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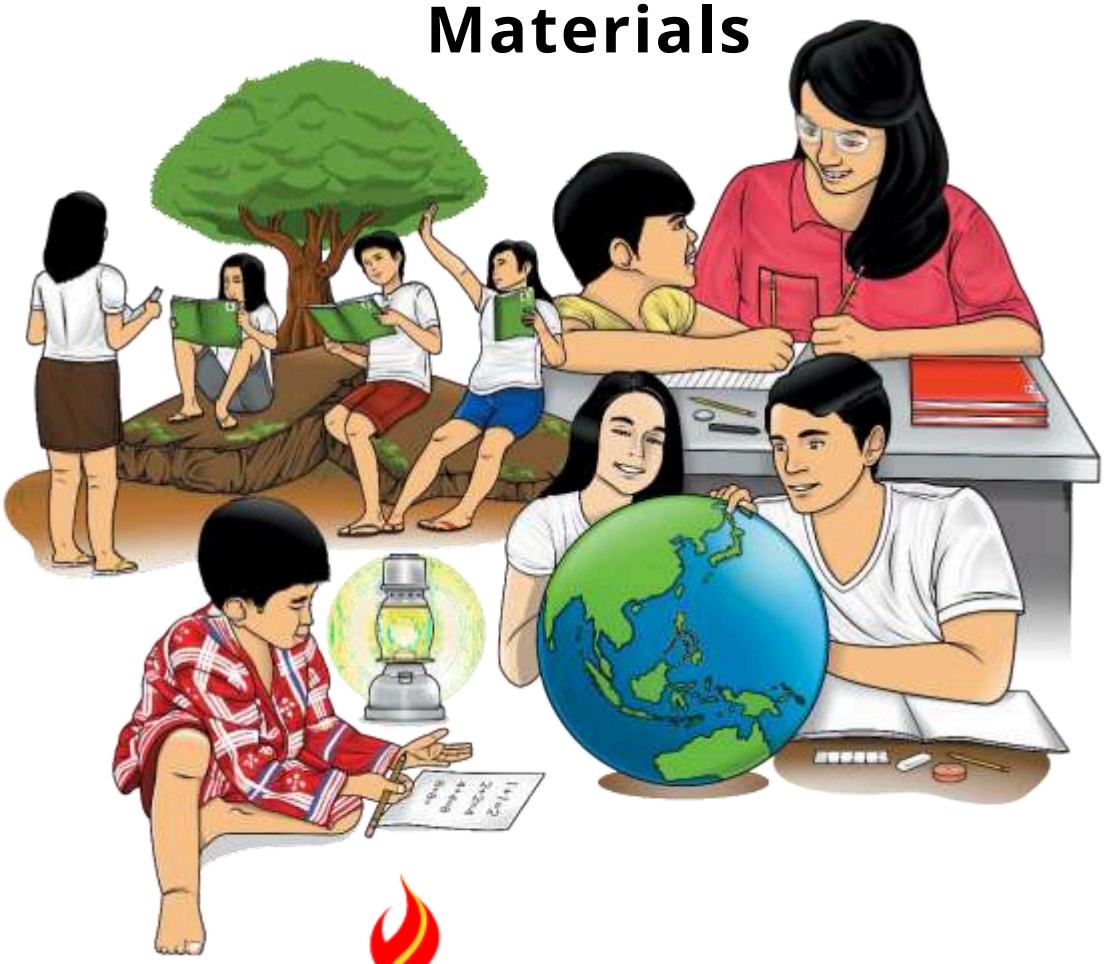
English

Quarter 2 Module 4: Distinguishing among Various Types of Viewing Materials



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English – Grade 5
Alternative Delivery Mode
Quarter 2 – Module 4: Distinguishing among Various Types of Viewing Materials
First Edition, 2020

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Published by the Department of Education

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Undersecretary: Diosdado M. San Antonio

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Printed in the Philippines by
Department of Education – Region VIII
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E-mail Address: region8@deped.gov.ph

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Introductory Message

This Self-Learning Module (SLM) is prepared so that you can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pretests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the posttest to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, the **Notes to the Teacher** is also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests and read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

What I Need to Know

Viewing is now considered the “fifth skill” after listening, reading, speaking, and writing. Because we are currently in the digital age with various information everywhere, acquiring viewing skills and distinguishing different viewing materials are essential competencies that you should learn.

At the end of this module, you should be able to:

a. define what viewing materials are; and
b. distinguish among various types of viewing materials.

What Is It

In the previous lesson, you have learned that people have different opinions and perspectives about things. In turn, their opinions are influenced by images and ideas that they see, hear, read, or view.

Since many types of information can be accessed through viewing, it is important that you learn how to distinguish the types of viewing materials. Take note of the following key terms and definitions about viewing and viewing materials.

What is Viewing?

Viewing is the ability to interpret the meaning of visual images (*Giorgis, 1999)* and construct effective visuals to convey ideas to others. (*Valmount, 2003 p.22, Heinich 1999, p.22)*

Because many types of information can be viewed, you need to understand the meaning of viewing and distinguish common types of viewing materials.

Different Types of Viewing Materials

1. **VIDEOS**. These refer to recordings of moving visual images made digitally or on videotape. You can watch videos on TV, at the cinema, on a computer, or even on your own mobile phone.

2. **MOVIES**. These refer to recordings of moving pictures that tell a story and present characters, whether real or imaginary. Movies can now be watched on screen, on television, and on the phone.

3. **VIDEO CLIPS**. These are short clips of video or movie, usually part of a longer recording. The term is also more loosely used to mean any short video less than the length of a traditional television program.

4. **NEWS FLASH**. This is a single item of important news that is broadcast separately and often interrupts other programs.

5. **NEWS REPORTS.** These refer to various news events and other information that are presented via television or through the internet.

6. **DOCUMENTARIES**. These are films or videos examining an event or person based on facts. Documentaries are TV reports that contain interviews with people involved in real events.

7. **WEBINARS**. These are interactive online events where speakers or small groups of speakers deliver a presentation to a large audience who participates by submitting questions, responding to polls, and using other available interactive tools.

8. **MULTIMEDIA MESSAGES**. With the advent of mobile communications devices, people can already send information using texts, pictures, videos, and audio messages simultaneously. When the message or content contains all these, what comes out is a multimedia message.

9. **MUSIC VIDEOS.** Music videos are short videos that integrate a song with imagery and are produced for promotional or artistic purposes.

10. **LIVE STREAM.** This is a broadcast of a live event streamed over the internet.

11. **VLOGS** – These are also known as video logs, and a form of blog found on the internet, for which the medium is a video that contains a record of news, opinions, or events about various subjects.

12. **INTERACTIVE SOFTWARE.** These are computer programs that require user interaction through electronically manipulating images to operate. A user can control the response depending on the actions he or she makes in the program. Video games are examples of interactive software.

13. **INFOMERCIALS** – These are TV advertisements which are aimed at educating the customer about a product.

Viewing aid students in slowing down, reflecting on, and considering the pictures they are seeing, as well as developing the knowledge and abilities needed to analyze and evaluate visual texts and multimedia writings that incorporate visuals. Viewing also aids learners in acquiring knowledge and appreciating others' views and experiences through visual communication. When you watch TV, you will see news and many other TV shows presenting a lot of information. When you connect to the internet using your phone or a computer, you will also realize that there is no limit to the information you can get and download. Viewing materials can enrich what you learn from books or other printed materials. Also, viewing materials are interactive and entertaining since they are designed to increase engagement with the audience.

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