monitor attention
3. There is potential for accidental erasure

Sources: Radio, Cassette, VHS TAPE, CD, STEREO

Hearing vs. Listening

Have you tried to listen to an audio monologue in other language you did not understand?

Example: audio clip in a monologue in French or Chinese:

Did you hear the audio or did you listen to the audio?"

Can you differentiate between hearing and listening?

- d. **Hearing** is simply the act of perceiving sound by the ear. If you are no hearing-impaired, hearing simply happens.
- e. **Listening**, however, is something you consciously choose to do. Listening requires concentration so that your brain processes meaning from words and sentences.

Listening to

learning. (http://www.d.umn.edu/kmc/student/loon/acad/strat/ss_hearing.html)

- f. Sound Characteristics and Purposes
- g. Elements and principles of sound design

5. Characters of a Sound

1. Volume- intensity of a sound
2. Tone- the audible characteristic of a sound
3. Pitch-is how high or low a sound is
4. Loudness- refers to the magnitude of the sound heard

6. Purposes of a Sound:

- Give instruction or information
- Provide Feedback
- To personalize

7. Elements of Sound Design – the objects or things that we have to work with:

- a. Dialogue- speech conversation, voice-over
- b. Sound Effects- any sound other than music or dialogue
- c. Music- vocal or instrumental sounds (or both) combined in such a way as to produce form, harmony, and expression of emotion.
- d. Silence-absence of audio or sound.

8. Principles of Sound Design- the techniques for combining the different elements or objects

- a. Mixing- the combination, balance and control of multiple sound elements.
- b. Pace-time control, editing, order of events: (linear, non-linear, or multi-linear)
- c. Stereo Imaging-using left and right channel for depth. This refers to the aspect of sound recording.
- d. Transitions -how you get from one segments or elements to another.

9. Types of transitions:

1. Segue- one elements stops, the next begins ("cut" in film)
2. Cross fade- one element fades out, the next fades in, and they overlap on the way.
3. V-Fade- first element fades to inaudible before the second element begins.
4. Fade to black- V Fade with some silence between elements.
5. Waterfall- as first elements fades out, the second elements begin as full volume.

Better for voice transitions, than for effects.
6.Stereo Imaging- using left and right channel for depth.

Mission 3. Enumeration

List down what are being asked for each of the following. Write the answer on your answer sheet.

a. Different audio file formats	1. 2. 3. 4.
b. Different ways of storing audio media	5. 6. 7. 8. 9. 10.
c. Units of Sound	11. 12. 13.
d. Characteristics of audio information and media	14. 15. 16. 17. 18. 19. 20.

Mission 4: Sing a long

Pick one song and an online app. Record yourself singing using an application. Submit your video to your teacher.

References:

- Media an Information Literacy Curriculum Guide
- <https://prezi.com/qqx3-4bovlah/characteristic-of-audio-media/>
- https://www.scribd.com/document/373766109/Audio-Information-and-Mediahttps://www.academia.edu/31405255/MIL_Audio_information_and_media
- [Audio Media and Information - MIL IntensiveTeacher Training \(weebly.com\)](https://www.academia.edu/31405255/MIL_Audio_information_and_media)

Name: _____

Quarter: 2

Grade and Section: _____

Week No: 16

Subject: Media and Information Literacy

Assessment: Please detach this page and submit to the class adviser.

Directions: Write **True** if the statement is correct but if it is **False** change the underlined word or group words to make the whole statement correct.

- _____ 1. MPS 3 a common format for consumer audio, as well as a strand of digital audio compression for the transfer and playback of music on most digital audio players.
- _____ 2. WMA is a secondary storage devices for storing audio files.
- _____ 3. Pitch refers to the magnitude of the sound heard
- _____ 4. Hearing is simply the act of perceiving sound by the ear.
- _____ 5. Sound recording a digital audio or video file or recording usually part of the themed series that can be downloaded from a website to a media player or computer.
- _____ 6. Stereo Imaging refers to the aspect sound recording.
- _____ 7. Dialogue intensity of sound.
- _____ 8. Listening vocal or instrumental sounds(or both) combined in such a way as to produce form, harmony, and expression of emotion.
- _____ 9. Tone the audible characteristics of a sound.
- _____ 10 Audio Information is a sound within the acoustic range available to humans.