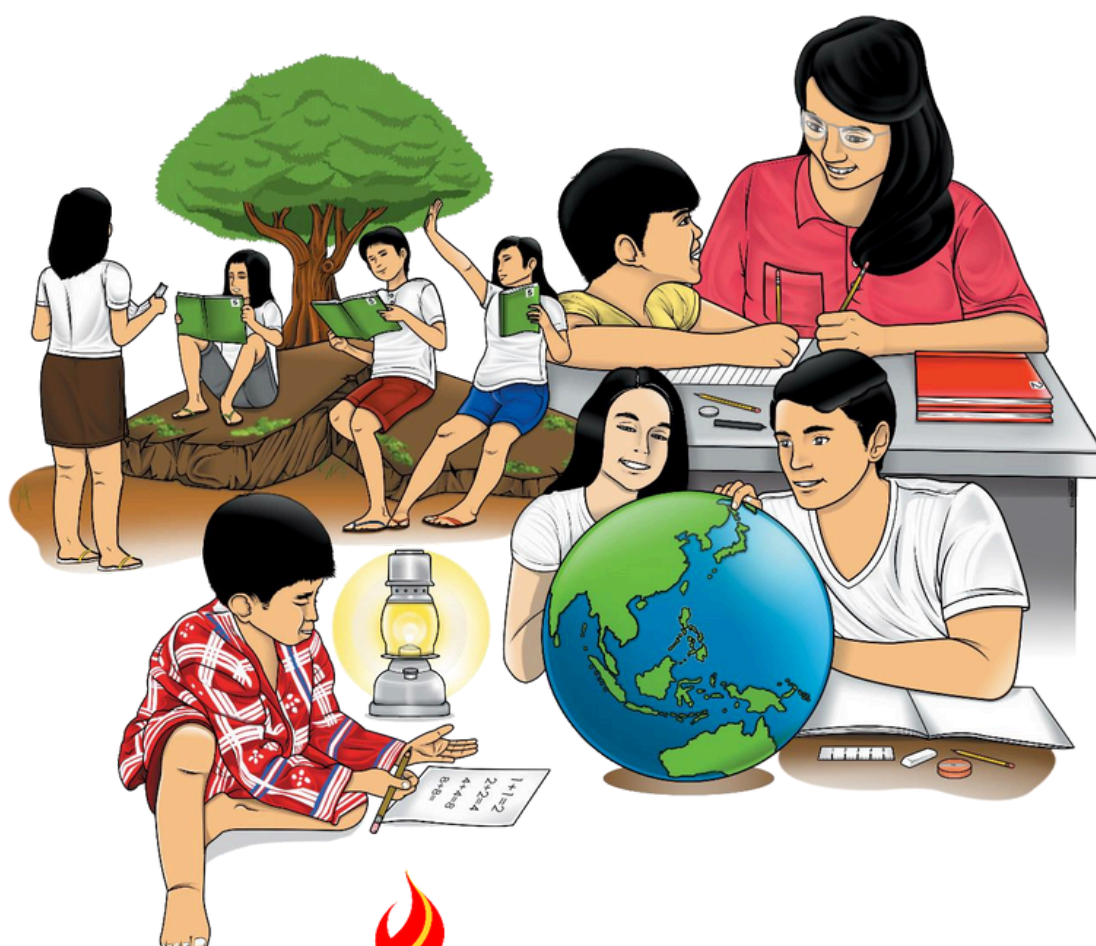


English

Quarter 2 – Module 3: Getting Immersed with Multimedia Information



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Published by the Department of Education

Secretary: Leonor Magtolis Briones

Undersecretary: Diosdado M. San Antonio

Development Team of the Module

Writers:	Gay Lieza Silla- Carreon, Ma. Cecilia A. Solas
Editors:	Eric G. Buenafe, Melva Barranco, Gracelle V. Gapit
Reviewers:	Arnaldo R. Tuga, Leila G. Valencia, Jezereel Grace G. Tiron, Bernie P. Alcedo
Illustrator:	Nechael Plotea
Layout Artist:	Ma. Hidelita Casido – Galaura, Leomel B. Ledda
Management Team:	Ramir B. Uytico, Elena P. Gonzaga, Donald T. Genine Paul Nestor Pingil, Arlo L. Villalva, Leila G. Valencia Arnaldo R. Tuga

Printed in the Philippines by _____

Department of Education – Region VI – Western Visayas

Office Address: Duran Street, Iloilo City

Telefax: (033) 336-2816, (033) 509-7653

E-mail Address: region6@deped.gov.ph

English
Quarter 2 – Module 3:
Getting Immersed with
Multimedia Information

Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, 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.

Pre-tests 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 post-test 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, Notes to the Teacher are 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.
Thank you.



What I Need to Know

This module was designed and written in consideration of you, the learner, and your level of knowledge as well as your capacity to learn and apply the skills in English. It was made to immerse yourself in different sources of information and to analyze the informational content of materials viewed using comparison and contrast.

To further enhance your thinking skills in relation to the topic, this module offers different activities that are contextualized and simplified to suit your level of language and reading skills.

There are three lessons covered by the module.

- Lesson 1 – Distinguishing Print Media from Viewing Materials
- Lesson 2 – Distinguishing Broadcast Media from Printed Sources of Information
- Lesson 3 – Distinguishing Online Sources from Viewing Materials

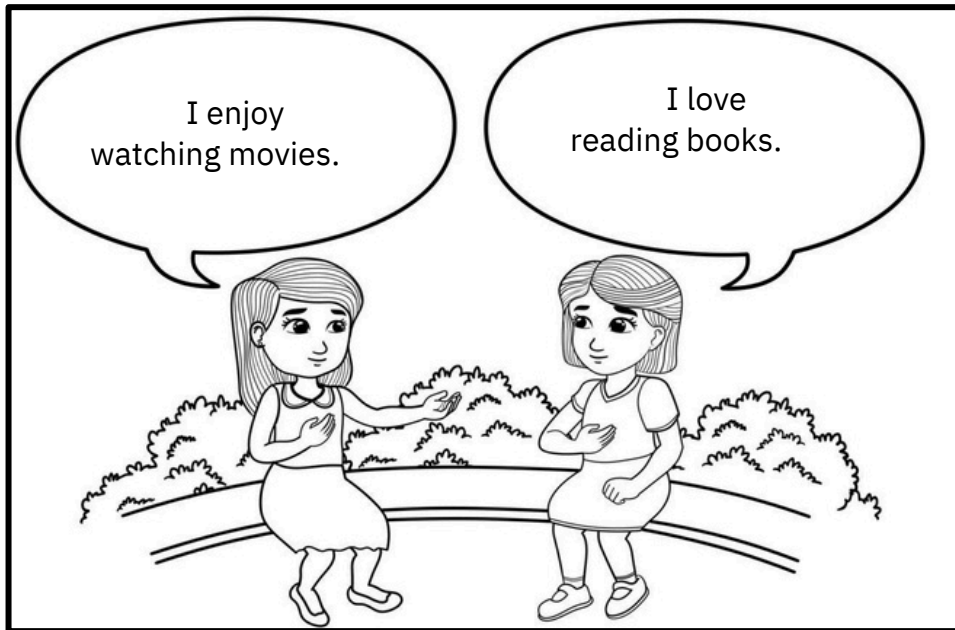
Each lesson leads to the mastery of one another through interrelated discussions and activities.

After going through this module, you are expected to develop the Most Essential Learning Competency (MELC) which is to **compare and contrast the content of materials viewed to other sources of information (print, broadcast, and online)**.

Lesson

1

Distinguishing Print Media from Viewing Materials





Notes to the Teacher

You may ask the learners to watch videos, movies, or television shows appropriate for them.



What is It

Viewing materials are visual in nature. These cover the whole range of non-text and non-audio materials, everything from original art, prints, and photographs. Visual materials encompass various forms, including photographs, video films, videotapes, paintings, drawings, cartoons, prints, designs, and three-dimensional art such as sculpture and architecture. In this lesson, we will focus on viewing materials that contain moving pictures or images like films, movies, television shows, and videos.

A **film**, also known as a “**movie**” or a “**motion picture**,” is a series of moving images shown on a screen, usually with sound, that make up a story. It is a form of entertainment that enacts a story by sound and a sequence of images giving the illusion of continuous movement. Films are similar to novels or short stories since they also tell a story or show real situations. They are recorded so they can be shown at the cinema or on television. *(Retrieved from <https://www.vocabulary.com/dictionary/film>)*

A **television program**, also called a **television show**, is a segment of content intended for broadcast on television. It may be a one-time production or part of a periodically recurring series. A single program in a series is called an episode. A television series that is intended to comprise a limited number of episodes is usually called a miniseries or serial. *(Retrieved from <https://www.definitions.net/definition/television+program>)*

Television shows are most often scheduled for broadcast ahead of time and appear on electronic guides or other TV listings, but streaming services often make them available for viewing anytime.

Television shows can be viewed: live (real-time); be recorded on home video using a digital video recorder for later viewing; be viewed on-demand via a set-top box or streamed over the internet.

A **video** is a program, movie, or other visual media product featuring moving images, with or without audio, that is recorded, reproduced, broadcasted, and saved digitally in a flash drive, external drive, CD, or in the computer. *(Retrieved from <https://www.lexico.com/definition/video>)*

On the other hand, **printed materials** consist of all written materials which convey planned course information. Many print have digital versions that can be accessed online. Examples of printed resources include, but are not limited to: textbooks, workbooks, reference books, magazines, newspapers, and journals.

A **book** is a set of written, printed, illustrated, or blank sheets, made of ink, paper, parchment, or other materials, fastened together to hinge at one side. Books contain information, stories, or poetry, for example. *(Retrieved from Collin's English Dictionary)*

Magazine, also called **periodical**, a printed or digitally published collection of texts (essays, articles, stories, poems, photographs, and advertisements), often illustrated, that is produced at regular intervals (excluding newspapers). *(Retrieved from The Editors of Encyclopaedia Britannica)*

A **newspaper** is a paper that is printed and distributed usually daily or weekly and contains news, articles of opinion, features, and advertising. It is usually printed on relatively inexpensive, low-grade paper such as newsprint. *(Retrieved from <https://www.merriam-webster.com/dictionary/newspaper>)*

In what ways do content of materials viewed and printed sources of information become similar and different from each other?

Study the table below to distinguish their characteristics.

Viewing Materials (films or movies, television shows, videos)	Printed Materials (books, newsletter, magazines, journals, etc.)
<ul style="list-style-type: none"> ➤ We use viewing and listening skills to understand their message. ➤ They use moving pictures or images. ➤ They are accompanied by sound effects. ➤ They have opening billboard, closing billboard, end credits, etc. ➤ They have a time duration. ➤ Characters have dialogues and scripts. 	<ul style="list-style-type: none"> ➤ We use reading skills to understand their message. ➤ They use still pictures or images to support the text. ➤ They have no sound effects. ➤ They have cover, title page, body, end page, etc. ➤ They have no time restriction. Readers may read them back and forth for as long as they want. ➤ They use printed text to deliver their message to the readers.

The table above provides distinct characteristics of viewing materials and printed sources of information.

Viewing materials and printed materials have similarities and differences. They are similar because:

- both have genres;
- both contain themes and topics;
- both provide meaningful information;
- both teach lessons, and
- both may tell or narrate a story, discuss, feature, persuade, and inform people
-
-

about a certain topic.

Viewing materials mostly appeal to the senses of sight and hearing while printed materials appeal only to the sense of sight. In viewing, people are engaged in watching moving pictures and listening to the accompaniment of sound effects. In reading, people are engaged in understanding the text supplemented by still pictures or images.

A Venn diagram is ideally used to show similarities and differences between two objects.

Lesson

2

Distinguishing Broadcast Media from Printed Sources of Information

I love reading books and watching television.





What's New

Read the story. Then, answer the questions that follow on a separate sheet of paper.

THE BOY NAMED CESAR

In a remote place where there was no electricity and houses were far away from one another, people seldom saw each other. Children had no time to come together to play and to talk. They would walk for two hours in going to school. By the time they arrived home, it was already dusk and time for dinner. After dinner, Cesar and his siblings would start review their lessons. Then, they would listen to the radio.

The family loved to listen to the radio drama program. It was the best time for them to bond after a busy day. This was one of Cesar's hobbies, too. He understood and appreciated the drama program and he even remembered all the details of it. He had an excellent listening skill.





What is It

In the previous lesson, you have learned that viewing materials are visual in nature. They may be in the form of photographs, cinema and video films, videotapes, paintings, drawings, cartoons, prints, designs, and three-dimensional art such as sculpture and architecture. Moreover, you have also learned about the examples and characteristics of print materials.

In this lesson, you will learn how to compare and contrast viewing materials in print media from broadcast media.

Print Media is a means of mass communication in the form of magazines, newspapers, books, circulars, journals, pamphlets, and periodicals. It involves the usage of a physical medium, such as paper, and is printed and distributed by a publishing company. It contains local news, editorials, tabloids, articles, weather reports, and forecasts.

On the other hand, **broadcast media** transmits information immediately to a wide audience. This is considered as the most convenient and practical way of communicating information to a wide audience. It is often used for daily news reports on television and radio broadcasts. It can also be easily presented to a wide audience through the usage of wired/wireless communications. It covers different genres such as talk shows, advertisements, movies, daily news, interviews, and documentaries. Examples of broadcast media are television, radio, speaker, and telephone.

With the advent of technology nowadays, different ways of information dissemination to the masses has become possible. At present, many individuals use various social media platforms to search for information, to share it, or to communicate with one another. Information can now be shared not only through print media but also through broadcast media.

Lesson

3

Distinguishing Online Sources from Viewing Materials





Notes to the Teacher

You may lead the learners to discover and manage the different online applications for familiarity of usage.

Likewise, to supplement the lesson, performance tasks on accessing different online sources may also be provided.

In this lesson, you will learn more about online sources of information and the similarities and differences of their contents with viewing materials.



What is It

As mentioned in the previous lessons, viewing materials are visual in nature and appeal to both senses like seeing and hearing. They are sources of information just like printed materials and broadcast media.

In today's society, people are more adept at using computers and the internet to easily access information.

Online sources of information are materials we can find online. It can be an online newspaper, magazine, or television website. (Retrieved from <https://study.com/academy/lesson/online-sources-definition-citations-quiz>)

Peer-reviewed journals, web pages, forums, and blogs are also online sources. Other terms for online sources are electronic sources, web sources, and internet sources. These online sources can be accessed through available technology like laptops and computers as well as gadgets like tablets and phones with the use of internet connectivity.

The **internet** is a primary source of online access. It is used by people to access news reports, to plan and book vacations, to chat or message, and send an e-mail in order to stay in touch with friends or to pursue their personal goals and interests.

(Revano, T. F., *Media and Information Literacy for Senior High School*)

As a gateway for accessing and gaining information, the internet provides a connection among people all over the world, making transmission of information through conversation and connection possible with other people of different cultures.

Examples of internet media are blogs, online articles, and social media with the addition of podcast and video streaming.

A **blog** is a website that contains online personal reflections, comments, and often hyperlinks, videos, and photographs provided by the writer. (Retrieved from <https://www.merriam-webster.com/dictionary/blog>)

It is a regularly updated website or web page, typically run by an individual or a small group, that is written in an informal or conversational style. It is an informational website consisting of discrete, often informal diary-style text entries or posts. Many blogs provide commentary on a particular subject or topic.

A type of blog that is popular among viewers is the **vlog**. This stands for a video blog or video log, where most or all of the contents are in a video format. Vlog posts are in a form of a video of the vlogger where he/she talks on a particular subject, reviews a product or an event, or shares his/her daily life experiences.

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. Its content includes personal information, documents, videos, and photos. Users engage with social media via computer, tablet, or smartphone via web-based software or web application, often utilizing it for messaging. Examples of which

are Facebook, Twitter, LinkedIn, Instagram, YouTube, and Snapchat). (MAYA E. DOLLARHIDE, September 6, 2020, Retrieved from <https://www.investopedia.com/terms/s/social-media>)

A **podcast** is a series of spoken word, audio episodes, all focused on a particular topic or theme, like cycling or start-ups. You can subscribe to a podcast using an app on your phone and listen to episodes whenever you like on your headphones, in the car, or through speakers. A podcast can be of any length, from a 1-minute news snippet, to a 3 hours in-depth interview. It can be of any frequency, from daily to monthly. It can be of any format, from simple solo shows up to mammoth, multi-person audio dramas. It can also cover any topic, many of which would never make it onto the radio.

Most podcasts are themed around one particular topic. The host may talk about the topic on every episode. Specific topics would include triathlon racing or dog training while general topics may focus on how to lead a happy life. (Retrieved from <https://www.thepodcasthost.com/listening/what-is-a-podcast/>)

Video streaming is the continuous transmission of audio or video files using an internet-connected device from the server to a large audience. It also allows the user to download video content while watching it. Some popular video streaming services include Netflix, Disney+, Prime Video, YouTube, and other sites that stream films and television shows; Apple Music and Spotify, which stream music; and the video game live streaming site Twitch.

When getting and sharing information online, blogs, electronic articles, social media, video streaming, and podcast are most useful. Links and URLs (Uniform Resource Locators) are provided for easy access to information online.

Viewing materials and online sources have also their distinct characteristics and elements like theme, characters, acting, dialogue, shooting and production, sound effects, scenes, texts, reality or fantasy, and artistry.

- **Theme** refers to the topic, particular subject, idea, or issue described or discussed in a piece of writing, a movie, etc. (*merriam-webster.com*)
- **Characters** refer to the persons or individuals portraying a certain role in a story or any show. (*merriam-webster.com*)
- **Acting** refers to the performance of a character in a play, movie, and the like. (*merriam-webster.com*)
- **Dialogue** refers to the conversation between characters in a novel, drama, etc. (<https://www.dictionary.com/browse/dialogue>)
- **Shooting** refers to the process of capturing an image. (<https://comprehensivemedia.com/filming-shooting-or-videotaping-which-is-right-video-ans-episode-4/>)
- **Production**, in digital video, photography, television, and film, refers to the tasks that must be completed or executed during the filming or shooting. This includes setting up scenes, capturing raw footage, and using set designs. Production has three stages, namely: pre-production, production, and post-production. (by Vangie Beal <https://www.webopedia.com/TERM/P/production.html>)

- Shooting and production are processes undergone in films and movies before they are shown to viewers.
- **Sound effects** are sounds other than speech or music made artificially for use in a play, movie, or other broadcast production. (*merriam-webster.com*)
- **Scenes** are divisions of acts in a play, movie, story, etc., during which the action takes place in a single place without a break-in time. (*merriam-webster.com*)
- **Texts** are the original words of a piece of writing or a speech that is written or printed. (*merriam-webster.com*)
- Reality or fantasy tells if something actually exists or never happens at all. **Reality** describes a true, real, and factual situation while **fantasy** describes something that is produced by the imagination. It is a make-believe story. (*merriam-webster.com*)
- **Artistry** refers to the artistic ability or skill; the quality of effect or workmanship; a great skill in creating or performing something, such as in writing, music, sports, etc.
(<https://www.google.com/amp/s/dictionary.cambridge.org.us/amp/english/artistry>)

Characteristics

- ✓ Its theme is about cooking.
- ✓ It demonstrates actual cooking.
- ✓ It talks about personal experience in cooking.
- ✓ It is hosted by a celebrity or celebrities.
- ✓ It is interactive.
- ✓ It can be accessed online.
- ✓ It is realistic.
- ✓ It is artistically presented.

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Inc. Rm. 108, Intramuros Corporate Plaza Bldg., Recoletos St., Manila.

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For inquiries or feedback, please write or call:

Department of Education - Bureau of Learning Resources (DepEd-BLR)

Ground Floor, Bonifacio Bldg., DepEd Complex

Meralco Avenue, Pasig City, Philippines 1600

Telefax: (632) 8634-1072; 8634-1054; 8631-4985

Email Address: blr.lrqad@deped.gov.ph * blr.lrp@deped.gov.ph