



What Is This Module About?

Many people refer to our present era as the **information age**. This is because we can now easily get whatever information we need from a great variety of sources—newspapers, magazines, books, radio, television, and more recently, computers and the Internet. But how can we be sure that the information we get is useful, accurate and reliable?

This module will teach you how to analyze information. It is divided into three lessons:

Lesson 1 – *Comparison and Contrast*

Lesson 2 – *Distinguishing Facts from Opinions*

Lesson 3 – *Evaluating Bias*



What Will You Learn From This Module?

After studying this module, you should be able to:

- ◆ compare pieces of information in order to understand them better;
- ◆ use comparison to make a choice between two or more things;
- ◆ distinguish facts from opinions; and
- ◆ identify bias in opinions and other pieces of information.

These skills will help you find out if the information you get is useful, accurate and reliable.



Let's See What You Already Know

Try to think of specific situations wherein people have to analyze information, such as reading a newspaper article, dealing with a salesperson, listening to a politician, etc. Draw from your own experience as much as possible.

If you were not able to give the examples asked for above, that's okay. You may have to study the modules on basic communication skills first before you continue with this one. If you were able to give concrete examples, then read the following statements. Write TRUE in the blank before the number if you think the statement expresses a correct idea, and FALSE if you think it does not. Explain your answer.

- _____ 1. When you compare two things, you show how they are alike; when you contrast two things, you show how they are different.

- _____ 2. If enough people believe that a statement is true, then it is a fact.
- _____ 3. An opinion is a piece of information that is based on feelings and attitudes.
- _____ 4. A piece of information containing biased judgement is totally accurate information.
- _____ 5. It is important to be aware of whatever biases a piece of information contains so that you would not be easily misled.
- _____ 6. The presence of propaganda techniques indicates that a piece of information is unbiased.

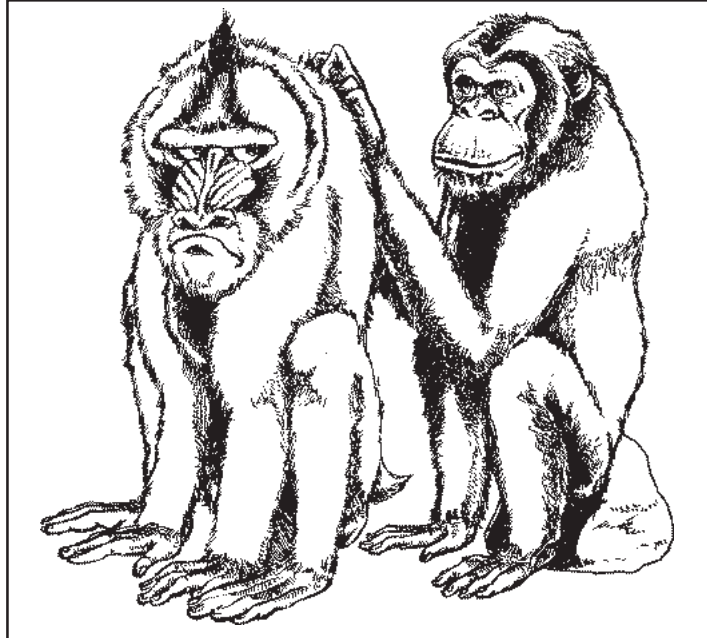
Well, how was it? Do you think you fared well? Compare your answers with those in the *Answer Key* on page 24.

If all your answers are correct, very good! This shows that you already know much about the topic. You may still study the module to review what you already know. Who knows, you might learn a few more new things as well.

If you got a low score, don't feel bad. This means that this module is for you. It will help you understand important concepts that you can apply in your daily life. If you study this module carefully, you will learn the answers to all the items in the test and a lot more! Are you ready?

You may go now to the next page to begin Lesson 1.

Comparison and Contrast



Can you tell how these two monkeys are similar to and different from each other? One of the easiest and best ways to analyze or understand something is to show how it is similar to or different from something else. You can learn more about the two monkeys, for instance, by studying how they are alike and different from each other.

After studying this lesson, you should be able to analyze subjects or pieces of information through comparison and contrast.



Let's Try This

Choose two friends whom you know pretty well. Picture them clearly in your mind.

On a piece of paper, list down how they are alike. Consider their looks, pastimes, kinds of work, attitudes, interests, beliefs, personalities or anything about them that might be similar. In describing their similarities, begin with, “Both of them are...” or “They are both...”

Then on the same piece of paper, make another list, this time of their differences. Suppose your friends are named Pepe and Pilar. It might be easier for you to describe their differences this way: “Pepe is... while Pilar is...” Again you may consider their looks, pastimes, kinds of work, attitudes or anything about them that might be different. Take as much time as you like to do this exercise.

I have myself made a list of the similarities and differences of two of my friends. Compare your list with mine.

Richard and Joey		
POINTS OF COMPARISON	SIMILARITIES	DIFFERENCES
Place of origin	Richard and Joey are both from Mindanao.	Richard is from Bukidnon while Joey is from Zamboanga.
Physical characteristics	They are both 5 feet, 6 inches tall.	Richard is stocky while Joey is slim.
Special talents and abilities	Both are musicians, dancers, good singers, athletic and artistic.	Richard is a basketball player while Joey is a football player. Richard is a guitarist while Joey is a pianist. Richard is good at cha-cha while Joey is good at tango. Richard is a tenor while Joey is a soprano. Richard is a sculptor while Joey is a painter.
Special interests	Both are movie lovers.	Richard loves action movies while Joey prefers dramas.
Personality traits	Both are ambitious and loving.	Richard is studying to become a lawyer while Joey is planning to put up his own business. Richard is devoted to his family while Joey is loyal to his friends.

I came up with a long list of qualities that my two friends have in common and an equally long list of their differences. Your lists may be long, too, depending on how well you know the friends you chose. Do your friends have more similarities or more differences?

Did you notice the first column in my list—the one with the heading “POINTS OF COMPARISON”? This column includes the kinds of information about your friends upon which you will base your comparison. Using points of comparison helps you to compare your two subjects in an orderly way. In comparing my two friends, I first asked myself, “Where do each of them come from?” Thus I came up with the first point of comparison – place of origin – and I wrote down that both of them come from Mindanao; but Richard is from Bukidnon and Joey is from Zamboanga.

What points of comparison did you use for your friends?

Did comparing them help you to get to know your two friends better?



Let's Remember

Comparison refers to the act of examining two or more people, things or ideas to see what differences or similarities they have. Usually though, we use the word **compare** when we are showing similarities, and **contrast** when we are showing differences.



Let's Learn

Sometimes two things that seem totally different can be compared and contrasted. For example, how would you compare and contrast human communities and ant colonies? Make a list similar to the one you made in the previous activity. Use the table provided below.

Human Communities and Ant Colonies			
POINTS OF COMPARISON	SIMILARITIES	DIFFERENCES	
		human communities	ant colonies

Read the following passage about human communities and ant colonies. Pay attention to how the two subjects are compared and contrasted.

It is interesting how ant colonies and human communities are alike and different. Human communities are made up of several kinds of people: those who hunt, those who take care of animals, those who plant, those who build, those who trade, and those who plan. There are kinds of ants that correspond to the first three. Some ants also hunt. They are known as driver and legionary ants. Some ants look after animals such as plant lice, scale insects and caterpillars. Another kind of ant, known as the harvester ant, collects, stores and, some say, even plants seeds.

Ant colonies are also different from human communities. Members of ant colonies are mostly female. The females are born with specific tasks important to the colony. The male members play only minor roles in the community. On the other hand, human communities are usually made up of males and females who have more or less equal roles and tasks.

I listed down the similarities and differences of human communities and ant colonies pointed out in the passage. Study the list carefully.

Human Communities and Ant Colonies			
POINTS OF COMPARISON	SIMILARITIES	DIFFERENCES	
		human communities	ant colonies
Members' roles	Hunters Animal caretakers Planters		
Distribution of duties		duties are more or less evenly distributed among males and females	females perform most of the duties
Distribution of males and females		equal numbers of males and females	mostly females

Did you notice that this table of similarities and differences is a little more focused than the one presented previously? This one pays more attention to the most significant and interesting points of comparison, such as distribution of the duties within the community or colony. **When you compare things, it is more useful to limit your attention to the points of comparison that are most interesting or important.**



Let's See What You Have Learned

Comparing two or more things can also help you make a choice between them. For example, where do you think is the better place in which to live and raise a family—in a city or in a barrio?

Find out as much as you can about these two kinds of places by asking other people who have lived in either places and ask them how life is like there.

Compare life in a city with life in a barrio. Focus on the most important or interesting points of comparison, as in the example above. Consider availability of basic services, cost of living and environment as points of comparison. You may use other points of comparison you find interesting or important. Then decide which of the two places is more suitable for living and raising a family in. You may use the following table on the next page.

City Life and Barrio Life			
POINTS OF COMPARISON	SIMILARITIES	DIFFERENCES	
		City Life	Barrio Life

Was it difficult to gather information about city life and barrio life? Based on your table of comparison, are the two places more alike or more different? Which do you think is the better place in which to live and raise a family?

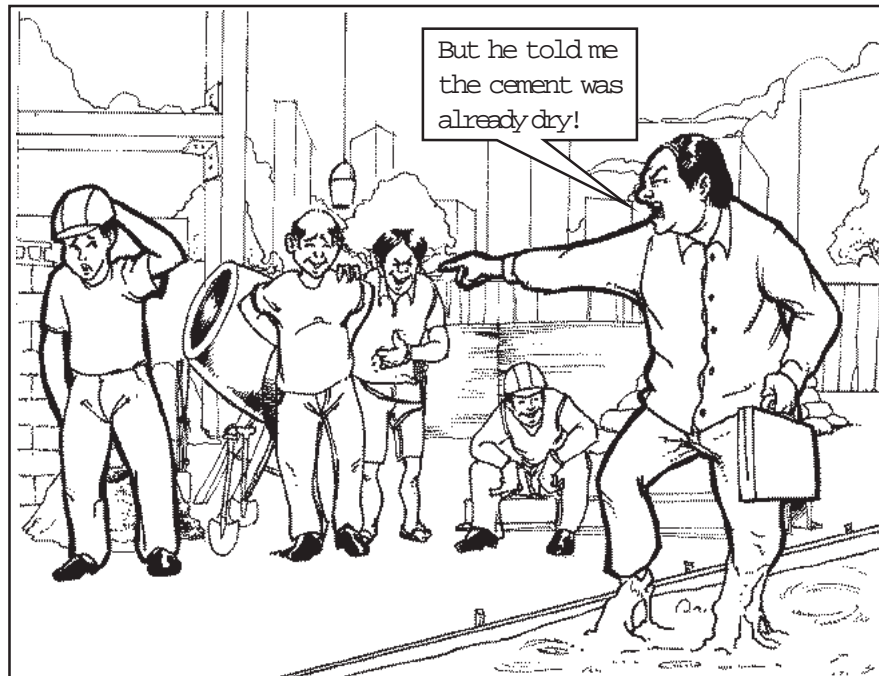
Compare your table with my sample table in the *Answer Key* on pages 24–25.



Let's Remember

- ◆ One of the easiest ways to analyze a piece of information is to compare and contrast it with another piece of information.
- ◆ Comparison shows how pieces of information are alike and different.
- ◆ Comparing two or more pieces of information can also help you make a choice between them.

Distinguishing Facts From Opinions



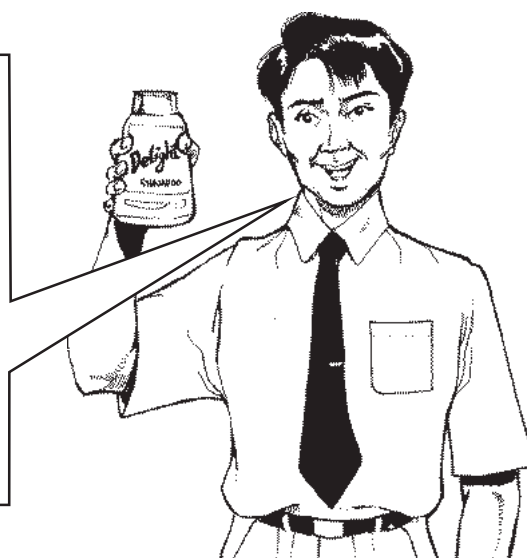
The poor man in the cartoon has mistaken an opinion for a fact. When we are dealing with information, it is very important that we know if the information is accurate. Otherwise, we could end up in the same situation as this man.

After studying this lesson, you should be able to distinguish facts from opinions.



Let's Read

Hi! Would you like to try our new product, Delight Shampoo? It contains jojoba and aloe vera, which are clinically proven to make your hair radiant and healthy. Plus it has a very pleasant and long-lasting smell on your hair. Delight Shampoo is simply the best shampoo in the Philippines today. A bottle costs only P 150.00 It is really very cheap. Here, how many bottles would you like to buy?





Let's Think About This

Answer the following questions:

1. Can you tell which of the salesman's statements express facts? List these down below.

2. Can you tell which of the salesman's statements express opinions? List these down below.

3. Based on what the salesman said about it, would you buy a bottle of Delight shampoo? Explain your answer.

Compare your answers with those in the *Answer Key* on page 25.



Let's Learn

The opening activity should have made you realize how important it is for you to be able to distinguish between facts and opinions. In many situations, like when you are shopping or voting, you need to distinguish what statements about a product or a candidate are facts and opinions, in order for you to make the right choice.

A fact is a piece of information that is true and can be conclusively proven to be so. Facts seldom vary between information sources. For example, "Meat is a source of protein" is a fact because it is true and it can be proven. Whether you ask a nutritionist or look it up in a book this piece of information remains true. Facts are a kind of information that will be most useful to you in planning, decision making and other important tasks.

How do you prove that a piece of information is true so that you can establish it as a fact? If the information does not vary between information sources, it could be a fact. For example, many people say that the weather is cooler in Baguio, Tagaytay and Malaybalay than in the rest of the country, so it might be true. But this is not conclusive proof. To prove that it is really cooler in those places, you would have to ask an expert on the subject, like someone from PAGASA, or you could go to those places to find out for yourself.



Let's Try This

Choose a social problem or issue you are interested in, something you would like to study closely. You may choose, for instance, the problem of waste management. Let's say you want to find out how an accumulation of uncollected garbage affects a community. List down first what you think are the possible effects. Then ask your friends and family to add to your list.

Next, look for a nearby community with a garbage problem (if your own community does not have one). Interview the residents on how the uncollected garbage affects them. List their responses down, along with your observations.

Then try consulting an authority on the subject—an expert on waste management or a professor on environmental science, for example. You may also read books on the subject. List down what you find out from these sources too.

Finally, compare the different lists you have made. Following are my own lists. See if your lists are similar to mine.

The Effects of Uncollected Garbage		
What I think I know and what others say	What I found out for myself	What the experts say
Uncollected garbage will attract flies, rats and other pests. These may carry diseases that will make the residents sick.	I noticed many flies, cockroaches and rats in piles of uncollected garbage. Many residents claimed that the incidence of diseases such as cholera and dysentery have risen since their garbage has not been collected.	Garbage is a fertile environment for many insects and pests. These usually carry diseases which may spread throughout the community.
Uncollected garbage smells bad.	I observed that a very strong bad odor came out of the piles of uncollected garbage.	Uncollected garbage can release bad-smelling poisonous fumes which pollute the air and cause diseases.
Uncollected garbage can clog drains.	The people I interviewed told me that they have experienced serious floods in their community ever since their garbage began accumulating on the streets.	Garbage piled on the streets may clog drains. This may cause serious floods during heavy rains.
Our ancestors will punish us for not taking care of our environment.	-----	-----

How many items in your list were confirmed to be true in your other lists? Look at my lists. Most of the items in my first list were verified by my firsthand observations and by the experts I consulted. This means that most of the items in my first list are **facts**, because I have proven them to be true through direct observation and through confirmation by authorities.

But what about the last item in my first list? Notice that I was not able to prove that this statement is true, either by observation or through verification by experts or authorities. I therefore cannot call this statement a fact.

Many things are believed by people to be true even though these were not yet proven to be true. These are called **opinions**. The last item in my first list—*Our ancestors will punish us for not taking good care of our environment*—is an example of an opinion.

Opinions are statements that are based on attitudes and feelings. They vary between and among sources and cannot be conclusively proven. Here are some examples of opinions:

- ◆ Foreigners come here only to steal our natural resources.
- ◆ All politicians are crooks.
- ◆ It is safer to travel by bus than by boat.

These are all opinions because they have not been or cannot be proven conclusively and not everyone agrees that they are true.

You must learn to distinguish between facts and opinions. Otherwise you might easily be misled by wrong or inaccurate information. For instance, if a friend of yours tells you that your shirt or dress looks awkward, you might take this as a fact and decide never to wear that shirt or dress again. But your friend was actually expressing an opinion, not a fact. Another friend might find your shirt or dress nice.

Different people can have different opinions about a certain thing. This does not mean that some of them are right and some are wrong. Opinions cannot be proven to be true, but this does not necessarily mean that they are always wrong. It is in fact often difficult to determine whether an opinion is wrong or right. Most people get into fights because of differences in opinion. To avoid this, always try to respect other people's opinions, seeing these as neither true nor false, but simply people's personal judgements or beliefs about certain things.

How can you tell if a statement is a fact or an opinion? To differentiate and compare the two, read the information provided in the table below.

FACTS	OPINIONS
Both are kinds of information.	
<p>can be conclusively proven to be true</p> <p>seldom vary from source to source</p>	<p>based on attitudes and feelings and cannot be conclusively proven to be true</p> <p>often vary from source to source</p>

You can often tell if people are stating facts or opinions depending on the way they speak. Most of the time, when a person is expressing an opinion, he or she will begin his statement with “In my opinion...,” “I guess...” or “Some say...” Other times it might not be easy to tell. In these cases, you must verify if the statement is an opinion or a fact by consulting authorities or doing research.



Let's See What You Have Learned

Read the following statements. Then write **F** if the statement expresses a fact or **O** if the statement expresses an opinion in the blank before each number. Explain your answers. Please take time to verify each statement as needed.

_____ 1. One hundred centimetres make up one metre.

_____ 2. The president of a nation should always be elected by the people.

_____ 3. Dolphy is the best comedian in the Philippines.

_____ 4. Being able to read and write is necessary in order to be successful in life.

_____ 5. In December the weather usually gets a little colder.

Compare your answers with the ones in the *Answer Key* on page 25. If most or all of them are correct, then you did wonderfully. Proceed to the next lesson. If you missed some of the answers, review the lesson first before proceeding.



Let's Remember

- ◆ Facts are statements or pieces of information that can be proven conclusively to be true. They seldom vary between information sources.
- ◆ Opinions are pieces of information that are based on attitudes and feelings. They vary between and among sources and cannot be conclusively proven to be true.
- ◆ Never mistake an opinion for a fact; otherwise, you will be misled. Always look for confirmation from authorities or reliable sources to make sure that a piece of information is a fact.
- ◆ You should respect other people's opinions even though they differ from your own. Everybody is entitled to his/her own opinion.

Evaluating Bias



Trees seldom grow absolutely straight. Because of weather conditions, the slope of the ground they grow on or the availability of direct sunlight, trees often lean towards a certain direction.

The same is true with some sources of information—they also tend to lean towards one side when presenting information. This means that their personal preferences or judgements regarding the subject matter influence the information. This “leaning” towards a certain viewpoint is called a **bias**.

After studying this lesson, you should be able to identify and evaluate biases in statements or pieces of information.



Let's Try This

Why do you think people have biases? To find out, try drawing out the points of view of different people regarding an interesting topic. Let me show you how I did it.

I chose the Philippine Charity Sweepstakes as my subject matter. Then I interviewed a parent, a childless adult, a teenager and a sweepstakes ticket vendor. I asked each of them the following questions:

Do you think people should buy sweepstakes tickets regularly? Why or why not?

I noted down the answers of each person I interviewed. From his/her answers, I considered how buying sweepstakes tickets could possibly affect his/her state of life. The table below reveals their responses.

Interviewee	Sweepstakes' Possible Effect on State of Life	Response to Question, "Do you think people should buy sweepstakes tickets?"
Parent	Buying tickets regularly would be a strain on the family budget.	No. Sweepstakes is considered gambling. People would be better off spending money on something that is more likely to improve their lives.
Childless adult	It would be an additional expense but it can be afforded once in a while.	Buying once in a while just for fun is okay, but if you do it regularly you'll just be wasting your money.
Teenager	If regular ticket buying is a way to ask for additional allowance, it's worth a try.	If you have extra money, it might be worth it, especially when you finally win the jackpot.
Sweepstakes ticket vendor	Getting more people to buy tickets will mean more income.	It gives the government extra funds for its projects and the jackpot is enough to make it even more worthwhile.

Now it's your turn to do the activity. You may work on the same topic, or you may choose any topic that interests you. Try to come up with a table similar to the one I made. Afterward, ask yourself the following questions:

Did the state of life of each interviewee affect his/her responses? How?

Compare your answers with mine:

<p>My report shows that the state of life of each interviewee do seem to affect his/her response:</p> <ul style="list-style-type: none"> ◆ The parent is very much concerned with saving money so he could provide for the needs of his family, so he mentioned only the bad consequences of buying sweepstakes tickets. ◆ The childless adult does not have the extra responsibilities a parent has, so for him it is okay to spend for sweepstakes tickets, but only once in a while. Being a level-headed adult, he believes that buying tickets regularly is impractical. ◆ The teenager, being the youngest, is a bit reckless and immature. For her its okay to spend any extra money she has on sweepstakes tickets. ◆ The ticket vendor wants to sell more tickets so she emphasized the benefits of buying sweepstakes tickets.
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This activity demonstrates how people develop biases. They do so based on the specific conditions of their lives, from which they form particular views, judgements and preferences.



Let's Learn

A **bias** is a mental leaning, an inclination, a predisposition or a prejudice that keeps an information source from being totally accurate. For example, recall the activity in the beginning of Lesson 2. You could not believe everything the salesman said about his product because he is clearly a biased source of information. He needs to say good things about his product so that he could sell it to you.

Sometimes, an information source can hold or protect an opinion so strongly that he/she loses his/her ability to stick to the facts. He/She is then said to be biased. This can happen to a salesperson desperate to make a sale, a politician trying to get elected, a newspaper publisher trying to gain more readers, a parent afraid for the safety of his or her child, anyone, in fact, who has an objective or a motive in mind.

It is important to be aware of bias in a piece of information so that you are not easily misled.

But can biases be detected, especially if you do not really know much about the source of information? Any piece of information that doesn't seem to supply all the facts on a particular matter is probably biased. Most biases are communicated through the use of *propaganda techniques*. These are *devices used to influence others by deception*. Their presence indicates bias in a piece of information. Following is a list of some propaganda techniques:

1. **NAME CALLING**—accusing or denouncing an individual by using a widely disapproved label.

Example: He is a liar and a troublemaker.

2. **GLITTERING GENERALITIES**—vague and misleading general terms used when referring to particular persons or things in order to avoid distasteful details about them.

Examples: love, peace, freedom, goodness, truth

3. **BANDWAGON**—convincing people to do something by letting them know others are doing it and encouraging them to follow the crowd (“join the bandwagon”).

Example: Most people prefer Product X because they know the plus factors of this product. Do you?

4. **CARD STACKING**—presenting only favorable facts about someone or something and deliberately excluding unpleasant ones.

Example: When asked to describe her cruel father, Julie said, “Tatay is a very tall, handsome man.”

5. **TESTIMONIAL**—using the words of famous people to encourage people to like someone or something.

Example: Sharon Cuneta uses this facial cleanser. She says it makes her skin look “soft, smooth and clear.”

6. **TRANSFER**—using the names or pictures (but not direct quotations) of famous people or other figures and symbols of authority to encourage people to like someone or something.

Example: Paeng Nepomuceno wears this brand of bowling shoes. These shoes can make you a winner too!

7. **“MAKAMASA”**—trying to establish someone as one of the common folk in order to give him or her mass appeal.

Example: A rich politician wears ordinary work clothes and joins in tilling a field in order to win more votes during the coming election.

These are just some of the propaganda techniques used to communicate biased information. Can you think of others?

Is biased information totally useless? No. *You can draw some useful facts from biased information.* For example, free samples of a new weight loss pill with a pamphlet describing the benefits of using the pill might be handed out in the town plaza. I may decide not to use the pill but I could use the pamphlet to gain new facts about being overweight.



Let's Try This

Buy a newspaper and open it to the opinion section. Choose the article that interests you most. Read it carefully, then list down statements in the article which seem to indicate the biases of the writer. Indicate what these biases may be and how they came out in the article.

Show your list to your Instructional Manager or Facilitator, friends or family.



Let's See What You Have Learned

Read each of the following statements. Then write **BIASED** or **UNBIASED** in the blank before each number. Explain your answers.

- _____ 1. "For the sake of our families, we must vote Mr. X for president!" shouted Mr. X's campaign manager during a political rally.
- _____ 2. "I don't trust him because he is a foreigner," said the manager about his new employee.
- _____ 3. "I lost ten pounds after one week of jogging every day," the woman said.
- _____ 4. "I've always wanted to go to that bar. It's the place where everyone goes to these days. We have to go there tonight," said the teenager to his friends.
- _____ 5. "Don't go to that party. It's only for drug addicts and cheap people," said the mother to her teenaged daughter.

Compare your answers with those in the *Answer Key* on page 26. Are most of your answers correct? If so, congratulations! You're now ready to do the final activity for this module. If not, you have to review the parts of the lesson you did not understand before proceeding.



Let's Remember

- ◆ A bias is a mental leaning, inclination, predisposition or prejudice that keeps an information source from being totally accurate.
- ◆ Sometimes, an information source can hold or protect an opinion so strongly that he/she loses his/her ability to stick to facts. He/She is then said to be biased.
- ◆ It is important to be aware of the biases in whatever information you get so that you would not be easily misled.
- ◆ Any piece of information that doesn't supply all of the important facts about the matter at hand is probably biased.
- ◆ Most biases are communicated through the use of propaganda techniques. Their presence indicates bias in a piece of information.
- ◆ You can also draw some useful facts from biased information.



Let's Try This

You have nearly completed this module. The time has come for you to try to make practical use of what you have learned about analyzing information.

Look for important issues in newspapers or choose one involving your barangay. It could be about poverty, politics, garbage collection or anything that you feel is important for many people.

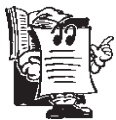
Try to gather as much information as you can about the issue. Make sure that you get as many different points of view on the matter as you can. Invite friends and family members to help you on this.

With your friends and family members, discuss the information that you have gathered. Make sure that you mention the different sides of the issue. Also include your own and your friends' and family members' stands on the matter. If it will help, list down the different viewpoints on a blackboard or a large sheet of paper.

After studying each side of the issue, compare and contrast the different sides. Try to determine which of them are based on facts and which are based on opinions. Also, determine which of them are biased.

Decide among yourselves the best way to address the issue. What you decide on could be based on one viewpoint or on a combination of different viewpoints.

How did you find the exercise? Was it difficult? What about the discussion with your friends and/or family? Most probably it was a lively activity. Trying to analyze many different points of view through comparison and contrast is quite challenging. Before you proceed to the post-test, review the main points of the module first.



Let's Sum Up

- ◆ One of the easiest ways to analyze a piece of information is to compare and contrast it with another piece of information.
- ◆ A comparison shows the similarities and differences of two things or two pieces of information.
- ◆ Facts are bits of information that can be conclusively proven to be true. They seldom vary between information sources.
- ◆ Opinions are pieces of information that are based on attitudes and feelings. They vary between sources and cannot be conclusively proven to be true.
- ◆ Never mistake an opinion for a fact; otherwise, you will be misled. Always look for confirmation from authorities or reliable sources to make sure that a piece of information is factual.
- ◆ A bias is a mental leaning, inclination, predisposition or prejudice that keeps an information source from being totally accurate.
- ◆ Sometimes, an information source can hold or protect an opinion so strongly that he/she loses his/her ability to stick to the facts. He/She is then said to be biased.
- ◆ It is important to be aware of bias in whatever information you get so that you would not be easily misled.
- ◆ Any piece of information that doesn't supply all the important facts about the matter at hand is probably biased.
- ◆ Most biases are communicated through the use of propaganda techniques. Their presence indicates bias in a piece of information.
- ◆ Biased information is not totally useless. You can draw some useful facts from them.



What Have You Learned?

- I. Study the following statements carefully.
 1. The sun is a star and it is the center of the universe.
 2. The sun is a planet and it is the center of the solar system.

How are the statements similar? How are they different? Compare and contrast the information they provide. Which statement do you think is better or more accurate? Why? Write your answers in the spaces provided below.

Similarities: _____

Differences: _____

Which one is accurate? Why? _____

II. Read the following selection, then answer the questions that follow.



I want very much to have a pet, but I can't decide what kind is best. Do you think I should get a dog, or a cat?

(1) Let's see, cats are very good at hunting mice. (2) They are also affectionate creatures. (3) But most cats are thin and ugly. (4) You can't teach them too many tricks either; I think cats are not very bright.

(5) Dogs, on the other hand, have many good qualities. (6) They are intelligent and loyal. (7) They can guard your house against robbers and they can even be taught to fetch your slippers! (8) There are a lot of tricks dogs can do. (9) A dog I saw at the pet house the other day was so cute and cuddly. (10) Dogs are certainly more adorable than cats.

I think I'll choose a dog for a pet.

A. Which of the numbered statements in the selection are facts, and which are opinions? Write **F** for fact and **O** for opinion, then explain your answer.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

- B. Can you tell if the writer of the statement is biased? Identify her biases and tell how these are reflected in the selection. Write your answers below.

Compare your answers with those in the *Answer Key* on pages 26–27. Are most of your answers right? If so, very good! You have successfully completed this module. Time to move on to the next one. If not, review this module again and study carefully the points you did not understand well.



Answer Key

A. Let's See What You Already Know (pages 1–2)

1. TRUE. Comparison focuses on similarities, while contrast focuses on differences.
2. FALSE. Facts are pieces of information that are true and can be proven conclusively to be so. Therefore, if a statement cannot be proven to be true then it is not a fact, no matter how many people believe in it.
3. TRUE. An opinion is based on feelings and attitudes more than on solid facts.
4. FALSE. A bias is a mental leaning, inclination, predisposition or prejudice that keeps an information source from being totally accurate.
5. TRUE. Knowing whether a piece of information is biased or not can help keep you from being easily misled.
6. FALSE. Most biases are communicated through the use of propaganda techniques. Their presence indicates bias in a piece of information.

B. Lesson 1

Let's See What You Have Learned (pages 6–7)

City Life and Barrio Life			
POINTS OF COMPARISON	SIMILARITIES	DIFFERENCES	
		City Life	Barrio Life
Environment	interesting	Air is polluted.	You feel closer to nature. Air is cleaner.
Basic services		readily available; a lot of hi-tech conveniences	not readily available
Cost of living		high	low
People	friendly	probably too busy to help you when you are in trouble	ready to help at all times
		more exposed to new ways of thinking	more conservative
		more tolerant of different opinions and practices	more judgmental of those who are different
Food		mostly not fresh, since they are transported from elsewhere	more likely to be fresh, because they are produced locally

		more varied choice of eating out	limited to what is produced locally limited to home- cooking
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C. Lesson 2

Let's Think About This (page 9)

- (a) *It contains jojoba and aloe vera which are clinically proven to make your hair radiant and healthy.* This statement is a fact because jojoba and aloe vera are indeed clinically proven to improve the quality of people's hair. Scientific test results could be used to prove that this is true, as well as the testimonies of the people who have tested them and proven for themselves that these substances do make hair healthier and more beautiful.

(b) *A bottle costs only P150.00* This is precise information from a very reliable source (the shampoo salesman) and is thus definitely factual.
- (a) *Plus it leaves a very pleasant and long-lasting smell on your hair.* This is a statement of opinion. The shampoo may be fragrant to the salesman, but others might find its smell unpleasant. This depends on each individual's personal preferences.

(b) *Delight shampoo is simply the best shampoo in the Philippines today.* This statement cannot be proven conclusively. Other shampoo brands could claim the same based on a different set of criteria. This statement thus expresses an opinion and not a fact.

(c) *It is really very cheap.* For people with limited budgets, P150.00 would be an unreasonably high price for a bottle of shampoo. The salesman's statement is thus inaccurate and cannot be proven to be true; it expresses an opinion, not a fact.
- Here is a sample answer:

No. Since most of the salesman's statements expresses opinions rather than facts, I could not readily accept them to be true. Besides, I can buy other shampoos with jojoba and aloe vera that are a lot cheaper than Delight shampoo.

Let's See What You Have Learned (page 12)

- F**—This is a fact because it is true and provable. Since,
10 centimetres = 1 decimetre
10 decimetres = 1 metre
100 centimetres = 1 metre.
- O**—This cannot be proven conclusively.
- O**—This is open to debate.
- O**—This cannot be proven conclusively.
- F**—If the word *usually* were replaced with *always*, it would be an opinion. As it is, this is a fact.

D. Lesson 3

Let's See What You Have Learned (page 18)

1. **BIASED.** The use of the transfer propaganda technique in the statement shows that it is biased.
2. **BIASED.** This statement uses the name-calling propaganda technique.
3. **UNBIASED.** The statement contains factual information.
4. **BIASED.** The statement uses the bandwagon propaganda technique.
5. **BIASED.** This statement uses the name-calling propaganda technique.

E. What Have You Learned? (pages 20–23)

- I. **Similarity:** Both statements attempt to describe our sun.

Differences: The first statement claims that the sun is a star; the second one states that it is a planet. The first statement says that the sun is the center of the universe; the second one claims it is the center of our solar system.

Which statement is more accurate? Neither of the statements is accurate. By comparing the two statements, we can see that half of each statement is factual, and half is false. Otherwise we might not notice the misleading information. By combining parts of each statement, we come up with a truly factual piece of information: The sun is a star and it is the center of the solar system.

- II. A.
1. **F**—This is a fact; we can prove this to be true through first hand observation and/or by consulting an authority on animal behavior.
 2. **O**—This view may vary from person to person—some people believe cats are fierce, not affectionate. Thus the statement reflects only the speaker's feelings about the matter.
 3. **O**—This is a view not all people would agree with. There may be a number of thin and scrawny alley cats but there are also a lot of healthy, happy cats. Besides, not all people think thin cats are ugly.
 4. **O**—Here is another viewpoint of the writer based on her feelings. The clue phrase here is "I think..." This means that the speaker is voicing her personal views and not necessarily a fact.
 5. **O**—Some people who do not like dogs may not agree with this statement. This is just based on the writer's feelings towards dogs.
 6. **F**—Many dog owners can validate this claim. Dogs are indeed intelligent and loyal, especially when compared with other animals. Many scientific studies can also support this statement. Dog's brains have been examined and their behavior analyzed, and the conclusions agree with the statement in question.

7. **F**—Everyone who owns or has owned a dog knows this to be true.
8. **F**—There are even schools where dogs are trained to do different tricks. There are also special contests and shows held wherein dog owners show off the tricks their dogs have learned. It is a well-known fact that dogs can be taught all sorts of tricks.
9. **O**—This is only the writer’s personal view. Other people may not agree with her.
10. **O**—This is definitely based only on the writer’s feelings. Cat lovers would claim that the opposite is true, that cats are more adorable than dogs.

B. I can tell that the writer of the selection is biased—she prefers dogs to cats. This preference shows in her writing. She mentions several inaccurate pieces of information about both cats and dogs in her work. Two of her statements (3 and 4) show her dislike of cats. None of them tells of any bad qualities of dogs. Six of them, in fact, (5 to 10), clearly reflect her preference for dogs.

Several propaganda techniques may be spotted in the selection, such as name calling, glittering generalities and card stacking, but these cannot be considered as tools of propaganda because the selection does not aim to convince readers to like dogs better than cats. It only expresses the writer’s opinions on the matter.



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