QUEST:

- realizes opportunities and challenges in media and information; MIL11/12OCP-IIIh-24
- researches and cites recent examples of the power of media and information to affect change; MIL11/12OCP-III-h-25

Mission1. Share your Ideas
Instructions: Share your insights about the given concept with meaning. Rearrange the jumbled letters or words to form the answer.

	CONCEPT	MEANING
1.**BUSINESS STRATEGY**	SIBUNSSE GYTERSTA	It's a trend that is already spreading to businesses beyond the newsroom, whether it be because of digital marketing or new customer service communication channels.
2.	TUTYNIROPPO	It is a set of situations that makes possible to do something.
3.	LLECHANGES	It is something new and difficult which requires great effort and determination.
4.	GALELILTENCTON	It's any type of content that could be damaging to young people, including:

5.	**CYBERCRIME**	The use of a computer as an instrument to further Illegal ends.

EQUIP:

The Media and Information can function to strengthen and enrich the connections between citizens and intermediary organization including political parties, social movement, as well as the economy.
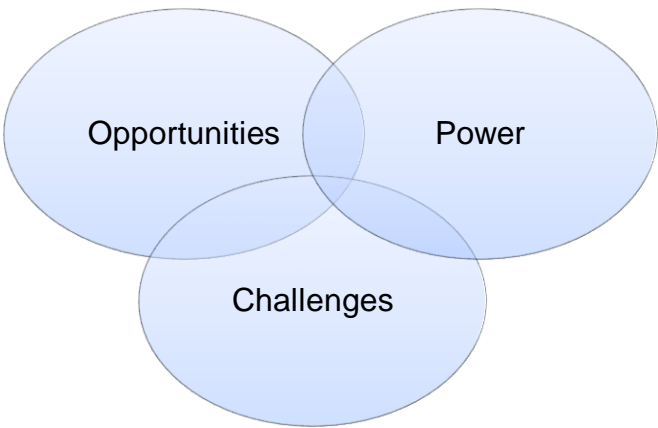
The spread of new freedoms and extent of frontiers of freedom that the public authorities have often attempted to control; religious, freedoms, gender, ethnicity and sexual freedoms based on social and cultural identities.
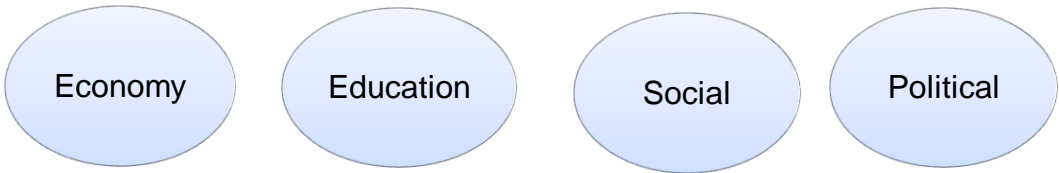
OPPORTUNITIES

POWER

CHALLENGES

Opportunity

It is a set of situations that makes possible to do something.

Economy

- New Industry
- Film Production
- Entertainment Programs
- Print
- Broadcast
- Mobile Communication
- Internet
- Advertising and
- Public Relations

Economic Impact

Economic actors need accurate and timely information to allocate resources efficiently, investors and other groups increasing value and demand a governance-monitoring role from the media. A free and independent press can provide information and monitoring to the economic policy development process leading to more effective economic policies. It can also reduce political risk and increase good governance- conditions that are important for robust economic development.

Media improves the efficiency of the economy by providing actors more and better information with which make decisions and improving stability.

- Media enhances political coordination in the development of sound economic policy

- Media sector development can reduce political risk, increasing stability for higher risk countries.

Education

The Highly Visual Evolution

The Perspectivity Framework

In Sites Using Video
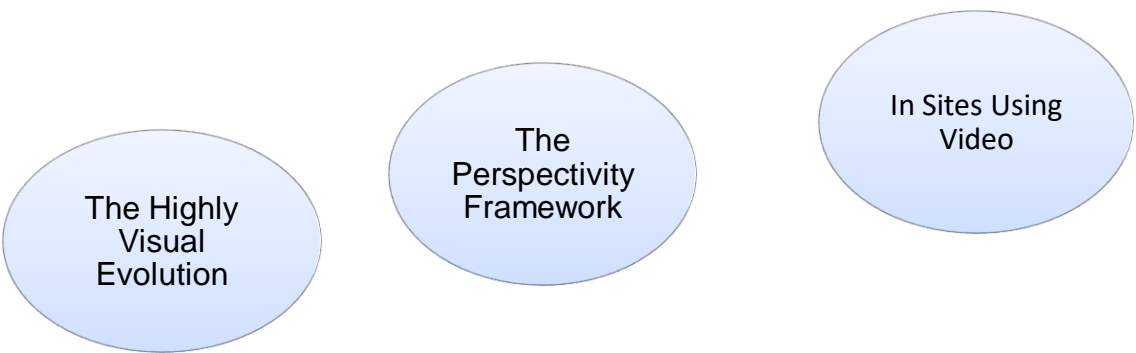
In Sites Using Video

As we know from the recent ubiquity of online digital video, video has become a compelling tool for educational representation. students use it in their projects: teachers

and pre-service teachers use it to study pedagogy; and researchers use it for capturing and examining how learning happens, as they unfold.

**The Perceptivity Framework**

Perceptivity frames how learners, teachers and researchers make meaning of events from both individual and multiple points of viewing.

The Highly Visual Evolution

Learners have been able to integrate a variety of digital media forms into documents. Multimedia, hypermedia, new media are the terms we have used to describe this use of visual media in learning. Of course, this is not the beginning of our use of a variety of media to learn. People have always use diverse visual media to communicate with each other and learn.
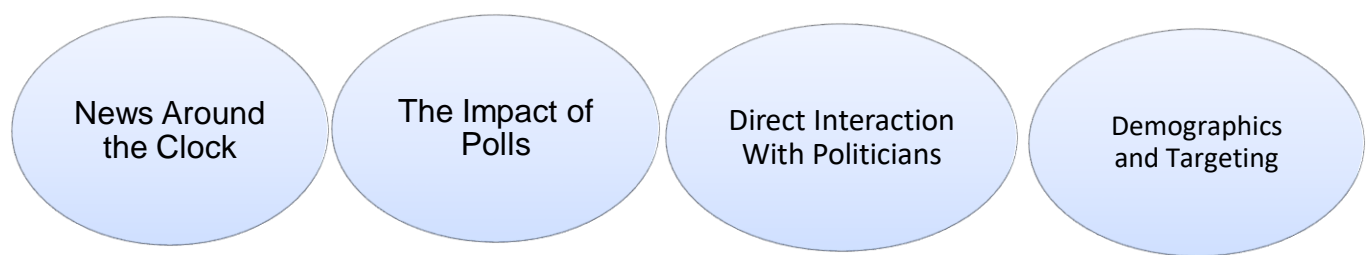
Social

In today's world, media becomes as essential as our daily needs. Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society. Media is the sword arm of democracy. Media acts as watchdog to protect public interest against malpractice and create public awareness.

Tourism   Freedom of Expression   Communication
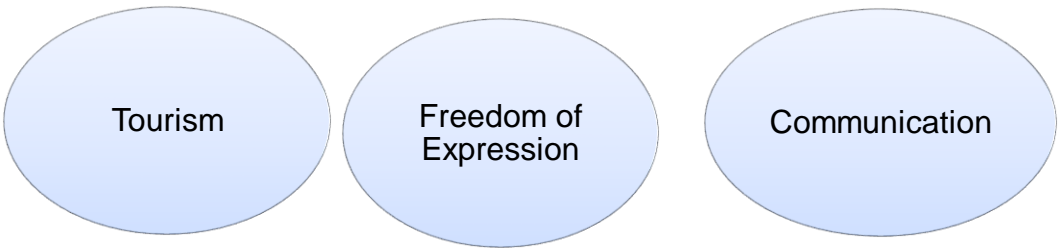
Political

The political landscape has changed quite a bit in the last couple of decades. The internet has played a large role in this transformation. Social media, in particular, is now a serious factor in political campaigns and in the way people think about issues.

Candidates and their supporters constantly post their views on Facebook and Twitter. Each party has its own pages, from which it broadcasts propaganda and requests for donations. Let's look at some of the leading ways that social media influences politics today.

| News Around the Clock | The Impact of Polls | Direct Interaction With Politicians | Demographics and Targeting |

News Around the Clock

One of the ways that social media has transformed politics is the sheer speed at which news, poll results and rumors are shared. Whereas in the pre-internet days, people had to wait for the next newspaper or TV news show to get the latest information, online news is a 24/7 phenomenon.

Social media has taken this a step further. While you can access news on many websites at any hour, most people spend more time on sites such as Facebook and Twitter than they do on serious news or political websites. This means that you get all of the latest trending news stories and opinions shared by your friends whenever you log on

The Impact of Polls

Political polls are an important part of every campaign. They are often confusing, because you can often find multiple polls with contradictory results posted on the very same day.

As with other types of political news, the internet has greatly increased the number of poll result as we see each day. Social media has accelerated this even more. Not only do social media sites report the results of polls, you can actually participate in Facebook polls.

Polls results have a big influence on elections. This is true even if they are flawed. A poll can be a self-fulfilling prophecy. For example, if people think one candidate is far ahead in the race, they might conclude there's no point in voting for the underdog.

 When people are posting the latest poll results on social media throughout the day, there's a great deal of pressure on candidates to pull ahead of their opponents.

Direct Interaction With Politicians

One of the positive effects that social media has on politics is the opportunity for voters to interact more easily with candidates and elected officials. Traditionally, if you wanted to meet a politician or candidate, you'd have to attend a live event. Not everyone is able

to do this. With modern technology, it's now possible to attend virtual events where you can participate in live streaming events and interact with politicians and candidates.

Demographics and Targeting

Targeting is used throughout the advertising industry to make sure that ads and messages reach the right audience. Politicians do this as well. In the age of social media, politicians and people running for office are able to target their campaigns.

If a candidate wants to address the concerns of women, college students, retired people, Latinos or any other group of voters, they can now tailor their messages. Just as advertisers on Facebook are able to use analytics and targeted advertising, so can candidates and politicians. Thus, if you notice that political messages seem to be talking to you personally, this is no accident.

CHALLENGES

It is something new and difficult which requires great effort and determination.

| Illegal Content | Cybercrime | Copyright Infringement | Identity Theft |
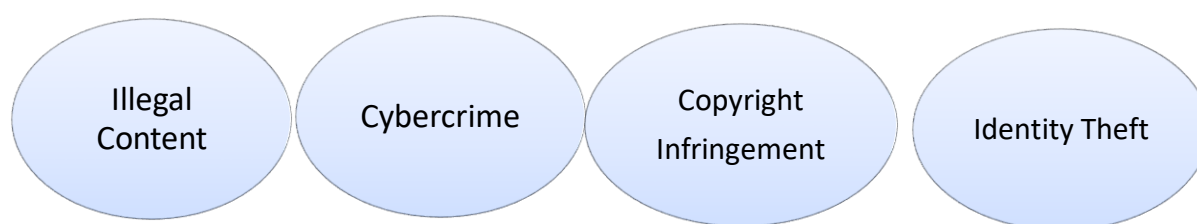
Illegal Content

It's any type of content that could be damaging to young people, including:

- real or simulated violence
- sexually explicit content
- illegal images of child sexual abuse
- content promoting hate based on race, religion or sexual preference
- content instructing or promoting crime or violence
- content promoting violent extremism
- content that advocates unsafe behavior like extreme dieting or drug taking.

Cybercrime –the use of a computer as an instrument to further Illegal ends

- criminal activity or a crime that involves the Internet, a computer system or a computer technology.

Copyright Infringement

It is the use of works protected by copyright law without permission, infringing certain exclusive rights granted to the copyright holder, such as the right to reproduce, distribute, display or perform the protected work, or to make derivative works.

Identity Theft

It is the deliberate use of someone else's identity, usually as a method to gain a financial advantage or obtain credit and other benefits in the other person's name, and perhaps to the other person's disadvantage or loss.

POWER

'Media power' means here the concentration of symbolic power in media institutions, particularly those of television, radio and the press (the common-sense definition of 'the media'), although the long-term impact of new media on media power is considered.
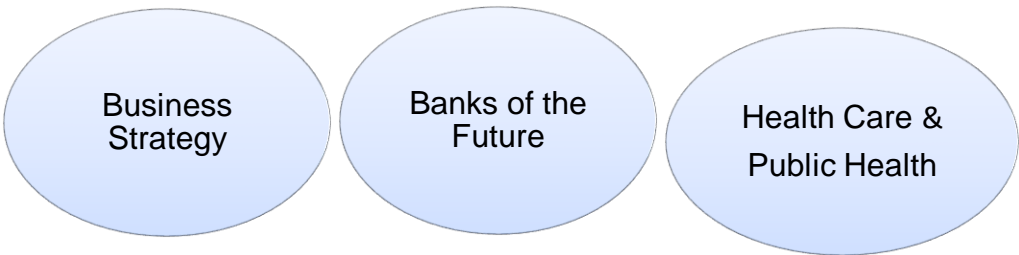
Business Strategy

It's a trend that is already spreading to businesses beyond the newsroom, whether it be because of digital marketing or new customer service communication channels.
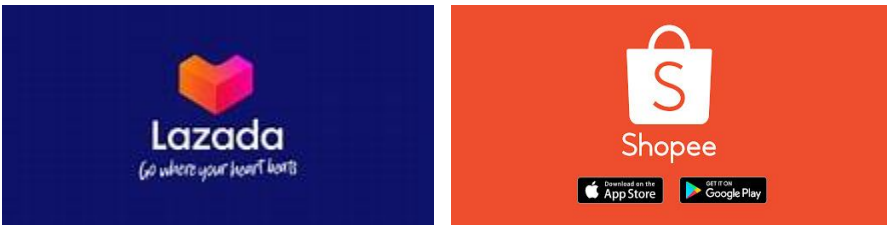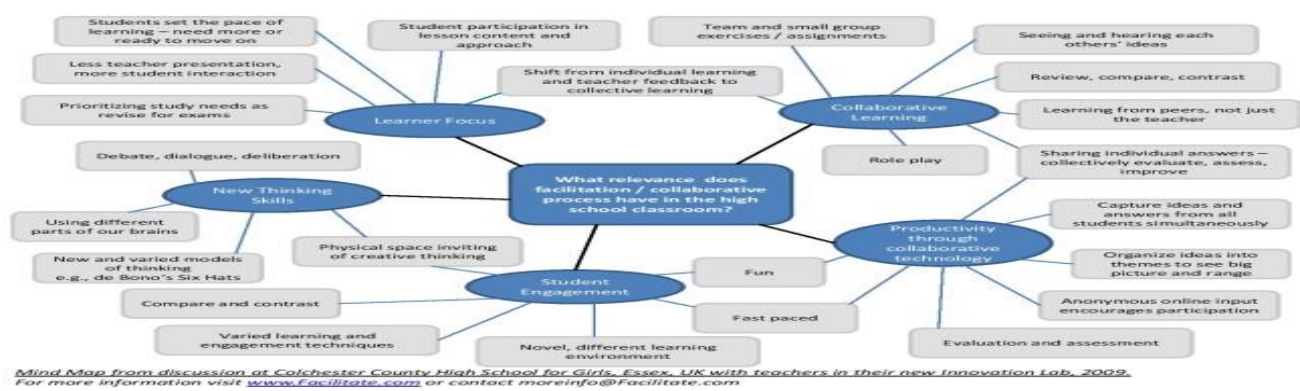

Banks of the Future

Social media is transforming banking relationships in very significant ways, from improving customer service to allowing users to send money to others via online platforms. New financial technology companies are using social media to help people simply open a bank account. Social media can even impact your ability to get a loan.

Health Care & Public Health

Social media has been responsible for relevant changes in both personal and community health, especially by making it easier for large numbers of people to rapidly share information.

MIND MAPPING

A mind map is a graphical technique for visualizing connections between several ideas or pieces of information. Each idea or fact is written down and then linked by lines or curves to its major or minor idea or fact, thus creating a web of relationships.

Mind Map from discussion at Colchester County High School for Girls, Essex, UK with teachers in their new Innovation Lab, 2009. For more information visit www.Facilitate.com or contact moreinfo@Facilitate.com

Mission 2: Give what is asked
Instructions: Answer the following questions.

1. What is information? Why do we need or have to know information? Explain your answer.

2. What are the different sources of information? How can help our own experiences become a source of information? Give examples.

3. What are some of the opportunities and challenges brought about by the media and information? Cite examples.

4. How does the media and information contribute to change? What recent examples can you think of? Explain your answer.

Mission 3: Compare and Contrast
Instructions: Using the Venn diagram write the similarities and differences of the given concept.

COPYRIGHT INFRINGEMENT VS. IDENTITY THEFT

Mission 4: What I can Do
Instructions: As a student, how can you help combat cyber bullying? Present your answer through an infographic.

Criteria	5	4	3	2
Content	Content is accurate and all required information is presented in a logical order.	Content is accurate but some required information is missing and presented in a logical order	Content is accurate but some required information is missing and presented in a logical order	Content is accurate but some required information is missing and presented in a logical order

		but is still generally easy to follow.	but making it difficult to follow.	but is still generally easy to follow.
Presentation of Information	Presentation flows well and logically. Presentation reflects extensive use of tools in creative way	Presentation flows well. Tools are used correctly.	Presentation flows well. Some tools are used to show acceptable understanding	Presentation is unorganized. Tools are not used in relevant manner.
Use of visual design elements (point, line, shape, value, texture and color).	Use of visual design elements are appropriate, lay out is pleasing to the eye.	Visual design elements are appropriate. Lay out is cluttered	Most visual design elements are appropriate.	Visual design elements are inappropriate or lay out is messy.
Use of visual design principles	Use of visual design principles are used appropriately.	A visual design principle is violated.	Two visual design principles are violated.	Many visual design principles are used inappropriately.
Mechanics	No spelling or grammatical errors.	Few spelling errors. Few grammar errors.	Some spelling and grammatical errors.	Many spelling and grammatical errors are found.

Rubric is adapted from Teacher Plane http://teacherplanet.com

References:

- **Media and Information Literacy Curriculum Guide by DepEd**
- https://Opportunities, Challenges, and Power of Media and Information - Bing video
- https://Opportunities, Challenges and Power of Media and Information by Alainie Lagiel Flores (prezi.com)
- https://lazada picture - Bing
- https://mind maping examples - Bing images
- https://www.bing.com/images/search?view=detailV2&ccid=iy7noPBG&id=DC8B0DEF54A6E9A9F3B38E5FFB657F10B15AE7D7&thid=OIP.iy7noPBG49fOp1Eqt7zVegHaDn&mediaurl=https%3a%2f%2fplay-lh.googleusercontent.com%2f9STb52S9S7P27irYHRqpVpjWM6RcHsF5opbRQn3RBcpCw4JLePUWcDX6KSIOM4QG1Ida&exph=250&expw=512&q=shopee+picture&simid=608009726754061424&ck=005AFD
- https://www.subsribd.com
- http://teacherplanet.com