SHS - CORE
MEDIA AND INFORMATION LITERACY

First Quarter

Module 4

Types of Media

Republic of the Philippines
Department of Education
REGION VII, CENTRAL VISAYAS
SCHOOLS DIVISION OF SIQUIJOR

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Module 4
Types of Media

DepED
DEPARTMENT OF EDUCATION

INTRODUCTION

This module is written in support of the K to 12 Basic Education Program to ensure attainment of standards expected of you as a learner.

This aims to equip you with essential knowledge on the types of media.

This includes the following activities/tasks:

■ Expected Learning Outcome — This lays out the learning outcome that you are expected to accomplish at the end of the module.

■ Pre-test — This determines your prior learning of the particular lesson you are about to take.

■ Discussion of the Lesson —This provides you with the important knowledge, principles and attitude that will help you meet the expected learning outcome.

■ Learning Activities — These provide you with the application of the knowledge and principles you have gained from the lesson and enable you to further enhance your skills as you carry out prescribed tasks.

■ Post-test — This evaluates your overall understanding about the module.

With the different activities provided in this module, may you find this material engaging and challenging as it develops your critical thinking skills.

What I Need to Know

At the end of this lesson, you will be able to:

❖ Compare and contrast how one particular issue or news is presented through the different types of media (print, broadcast, online)
MIL11/12TYM-IIId10

What I Know

Pretest

To find out what you already know about the topic to be discussed in this module, take the Pre-test. Write your answers in your notebook.

A. Direction: Key Type. Write "P" for print media, "B" for broadcast media, "F" for film, and "N" for new media.

1. ABS- CBN TV Patrol aired on channel 2
2. Harry Potter Complete Series Boxed Set Collection
3. Promotional poster uploaded in Facebook
4. Media and Information Literacy textbook
5. Don't Let Me Down by The Chain-smokers in Spotify
6. 24- Oras news program uploaded on YouTube
7. One Punch-man manga uploaded in My Manga website
8. Jason Bourne movie shown in theaters
9. Philippine Daily Inquirer newspaper
10. 7 Years by Lukas Graham played on 90.7 Love Radio

B. Direction: Read and answer the questions below. Write the letter of your choice on your notebook.

1. Which social media type does You Tube and Instagram belongs?
    a. Social network
    b. Media sharing network
    c. Blogging and publishing
    d. Curation and bookmarking networks

2. What is the oldest form of media?
    a. Broadcast media   b. New media Internet
    c. Print media   d. Social media

3. What type of print media is printed once a month, colorful and glossy and tackles topics like entertainment, food, fashion, lifestyle and others?
    a. Books   b. Brochures
    c. Magazines   d. Newspapers

4. Which of the following scenarios shows what media convergence is all about?
    a. Sister turns on the television to watch the news.
    b. Father tunes on the radio to listen to commentaries.
    c. Mother buys magazines to keep up with celebrity gossip.
    d. I open my smart phone to keep up with celebrity gossip, watch a replay of my favorite TV show and listen to FM radio.

5. What type of print media, which is known as pamphlet or kind of booklet that contains the details of the company, or organization and is distributed in exhibitions, or shops in which particulars of the product, or service of the company are provided along with communication details?
    a. Books   b. Brochures
    c. Magazines   d. Newspapers

6. When you listen to the commentaries on the radio, what is the media type used?
    a. Broadcast   b. New media
    c. Print   d. Social media

What's In

Let us review your knowledge about the third module entitled evolution of media. Answer the following questions. Write your answer in your notebook.

1. The following media are used in pre-industrial age EXCEPT...?
   a. Acta Diurna
   b. Cave paintings
   c. papyrus
   d. Metal printing press

2. Which of the following statements is NOT true about pre-industrial age?
   a. Paper is made out of papyrus.
   b. People used typewriter as a tool for communication.
   c. China has the oldest newspaper which is the Dibao.
   d. People have learned how to make tools out stones

3. Which of the following statements is TRUE about industrial age?
   a. People used portable computer laptops.
   b. Books were published through printing press.
   c. People stored information through cave paintings.
   d. The means of communication is through the use of electronic devices.

4. Which of the following medium is used during the electronic age?
   a. Clay tablets
   b. Virtual reality
   c. LCD projectors
   d. Cloud and big data

5. People discovered fire and developed a paper from plants. What age of the Evolution of media is being referred to?
   a. Industrial age
   b. Electronic age
   c. Information age
   d. pre-industrial age

6. Which of the following media forms was created in the pre-industrial age?
   a. Cave paintings
   b. Internet
   c. Television
   d. Transistor radio

7. The Industrial Age started with the invention of the steam engine and the most important contribution to media and information was the invention of the printing press. What is the oldest form of printed media?
   a. Books
   b. Billboards

| | c. Magazines | d. Pamphlets |

8. Which of the following is an example of wearable technology?
   a. iPad   b. Laptop
   c. Smartphone   d. Smartwatch

9. President Rodrigo Duterte won during the 2016 elections. Debates of presidential candidates were staged and shown on national TV so that the people can properly choose whom to vote. Which function of media was observed?
   b. Educate the audience
   c. Inform audiences of what is happening
   d. Performs a watchdog role of journalism
   e. Provides a platform for public discourse

10. Which form of broadcast media consists only of audio?
    a. Movies
    b. Radio
    c. Television
    d. Videos
    e.

11. Broadcast media began in the 1920's with the invention of radio. Television was introduced on the 1950'sand was widely used in the 1960's. Which do you think was the commonly used broadcast media during the Japanese occupation in the country from 1941-1945?
    f. Internet
    g. Radio
    h. Social media
    i. Television

12. With the emergence of modern gadgets, which of the following is NOT TRUE where communication is concerned?
    j. Friends communicate easily using text messaging.
    k. Emails are being used for submitting educational outputs.
    l. There are no other means of communication; just face to face talking.
    m. Video chatting has become the means of OFW's to communicate with loved ones whom they do not see for long periods of time.

13. What does the term "free press" mean?
    a. Freedom to publish what they want to publish
    b. Freedom to write what journalists want to write
    c. Freedom from government control
    d. Freedom to withhold information from people

14. Where was the first newspaper produced?
    a. England
    b. France
    c. Germany
    d. United States

15. Where do readers of today find immediate news?
    a. Internet
    b. Radio
    c. Newspaper
    d. Television

16. Which of the following marks the beginning of communication?
    a. Drawings on the walls of caves
    b. Emails
    c. Text messages
    d. Writing

What' New

When you listen to commentaries on the radio, what is the media type used?

The Internet is the same as the World Wide Web. True or False?

What Is It

Types of Media

We can start our discussion of media by defining and describing different kinds of media that children are using today. Modern media comes in many different formats, including print media (books, magazines, newspapers), television, movies, video games, music, cell phones, various kinds of software, and the Internet. Each type of media involves both content, and also a device or object through which that content is delivered. (https://www.mentalhelp.net/internet/types-of-media/) Here are the most common media types:

A. Print media

Print media is one of the oldest forms of advertising. It also remains to be one of the most popular forms because it can reach a wider target audience. There are various types of print media which help advertisers to target a particular segment of consumers

Different Types of Print Media:

1. Newspaper-

✦ the most popular form of print media.
✦ the most inexpensive way to reach a huge mass of people quickly.
✦ Different types of newspapers cater to various audiences, and one can select the particular category accordingly
✦ divided into various segments containing current events, sports, food, entertainment, fashion, finances, politics, advertisements, informative articles, and so on.

2. Newsletter

✦ publication that mostly covers one main topic
✦ generally used as information sources for neighborhood, communities, and groups having an interest about that particular topic, or event
✦ also used for promotional purpose, political campaigns,
✦ also used in many schools as a communication tool for parents, which give them information about what is new in the school
✦ used as a marketing strategy to provide all the information to customers and employees.

3. Magazines

✦ provide detailed articles on various topics, like food, fashion, sports, finance, lifestyle, and so on.
✦ published weekly, monthly, quarterly, or annually, and many of them are sold all over the world

4. Banners

https://flyphilippines.com/includes/images/siquijor-banner.jpg
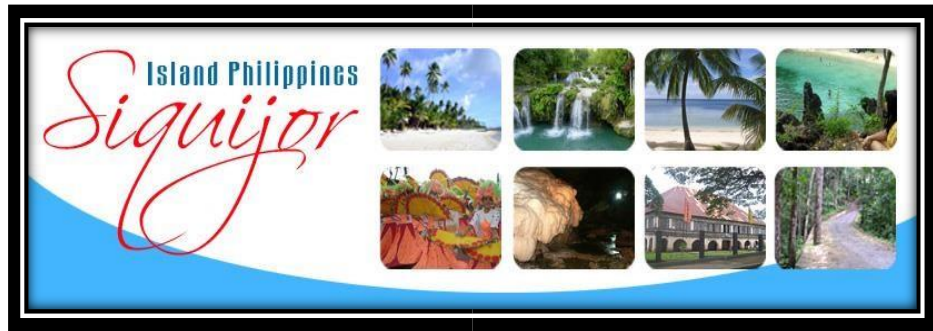
- ✦ used to show slogans, logos, or some messages.
- ✦ also used for advertising brands in exhibitions, giving out the names of products, or services that are being provided. Like banners, posters also come under the same category for the same purpose.
- ✦ Communication details are also an important part of these banners.
- ✦ Posters are mostly hung at a height and are made attractive so as to catch the attention of the passersby. The primary use of posters can be seen in political campaigns. Both banners and posters are customized and include text as well as graphics—that too in a huge size so that the message is seen from far.
- ✦ It is a self-made form of advertising.

5. Billboards

- ✦ have mostly become digital, but they qualify under the category of print media—after all, the advertisements are printed on the billboard
- ✦ These include text and graphics—mostly as a combination—so as to make it more appealing.
- ✦ Billboards have fixed locations and are huge in size so that it can be seen and read from a long distance. Billboard advertisements are the most costly in the print media category.

6. Books

- ✦ the oldest form of print media that are used as a way of communication and information piece.
- ✦ give an opportunity to writers to spread their knowledge about a particular subject to the whole world.

- a diverse platform comprising varied topics that include literature, history, fiction stories, and many more, that not only increase our knowledge but also entertain us

7. Brochure

https://i.pinimg.com/474x/28/a9/98/28a998520286c8983969845ee8a18821.jpg
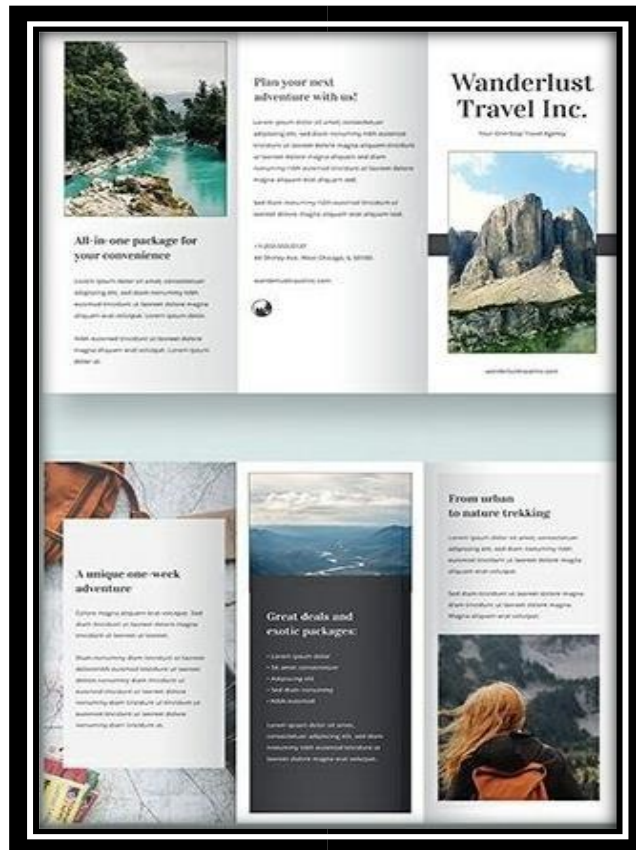
- also known as pamphlet
- a kind of booklet that contains the details of the company, or organization.
- are distributed in exhibitions, or shops in which particulars of the product, or service of the company are provided along with communication details
- generally consist of two or three folds of glossy and colorful sheets with some nice presentation.
- mostly distributed by hand, sent by mails, or you may find them at brochure racks as well.

8. Flyer

https://pbs.twimg.com/media/Ect5iw5U4AE-giT.jpg

✦ is also a part of print media.
✦ should always be crisp and eye-catching so that it attracts people's attention
✦ can be distributed in exhibitions, or can be put on walls of colleges and schools, depending on what kind of audience an organization is looking for.
✦ Inexpensive
✦ are commonly used for advertisements, or at local events and parties.

B. Broadcast Media

Broadcast media is the most expedient means to transmit information immediately to the widest possible audience, although the Internet currently challenges television as the primary source of news. Most people now get their daily news through broadcast, rather than printed, media. Integration of the Internet has increased the pressure on broadcast media groups to deliver high quality information with minimum cost. Improving operations is more important for these groups now than ever before.

Broadcasting is a term that refers to a form of communication that distributes contents such as video and audio to receiving audience.

Broadcast media originated with the development of the radio in the twentieth century. Prior to the radio, news and other information was transmitted across telegraphs and, later, telephones, but both technologies transferred information from one party to another. Radio allowed for information transfer from one party to multiple parties and, just as importantly, freed information transmission from physical wires. Radio was in its infancy prior to World War I, and governmental restrictions during the war prevented its rapid expansion. After the war, the development of radio technology increased quickly although programming remained limited. During the 1920s the US government developed guidelines and regulation for radio broadcasting that influenced the development of NBC and CBS.

https://lh3.googleusercontent.com/proxy/BUr5EB6n5wWFhib8GQmRffquDaSOlEh-ZKJBH3eozm22n5VDzBtRjJP3MXi-k9v3aTJF MbKb39BBCj8OHkRCZbF_8CfzSFiSOOj_jnSikzHa5Ub7L6L-eV565_ciDpn1cL3v8-zhj5Lzg

By the 1930s radio had become well established as a medium for entertainment and information. By 1946 NBC, CBS and an emergent ABC (formed from a court-mandated division of NBC similar to NBC's formation from a court-mandated division of AT&T's radio and telephone operations) began regular television broadcasts, including newscasts that were generally ten to fifteen minutes in length. Although slow at first, the acceptance of television increased rapidly during the boom of the 1950s, and television ultimately replaced radio as the chief source of in-home entertainment by 1960.

Edward R. Murrow laid the foundation for modern television newscasts on CBS with the first program featuring simultaneous transmission coast-to-coast. Newscasts in the 1960s expanded to half-hour programs, and included The Huntley-Brinkley Report on NBC (later the NBC Nightly News) and the CBS Evening News

with Walter Cronkite. Color television, first introduced in the 1950s, spread slowly both because of the associated production costs, and because many people who had first purchased black and white televisions sets were slow to transition – based in part on the limited availability of color programming. Cable television expanded the possibilities for broadcast media, and in 1980 Ted Turner launched CNN, the first 24-hour news channel. It has since been followed by numerous other networks devoted entirely to news broadcasts.

(https://opsdog.com/industries/broadcast-media/lean-tools-for-broadcast-media)

New Media (Internet)

https://mattersindia.com/wp-content/uploads/2020/08/internet.jpg

The Internet is the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link devices worldwide. It is a network of networks that consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies. The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents and applications of the World Wide Web (WWW), electronic mail, telephony, and file sharing. (https://en.wikipedia.org/wiki/Internet)

The Internet is also often referred to as the Net, as a short form of network.
The terms Internet and World Wide Web are often used interchangeably in everyday speech; it is common to speak of "going on the Internet" when invoking a web browser to view web pages. However, the World Wide Web or the Web is only one of a large number of Internet services. The Web is a collection of interconnected

documents (web pages) and other web resources, linked by hyperlinks and URL(Uniform Resource Locator).

The communications infrastructure of the Internet consists of its hardware components and a system of software layers that control various aspects of the architecture.

The World Wide Web is the primary application that billions of people use on the Internet, and it has changed their lives immeasurably. However, the Internet provides many other services.

World Wide Web browser software, such as Microsoft's Internet

Explorer/Edge, Mozilla Firefox, Opera, Apple's Safari, and Google Chrome, lets users navigate from one web page to another via hyperlinks embedded in the documents. These documents may also contain any combination of computer data, including graphics, sounds, text, video, multimedia and interactive content that runs while the user is interacting with the page. Client-side software can include animations, games, office applications and scientific demonstrations. Through keyword-driven Internet research using search engines like Yahoo!, Bing and Google, users worldwide have easy, instant access to a vast and diverse amount of online information. Compared to printed media, books, encyclopedias and traditional libraries, the World Wide Web has enabled the decentralization of information on a large scale.

Internet and Social Media

Icons of the most commonly used social media platforms
https://marketingland.com/wp-content/ml-loads/2018/04/social-media-data-ss-1920-1-800x450.jpg

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features: (https://en.wikipedia.org/wiki/Social_media)

1. Social media are interactive Web 2.0 Internet-based applications.
2. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
4. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups

Here's a list of 10 types of social media and what they're used for: (https://blog.hootsuite.com/types-of-social-media/)

a. **Social networks**—Connect with people (Facebook, Twitter, etc,) o Social networks, sometimes called "relationship networks," help people and organizations connect online to share information and ideas.

b. **Media sharing networks**—Share photos, videos, and other media (Instagram,
YouTube, etc) o Media sharing networks give people and brands a place to find and share media online, including photos, video, and live video.

c. **Discussion forums**—Share news and ideas (reddit, Digg, etc.) o These are the sites where people go to find out what everyone's talking about and weigh in on it—and users on these sites generally aren't shy about expressing their opinions

d. **Bookmarking and content curation networks**—Discover, save, and share new content (Pinterest, etc) o Bookmarking and content curation networks help people discover, save, share, and discuss new and trending content and media.
   o These networks are a hotbed of creativity and inspiration for people seeking information and ideas
   o Bookmarking networks like Pinterest help people discover, save, and share visual content.

e. **Consumer review networks**—Find and review businesses (Yelp, TripAdvisor,
Zomato, etc.) o Consumer review networks give people a place to review brands, businesses, products, services, travel spots, and just about anything else.

f. **Blogging and publishing networks**—Publish content online (WordPress, Blogger, etc.) o Blogging and publishing networks give people and brands tools to publish content online in formats that encourage discovery, sharing, and commenting. These networks range from more traditional blogging platforms like WordPress and Blogger to microblogging services like Tumblr and interactive social publishing platforms like Medium

g. **Interest-based networks**—Share interests and hobbies (Goodreads, Wattpad, etc.)
   o Interest-based networks take a more targeted approach than the big social networks do by focusing solely on a single subject, such as books, music, or home design.

h. **Social shopping networks**—Shop online (Zalora, Lazada, etc) o Social shopping networks make ecommerce engaging by adding a social element.

i. **Sharing economy networks**—Trade goods and services (Uber, etc) o "Sharing economy" networks, also called "collaborative economy networks," connect people online for the purpose of advertising, finding, sharing, buying, selling, and trading products and services.

j. **Anonymous social networks**—Communicate anonymously (Whisper, etc.) o these sites go the other way and allow users to post content anonymously. CBS New York described Whisper as "the place to go
   these days to vent, come clean, or peer into other people's secrets," saying the site focuses on "turning confessions into content."

Media Convergence
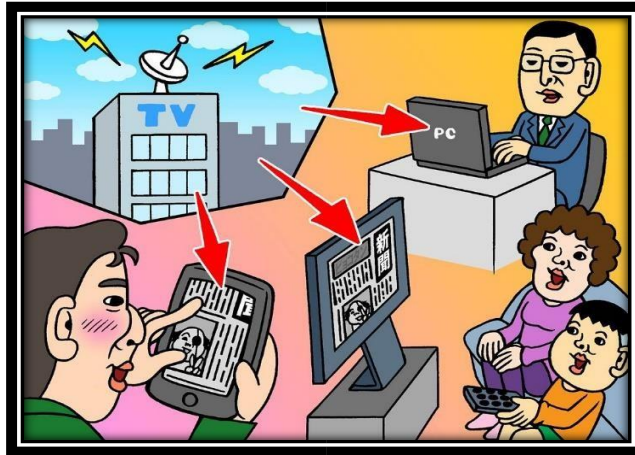
https://live.staticflickr.com/2809/12908957415_e64fdcf245_b.jpg

The term, media convergence came up at the recent InDesign User Group in the context of developing interactive digital media magazines for the iPad and other upcoming media tables. In broad strokes, it is the blending of multiple media forms into one platform for purposes of delivering a dynamic experience.

The most succinct definition of what media convergence came from a university FAQ for a media classes. The following are definitions that are worth responding to:

- Media convergence is the merging of mass communication outlets – print, television, radio, the Internet along with portable and interactive technologies through various digital media platforms.
- Media convergence allows mass media professionals to tell stories and present information and entertainment using a variety of media.

- Converged communication provides multiple tools for storytelling, allowing consumers to select level of interactivity while self-directing content delivery. (http://blog.distinctstudios.com/?p=429)

What's More

Independent Activity 1

Read and Study the topic on types of media to answer the assessment below.

Independent Assessment 1
Compare and Contrast

Directions: Below are pictures depicting the different ways/ media through which news can be presented.

Online News

Answer the following questions:

1. Based on the pictures, how is news presented in the different formats?
2. What format can give you real-time news? Why?
3. Which of the three formats presented do you prefer to read/ listen to? Why?
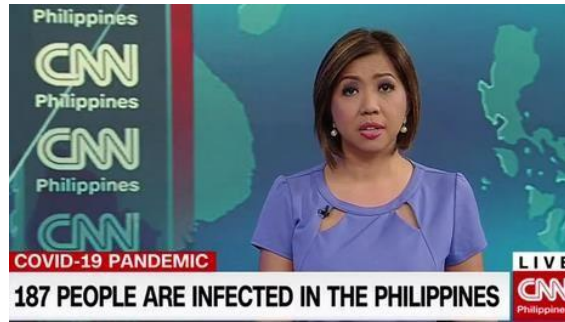

Printed News

Broadcast News

What I Have Learned

I learned that:
- ❑ There are many types of media used in communication
- ❑ The differences of print and broadcast media.

What I Can Do

Directions: Answer each question/situation correctly and briefly. Do it in your notebook.

CARTOON ANALYSIS:

Source: https://www.pinterest.com/pin/55591995189441926/

1. What symbolisms are used in this cartoon?
2. What is the message of this cartoon?
3. Do you agree with the message? Why or why not?

Features	Expert 4	Accomplished 3	Capable 2	Beginner 1
Quality of Writing	1. The piece was written in an extraordinary style and voice 2. Very informative and well organized	1. The piece was written in an interesting style and voice 2. Somewhat informative and well organized	1. The piece had little style or voice 2. Gives some new information, but poorly organized	1. The piece had no style or voice 2. Gives no new information, but very poorly organized
Grammar, Usage & Mechanics	Virtually no spelling, punctuation or grammatical errors	Few spelling and punctuation errors, minor grammatical errors	A number of spelling, punctuation or grammatical errors	So many spelling, punctuation and grammatical errors that it interferes with the meaning

Assessment

Post Test:

Directions: Answer as the case may be. If test type is Multiple Choice, write only the letter of the best option. If it asks you to enumerate, then enumerate information being asked. If it asks you a question, answer the question and so on… Answers shall be written on your answer sheet.

1. Which of the following is NOT considered a lifeblood of social media?
    a. Signing up to a network
    b. Text posts and comments
    c. Uploaded photos and videos
    d. Data generated through online interactions

2. When you use a social media to buy and sell like Lazada, what is the social media type being used?
    a. Social networking
    b. Discussion forums
    c. Curation networks
    d. Social shopping networks

3. You have a talent for writing. In fact, you have a collection of written works ready for publishing. What is the most probable social media type you are going to use you upon deciding to put your written stuff online?
    a. Social networks
    b. Shopping networks
    c. Interest based networks
    d. Blogging and publishing networks

4. You sing well. You want to be a part of a network of singers or at least, you want to meet people who love singing and so you download the Sing! app and signed up to WeSing. What type of social media is WeSing?
    a. Shopping
    b. Discussion forum
    c. Interest based network
    d. Blogging and publishing

5. Which social media type does You Tube and Instagram belong?
    a. Social network
    b. Media sharing network
    c. Blogging and publishing
    d. Curation and bookmarking networks

6. What is the oldest form of media?
    a. Broadcast media   b. New media Internet
    c. Print media   d. Social media

7. Which of the following scenarios show what media convergence is all about?
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    b. Father tunes in the radio to listen to commentaries.
    c. Mother buys magazines to keep up with celebrity gossip.
    d. I open my smart phone to keep up with celebrity gossip, watch a replay of my favorite TV show and listen to FM radio.

8. What type of print media is printed once a month, is colorful and glossy and tackles topics like entertainment, food, fashion, lifestyle and others?
    a. Books   b. Brochures
    c. Magazines   d. Newspapers

9. If I were an employee of the Department of Health tasked to do research on Dengue Fever and considering that this health threat is permanent, what form of print media should I use so I can share what I have researched?
    a. Banners   b. Books
    c. Brochures   d. Magazines

10. What form of broadcast media uses both audio and video to deliver timely information to audiences?
    a. Film   b. Internet
    c. Radio   d. Television

11. What type of print media contains more localized content?
    a. Brochure   b. Flyer
    c. Newspaper   d. Newsletter

12. When you listen to commentaries on the radio, what is the media type used?
    a. Broadcast   b. New media
    c. Print   d. Social media

13. What type of print media is often used before the opening of stores the way Prince Hypermart does to inform customers of promos to watch out for?
    a. Banner   b. Brochure
    c. Flyer   d. Magazine

Test II: TRUE or FALSE

1. The Internet is the same as the World Wide Web. True or False?
2. IP address is the way through which a computer can be identified. True or False?
3. Your location can be traced when you turn off your GPS (Global Positioning System). True or False?

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