General Instruction in Accomplishing the Module:

1. Activities and Performance Tasks contained in this module are for Enhancement of Learning purposes only. Students may answer them for mastery learning but it is for bench marking of learning only. Assessment result will self-check if there is learning that took place. In extreme cases the students' scores unsatisfactory, the student will be required to answer in school the activities and Performance Task as a form of remedial measures.

2. You will only submit the Assessment (detach the last page) to the class adviser as this will be checked by the teacher and will be recorded, scores will be used in the computation of grades.

QUEST

- describes how communication is affected by media and information; **MIL11/12IMIL-IIIa-1**
- identifies the similarities and differences of media literacy, information literacy, and technology literacy; **MIL11/12IMIL-IIIa-2**
- editorializes the value of being a media and information literate individual; **MIL11/12IMIL-IIIa-3**
- shares to class media, habits, lifestyles and preferences; **MIL11/12IMIL-IIIa-4**

MULTIPLE CHOICE

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

1. Bea is fond of listening to podcast on Spotify. She listens English Learning for Curious Minds by Leonardo English. Podcast is an example of what literacy?

a. media literacy   b. information literacy   c. technology literacy

2. What is the ability to read, write, speak and listen in a way that lets us communicate effectively and make sense of the world?

a. media   b. literacy   c. technology

3. What do you call a news or knowledge received or given?

a. information   b. media   c. technology

4. What literacy that assess the influence of those messages on thoughts, feelings, and behaviours?

a. media literacy   b. information literacy   c. technology literacy

5. It covers all the means of communication which have functions such as informing, raising awareness, education, socialization, entertainment and agenda setting, including all kinds of oral, written and visual images.

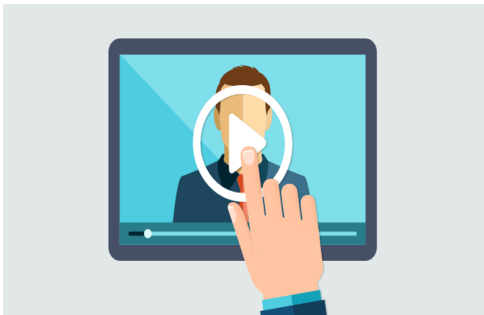a. media   b. technology   c. literacy

EQUIP

MEDIA

This is a term which covers all the means of communication which have functions such as informing, raising awareness, education, socialization, entertainment and agenda setting, including all kinds of oral, written and visual images. The means of mass communication, as television, the internet, smartphone.

EXAMPLES:

INFORMATION

The definition of information is **news or knowledge received or given**. An example of information is what's given to someone who asks for background about something.

LITERACY

Literacy is the ability to read, write, speak and listen in a way that lets us communicate effectively and make sense of the world.

Mission 1: Share your thoughts!

Directions: Answer the questions briefly. Write your answer on the space provided.
1. How does communication affected by media and information?

_____
_____
_____
_____

2. Give a specific situation wherein your communication was affected by media and information.

_____
_____
_____
_____

MEDIA AND INFORMATION LITERACY

- ❖ Consists of the knowledge, the attitudes, and the sum of the skills needed to know when and what information is needed; where and how to obtain that information; how to evaluate it critically and organize it once it is found; and how to use it in an ethical way.
- ❖ The concept extends beyond communication and information technologies to encompass learning, critical thinking, and interpretative skills across and beyond professional and educational boundaries.
- ❖ Media and Information Literacy includes all types of information resources: oral, print, and digital. Media and Information Literacy is a basic human right in an increasingly digital, interdependent, and global world, and promotes greater social inclusion.
- ❖ It can bridge the gap between the information rich and the information poor. Media and Information Literacy empowers and endows individuals with knowledge of the functions of the media and information systems and the conditions under which these functions are performed. **(IFLA, 2011)**

MEDIA LITERACY

Media Literacy is the ability to:

- ♣ Decode media messages (including the systems in which they exist).
- ♣ Assess the influence of those messages on thoughts, feelings, and behaviours.
- ♣ Create media thoughtfully and conscientiously.

What can Media Literacy do for us?

- ♣ Expands the concept of literacy, as today's messages come in many forms and literacy can no longer refer simply to the ability to read and write.
- ♣ Offers a solution to public health issues, such as body image issues and substance use, exacerbated by toxic media messages.
- ♣ Empowers all people to engage in a global media environment.

WATCH VIDEO

Watch a short video clip about the importance of Media Literacy in individuals.

Link: https://www.youtube.com/watch?v=GIaRw5R6Da4&t=13s

Example:

Magnificent was scrolling through her Facebook timeline when she saw a picture of her crush with someone else. The caption of the picture is simply a yellow heart. She was upset because she assumed that her crush was taken, which in fact, the yellow heart symbolized as the color of friendship. What literacy did Magnificent exemplify?

Conclusion: Magnificent interpreted the yellow heart as expressing love; she thought that her crush had feelings for someone else. She decoded the emoticon as "love". Her view of that post was associated with her personal feelings. In other words, you decode the text or a certain situation based on your feelings and prior knowledge.

INFORMATION LITERACY

The term "information literacy" describes a set of abilities that enables an individual to acquire, evaluate, and use information. You can think of information literacy as having five components: identify, find, evaluate, apply, and acknowledge sources of information. Information literacy is a lifelong learning process, something beginning before you arrive at college and developing as you grow. While each skill is individually important, understanding how they fit together is essential to becoming an information literate person.

The Importance of Information Literacy

Every day we encounter an increasingly large and diverse sea of information through the Web, mass media, and published works. You can find information in many different formats, from an endless number of sources.

The quality of information varies greatly between the available information choices. Just think of a typical internet search; it is common to retrieve authoritative, current, and reliable sources alongside biased, outdated, misleading, or false sources. Furthermore, an online search is likely to result in more information than can be effectively handled. The sheer amount and variety of information available to us makes information literacy competencies important to master!

Information literacy skills are vital to success in your personal, professional, and academic life. In college, you use these skills to perform well on research papers, projects, and presentations. At work you will likely encounter situations where you must seek out new information to make logical decisions. In the home, you are constantly faced with deciding consumer issues and forming opinions on social and political topics. Each situation requires engagement in the information literacy process.

Example:

Mark noticed an erroneous news article from Facebook. He reported the link to avoid spreading the fake news online.

TECHNOLOGY LITERACY

Technology literacy is a term used to describe an individual's ability to assess, acquire and communicate information in a fully digital environment. Students who possess technology literacy are able to easily utilize a variety of digital devices (e.g., computers, smartphones, tablets) and interfaces (e.g., e-mail, internet, social media, cloud

computing) to communicate, troubleshoot and problem solve in both academic and non-academic surroundings.

It refers to a familiarity with digital information and devices, increasingly essential in a modern learning environment. Technology literacy is similar to digital literacy, in that an individual who is technologically or digitally literate is well-versed in thinking critically and communicating by utilizing technology. These individuals understand how to consume, create, authenticate and share digital content, and can easily adapt to new technologies.

Examples of Digital Literacy skills:
- ➢ Using your phone to check emails.
- ➢ Using an online search engine to find the answer to a question.
- ➢ Using online search to complete a research project
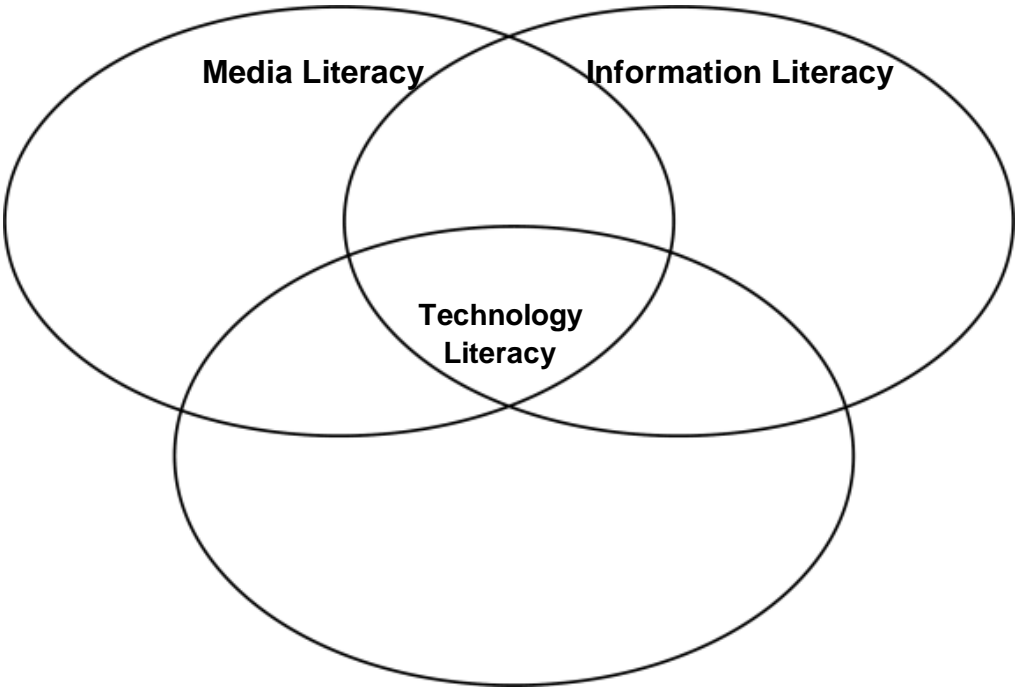- ➢ Creating an online profile on a social media platform

Mission 2: *Identification of the Media habits and lifestyles*

MEDIA USED (TECHNOLOGIES/ ONLINE PLATFORMS)	MEDIA HABITS AND LIFESTYLES
Personal Computer	Playing online games

Mission 3: Correlation of Media Literacy, Information Literacy, and Technology Literacy

Instructions: Using the Venn diagram compare and contrast the characteristics of Media, Information and Technology Literacy.

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REFERENCES:
- https://simplicable.com/new/media (Sargant 2004,28)
- https://www.yourdictionary.com/information
- https://www.ifla.org/wp-content/uploads/2019/05/assets/information-literacy/publications/media-info-lit-recommend-en.pdf
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