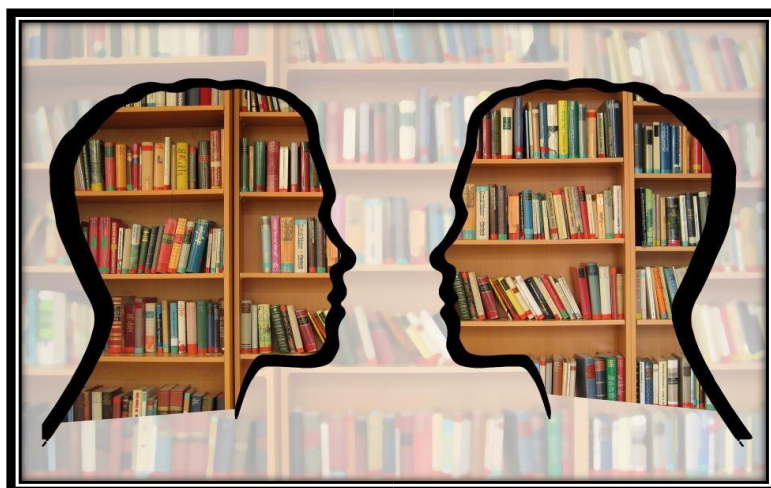


SHS - CORE MEDIA AND INFORMATION LITERACY

First Quarter

Module 5

Media & Information Sources





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

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SHS - CORE MEDIA AND INFORMATION LITERACY

First Quarter

Module 5

Media & Information Sources



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 Media & Information Sources.

This includes the following activities/tasks:

- Expected Learning Outcome — This lays out the learning outcome that you are expected to have accomplished at the end of the module.
- Pre-test — This determines your prior learning on 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:

- ❖ Contrast indigenous media to the more common sources of information such as library, internet, etc.
(MIL11/12IMIL-IIIa-12); (MIL11/12IMIL-IIIa-13);



What I Know

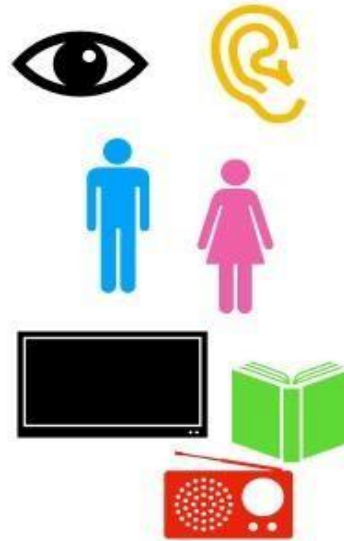
PreTest

A. 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.

Direction: Look at the picture and answer the questions that follow.

Where can we find Information?

- Your own senses
- The people around you
- Television
- Radio
- Newspapers
- Magazines & journals
- Internet
- Books



<https://image.slidesharecdn.com/reference-informationsourcestypes-july11-170723124826/95/basics-of-information-sources-in-reference-services-4-638.jpg?cb=1500814137>

1. What role does information play in your own life every day? (6 points)
2. Where do you usually find information about something you want to know or about someone you are interested in? (5 points)
3. Have you ever been told tales by your grandmother/ grandfather that is/ are unique to your place? (5 points)

Rubric for Essay Type Questions

	Unsatisfactory 0 pts	Needs Improvement 5 pts	Satisfactory 15 pts	Outstanding 25 pts
Content & Development	Unsatisfactory - Content is incomplete. - Major points are not clear. - Specific examples are not used.	Needs Improvement - Content is not comprehensive and /or persuasive. - Major points are addressed, but not well supported.	Satisfactory - Content is accurate and persuasive. - Major points are stated. - Responses	Outstanding - Content is comprehensive, accurate, and persuasive. - Major points are stated clearly and are well supported. - Responses

		<ul style="list-style-type: none"> - Responses are inadequate or do not address topic. - Specific examples do not support topic. 	<ul style="list-style-type: none"> are adequate and address topic. - Content is clear. - Specific examples are used. 	<ul style="list-style-type: none"> are excellent, timely and address topic. - Content is clear. - Specific examples are used.
Organization & Structure	<p>Unsatisfactory</p> <ul style="list-style-type: none"> - Organization and structure detract from the message. - Writing is disjointed and lacks transition of thoughts. 	<p>Needs Improvement</p> <ul style="list-style-type: none"> - Structure of the paper is not easy to follow. - Transitions need improvement. - Conclusion is missing, or if provided, does not flow from the body of the paper. 	<p>Satisfactory</p> <ul style="list-style-type: none"> - Structure is mostly clear and easy to follow. - Transitions are present. - Conclusion is logical. 	<p>Outstanding</p> <ul style="list-style-type: none"> - Structure of the paper is clear and easy to follow. - Transitions are logical and maintain the flow of thought throughout the paper. - Conclusion is logical and flows from the body of the paper.
Grammar, Punctuation & Spelling	<p>Unsatisfactory</p> <ul style="list-style-type: none"> - Paper contains numerous grammatical, punctuation, and spelling errors. 	<p>Needs Improvement</p> <ul style="list-style-type: none"> - Paper contains few grammatical, punctuation and spelling errors. 	<p>Satisfactory</p> <ul style="list-style-type: none"> - Rules of grammar, usage, and punctuation are followed with minor errors. Spelling is correct. 	<p>Outstanding</p> <ul style="list-style-type: none"> - Rules of grammar, usage, and punctuation are followed; spelling is correct.



What's In

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. What type of social media are you going to use when you have the talent in writing and having a collection of written works ready for publishing and is planning to place your written stuff online?
 - a. Social networks
 - b. Shopping networks
 - c. Interest based networks
 - d. Blogging and publishing networks
4. Since 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 sign up to WeSing. What type of social media does 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?
- Social network
 - Media sharing network
 - Blogging and publishing
 - Curation and bookmarking networks
6. What is the oldest form of media?
- Broadcast media
 - New media Internet
 - Print media
 - Social media
7. Which of the following scenarios show what media convergence is all about?
- Sister turns on the television to watch news.
 - Father tunes in the radio to listen to commentaries.
 - Mother buys magazines to keep up with celebrity gossip.
 - 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?
- Books
 - Brochures
 - Magazines
 - 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?
- Banners
 - Books
 - Brochures
 - Magazines
10. What form of broadcast media uses both audio and video to deliver timely information to audiences?
- Film
 - Internet
 - Radio
 - Television
11. What type of print media contains more localized content?
- Brochure
 - Flyer
 - Newspaper
 - Newsletter
12. When you listen to commentaries on the radio, what media type is used?
- Broadcast
 - New media
 - Print
 - 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?



What' New



What are the things that you can find inside the library?

What are your purpose when you get inside the library?



What Is It

MEDIA AND INFORMATION SOURCES

Information can come from virtually anywhere — media, blogs, personal experiences, books, journal and magazine articles, expert opinions, encyclopedias, and web pages — and the type of information you need will change depending on the question you are trying to answer.
(<https://ufh.za.libguides.com/c.php?g=91523&p=590868>)

A. Indigenous sources



<https://happy2marriage.com/wp-content/uploads/2019/10/bigstock-Three-Cheerful-Young-Girls-Are-288988666.jpg>

1. Indigenous Information

- Local
- Unique to a culture or society
- Reflects community needs, visions, goals, aspirations, etc.
- Uses the oral tradition of communication
- Information is stored in memories
- Information exchange is face to face

- Information is contained within the border of the community
<https://www.slideshare.net/arnielping/mil-mass-media-and-media-effects>

2. Indigenous Media

- original content
- forms of media expression conceptualized, produced, and circulated by indigenous peoples around the globe as vehicles for communication, including cultural preservation, cultural and artistic expression, political self-determination, and cultural sovereignty
- the way that media technologies have been appropriated by small-scale, usually locally rooted, indigenous cultural groups throughout the world

for a wide range of purposes, ranging from archiving of cultural knowledge to political activism to artistic expression

<http://www.oxfordbibliographies.com/view/document/obo-9780199791286/obo-9780199791286-0229.xml>

B. The Library



https://www.magd.cam.ac.uk/sites/default/files/styles/1302x600/public/201709/magd_alene_college_library.jpg?itok=1v6BgUME

- a collection of sources of information and similar resources, made accessible to a defined community for reference or borrowing.
- provides physical or digital access to material, and may be a physical building or room, or a virtual space, or both.

- A library's collection can include books, periodicals, newspapers, manuscripts, films, maps, prints, documents, microform, CDs, cassettes, videotapes, DVDs, Blu-ray Discs, e-books, audiobooks, databases, and other formats
(<https://en.wikipedia.org/wiki/Library>)
 - Libraries are much more than a place to read books and journals. Libraries also houses advanced electronic resources, including the Internet, digital library collections, remote access to a wide range of technology and instruction
 - .
 - Most library positions focus on one of the following:
 - user services (connecting people to the information they need)
 - technical services (ordering, cataloging, and preparing materials)
 - computer services (maintain library databases, software programming, web page design)
 - administrative services (manage the library and services, negotiate contracts with vendors, supervise library employees, prepare budgets)
 - There are four major types of libraries:
 - a) Academic libraries serve colleges and universities.
 - b) Public libraries serve cities and towns of all types.
 - c) School libraries serve students from Kindergarten to grade 12.
 - d) Special libraries are in specialized environments, such as hospitals, corporations, museums, the military, private business, and the government.
- (<http://guides.library.cornell.edu/c.php?g=30898&p=198569>)

C. Internet



(<https://techtalk.gfi.com/wp-content/uploads/2011/03/internet.jpg>)

- the most popular source of information and the preferred choice for news ahead of television, newspapers and radio.
- With its ability to sort data quickly and assimilate large numbers of consumer reviews, the internet is gaining as a way to give people information that is personal and particular, such as what kind of nearby restaurant might be widely praised and patronized for a certain kind of cuisine. At the same time, the internet has also become a place where locally-oriented content creators can share material directly with specific audience groups that traditional news organizations have not covered comprehensively.

<http://www.pewinternet.org/2011/09/26/part-5-the-role-of-the-internet/>



What's More

Independent Activity 1

Read and Study the topic on media and information sources to answer the assessment below.

Independent Assessment 1

A. Enumerate to Compare and Contrast.

Directions: Supply the needed information asked in each item below.

1. Name 5 information sources that you can find in the library.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
2. Which of the words printed in red cannot be considered indigenous media sources or indigenous information?
 Facebook, customs, folk tales, Noli me tangere, traditions, mores, novels, electronic books, visions, goals, websites, google

B. Answer the following questions.

1. What are the advantages and disadvantages of the different types of media as sources of information? (7 points)
2. How can you evaluate or measure information quality? (5 points)



What I Have Learned

I learned that:

- ☐ Media and information sources are coming from different systems such as library, internet, indigenous, and others



What I Can Do

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

1. Is it possible that a different individual derives a different meaning from the message? Explain.

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Assessment

Post Test:

Directions: Read and analyze the items carefully. Write **True** if the statement is correct and **False** if the statement is wrong.

1. Information can come virtually from anywhere.
2. Indigenous information are those that can be read from books.
3. Where there is indigenous information, communication is a face to face interaction.
4. Original content is considered indigenous media.
5. The library is a collection of sources of information and similar resources, made accessible to a defined community for reference or borrowing.
6. The internet's collection can include books, periodicals, newspapers, manuscripts, films, maps, prints, documents, microform, CDs, cassettes, videotapes, DVDs, Blu-ray Discs, e-books, audiobooks, databases, and other formats.
7. Using the internet, information is contained within the border of the community.
8. Library sources reflect community needs, visions, goals, aspirations, etc.
9. Indigenous media is original in content.
10. Libraries also house advanced electronic resources, including the Internet, digital library collections, remote access to a wide range of technology and instruction.

11. The internet is the most popular source of information and the preferred choice for news ahead of television, newspapers and radio
12. Special libraries are in specialized environments, such as hospitals, corporations, museums, the military, private business, and the government.
13. Media language is the way in which the meaning of a media text is conveyed to the audience.
14. Local knowledge is a knowledge that is unique to a given culture or society.
15. There are six major types of libraries.
16. Indigenous information is Superstition passed on from ancestors to present generations.



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