

# **MODULE 6**

# **MEDIA AND**

# **INFORMATION SOURCES**



# THE MEDIA AS FORMATION SOURCES

- **ONE OF THE PRIMARY ROLE OF MEDIA PLAYS IS TO INFORM. FORM NEWS TO CURRENT AFFAIRS TO LIFESTYLE SUBJECTS, WEATHER REPORTS TO CELEBRITY UPDATES, EDUCATIONAL SUBJECTS TO RECREATIONAL DETAILS AND MORE, THE WHOLE ARRAY OF DATA THE MEDIA OFFERS MAKE IT AN INVALUABLE SOURCE OF INFORMATION.**

# INDIGENOUS MEDIA

- **IT IS THE REFLECTION OF INDIGENOUS COMMUNITIES AND HAS BEEN USED AS POWERFUL SOCIAL MOVEMENT CATALYST ALL OVER THE WORLD. INDIGENOUS MEDIA SEEKS TO SPARK ACTIVISM, PROMOTE ADVOCACY, BE A SOURCE EMPOWERMENT, AND ENCOURAGE COMMUNITY BUILDING AMONG INDIGENTS.**



# **CHARACTERISTICS OF INDIGENOUS MEDIA**

- **ORAL TRADITION OF COMMUNICATION**
- **STORE INFORMATION IN MEMORIES**
- **INFORMATION EXCHANGE IS FACE-TO-FACE**
- **INFORMATION ARE CONTAIN WITHIN THE BOARDER OF THE COMMUNITY**

# THE COMMUNITY MEDIA AND THE INDIGENOUS PEOPLE

- **AS THE TERM IMPLIES COMMUNITY MEDIA IS RUN BY A COMMUNITY, AND FOR A COMMUNITY. SOCIAL MOVEMENTS AND COMMUNITY-BASED ORGANIZATION MAKE USE OF COMMUNITY MEDIA FOR NUMBER OF REASONS:**
  - **IT SERVES THE COMMUNITY BY PROVIDING ACCESS TO THE INFORMATION.**
  - **IT ALSO GIVES THE COMMUNITY PLATFORM FOR RAISING THEIR CONCERNS AND AIDS IN SOLVING THEM.**
  - **COMMUNITY MEDIA ALSO PROVIDES A MEDIUM FOR A COMMUNITY DISCUSSION.**
  - **IT MAKE PUBLIC DECISION MAKING POSSIBLE THROUGH INFORMATION AND KNOWLEDGE SHARING AMONG THE MEMBERS OF THE COMMUNITY .**

# EXAMPLES OF INDIGENOUS MEDIA

- **ETHNOGRAPHIC FILMS**
- **ABORIGINAL MEDIA**

# ETHNOGRAPHIC FILMS

- **MATTHEW DURING TON DEFINES ETHNOGRAPHIC FILM AS THE VISUAL MANIFESTATION F ANTHROPOLOGICAL PRACTICE ORGANIZED IN A LINEAR MOVING MEDIA.**
- **ETHNOGRAPHIC MEDIA IS A NON-FICTION WORKS THAT REFLECT THE LIVES INDIGENOUS PEOPLE, TYPICALLY FOLLOWING THE DOCUMENTARY FORMAT.**



# ABORIGINAL MEDIA

- **IMPARJA (“TRACKS” OR “FOOTPRINTS” IN CENTRAL AUSTRALIAN LANGUAGE) IS A COMMERCIAL STATION INTENDED FOR THE ABORIGINAL POPULATION . APART FROM PUBLIC SERVICE ANNOUNCEMENTS IT ALSO BROADCASTS ABORIGINAL PROGRAMS AIMED PROMOTING AWARENESS ABOUT THE CONCERNS AND ISSUES OF ABORIGINAL PEOPLE.**
- **ABORIGINAL**
  - **A MEMBER OF A RACE OF PEOPLE WHO WERE THE FIRST PEOPLE TO LIVE IN A COUNTRY, BEFORE ANY COLONIST ARRIVED.**



# **TRADITIONAL MEDIA AS THE PRIMARY SOURCE OF INFORMATION**

- **PRINT, RADIO AND TELEVISION WAS INITIALLY INVENTED AS A MEANS OF MASS COMMUNICATION WITH THE PURPOSE TO INFORM .**
  - **PRINT CAN BE TRACED BACK TO ANCIENT RECORD KEEPING INTENDED TO TEACH THE NEXT GENERATION ABOUT HEIR HISTORY AND PRACTICES.**
  - **RADIO WAS DEVELOPED FROM ONE PLACE TO ANOTHER.**
  - **TELEVISION , DESPITE BEING INVENTED FOR COMMERCIAL PURPOSES, INCORPORATED EDUCATIONAL MATERIALS IN THEIR EARLY PROGRAMMING.**

# COMMON SOURCES OF INFORMATION

- **LIBRARY**
- **INTERNET**

# **THE LIBRARY AS SOURCE OF INFORMATION**

- **THE LIBRARY IN ITS MOST TRADITIONAL SENSE IS DEFINED BY THE MERRIAM-WEBSTER'S DICTIONARY AS A PLACE WHERE BOOKS, MAGAZINES AND OTHER MATERIALS(SUCH AS VIDEOS AND MUSICAL RECORDINGS) ARE AVAILABLE FOR PEOPLE TO USE OR BORROW. SINCE IT HOST A COLLECTION OF INFORMATION MATERIALS, THIS IS A PLACE WHERE PEOPLE GO - OR AT LEAST USED TO GO – FOR RESEARCH OR TO SIMPLY READ.**

# THE INTERNET AS SOURCE OF INFORMATION

- **ABUNDANCE, AVAILABILITY, AND ACCESSIBILITY ARE THE THREE KEY ASPECTS OF INTERNET AS A SOURCE OF INFORMATION. EXPERTS, SCIENTIST, PROFESSIONALS, INTELLECTUALS, HAVE POOLED THEIR WORKS AND RESOURCES TOGETHER IN CYBERSPACE. BY ALLOWING HE FREE FLOW OF INFORMATION FROM DIFFERENT SOURCES, THE INTERNET HAS MADE INFORMATION AVAILABLE TO ALL.**
- **THE EXISTENCE OF WIRELESS CONNECTION AND MOBILE GADGETS MADE ACCESS TO THE INTERNET EASIER AND EVER PRESENT.**



# **THINGS TO CONSIDER IN EVALUATING INFORMATION**

- **RELIABILITY OF INFORMATION.**
- **ACCURACY OF INFORMATION.**
- **FORECASTS IS SIMILAR TO THE ACTUAL DATA.**
- **FINANCIAL WHEREAS VALUES ARE CORRECT.**
- **VALUE OF INFORMATION.**

# THINGS TO CONSIDER IN EVALUATING INFORMATION

- **AUTHORITY OF E SOURCES ASKS WHO AUTHORED OR PUBLISHED THE INFORMATION. LIKE, IS THE SOURCE CREDIBLE?**
- **TIMELESS MEANS RELIABILITY, ACCURACY, AND VALUE OF INFORMATION VARY BASED ON THE TIME IT WAS PRODUCED OR ACQUIRED. IT MAY BECOME IRRELEVANT AND INACCURATE WITH HE PASSING OF TIME (THUS MAKING IT LESS VALUABLE).**

# **SKILLS IN DETERMINING THE RELIABILITY OF INFORMATION**

- **CHECK THE AUTHOR.**
- **CHECK THE DATE OF PUBLICATION OR OF UPDATE.**
- **CHECK FOR CITATIONS.**
- **CHECK THE DOMAIN OR OWNER OF THE SITE/PAGE. .COM - .EDU - .MIL - .GOV - .ORG – COMMERCIAL EDUCATIONAL MILITARY GOVERNMENT NONPROFIT ORGANIZATION.**

# **SKILLS IN DETERMINING ACCURATE INFORMATION**

- **LOOK FOR FACTS.**
- **CROSS-REFERENCE WITH OTHER SOURCE FOR CONSISTENCY.**
- **DETERMINE THE REASON FOR WRITING AND PUBLISHING THE INFORMATION.**