

# **SHS - CORE MEDIA AND INFORMATION**

First Quarter

Module 1

Introduction to Media and  
Information Literacy



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**

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Information Literacy



# INTRODUCTION

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

This aims to equip you with essential knowledge on the Introduction to Media and Information Literacy and The Evolution of Traditional to New 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 of 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:

- ❖ Describe how communication is affected by media and information  
(MIL11/12IMIL-IIIa-1);
- ❖ Identify the similarities and differences of media literacy, information literacy, and technology literacy  
(MIL11/12IMIL-IIIa-2);



## What I Know

Pretest

**I. 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.**

1. What is communication?
2. Which type of communication do prefer when conveying messages? Is it Verbal or non-verbal? Why?
3. Why do we communicate?
4. What was your basis for considering media as traditional or new?
5. Does technology shape us or is it us, our culture and society, that shaped technology?



## What's In

Today, modern technology dominates our communication. We have a massive range of ways in which we can stay connected, but each channel of communication can influence our relationships in a different way. Social media has been around since the early days of the internet and it still dominates most of our lives.



## What' New



Has communication between and among people been affected by media and information? Give a specific example.

Has this way of communicating affected relationships today? Why?

<https://rampages.us/peasedn200/wp-content/uploads/sites/13742/2015/12/Quality.jpg>



## What Is It

People across the world are witnessing a dramatic increase in access to information and communication. While some people are starved for information, others are flooded with print, broadcast, and digital content. Media and Information Literacy (MIL) provides answers to the questions that we all ask ourselves at some point. How can we access, search, critically assess, use, and contribute content wisely, both online and offline? What are our rights online and offline? What are the ethical issues surrounding the access and use of information? How can we engage with media and ICTs to promote equality, intercultural and interreligious dialogue, peace, freedom of expression, and access to information?

(<https://en.unesco.org/themes/media-and-information-literacy>)

## **Five Laws of Media and Information Literacy**

We are travelling towards the universality of books, the Internet and all forms of “containers of knowledge”. Media and information literacy for all should be seen as a nexus (connection) of human rights.

They are inspired by the Five Laws of Library Science proposed by S. R. Ranganathan in 1931. The Five Laws of MIL are intended as guides, together with other UNESCO resources, for all stakeholders involved in the application of MIL in all forms of development.

(<http://www.unesco.org/new/en/communication-and-information/media-development/media-literacy/five-laws-of-mil/>)

### Law One

Information, communication, libraries, media, technology, the Internet as well as other forms of information providers are for use in critical civic engagement and sustainable development. They are equal in stature and none is more relevant than the other or should be ever treated as such.

### Law Two

Every citizen is a creator of information/knowledge and has a message. They must be empowered to access new information/knowledge and to express themselves. MIL is for all – women and men equally – and a nexus of human rights.

### Law Three

Information, knowledge, and messages are not always value neutral, or always independent of biases. Any conceptualization, use and application of MIL should make this truth transparent and understandable to all citizens.

### Law Four

Every citizen wants to know and understand new information, knowledge and messages as well as to communicate, even if she/he is not aware, admits or expresses that he/she does. Her/his rights must however never be compromised.

### Law Five

Media and information literacy is not acquired at once. It is a lived and dynamic experience and process. It is complete when it includes knowledge, skills and attitudes, when it covers access, evaluation/assessment, use, production and communication of information, media and technology content.

<http://www.unesco.org/new/en/communication-and-information/media-development/media-literacy/five-laws-of-mil/>

## Communication Defined

Communication is simply the act of transferring information from one place, person or group to another.

Every communication involves (at least) one sender, a message and a recipient. This may sound simple, but communication is actually a very complex subject.

The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

<https://www.skillsyouneed.com/ips/what-is-communication.html>



## Effects of Media and Information in Communication

What method of communication allows you to learn more about another person: a post on Facebook or a face-to-face conversation? We connect on a deeper, more meaningful level when we converse with others personally, yet studies show an increased dependency on social media. Why?

Social media is a convenient way of communicating, but it lessens the quality of the connection. Almost two-thirds of U.S. adults admit they use social media to connect. Its rise to prominence changes our ability to interact with others on a meaningful level. Our social skills are challenged to the point that many now struggle to interact in traditional conversations.

Before social media, the ways in which we connected and how many people we reached were limited. We depended on phone calls and face-to-face interactions to strengthen relationships. On the upside, the latest technology provides endless ways to connect. We can also reach more people than ever. The downside is the way we communicate has also changed, challenging our ability to make meaningful connections.

One survey revealed that 74 percent of Millennials prefer conversing digitally rather than in person. While this helps them communicate more efficiently, it diminishes their communication effectiveness. The more people use digital communication, the more interpersonal communication skills decline. Our need for rapid bits of information replaces our ability to clearly express thoughts and ideas when speaking to others.

Here are some specific ill effects:

- *Information Overload*

Consider how often you check your phone and social media updates. Our “fear of missing out” has created bad habits that have rewired how we interact with each other. Some studies suggest the rise of Attention Deficit Hyperactivity Disorder (ADHD) is directly associated with overuse of social media, as our brain easily loses focus due to ongoing demands for our attention. One study found that heavy users of digital media were twice as likely to develop ADHD than their peers, attributing such lack of focus to a continuous, day-long stream of information. This forces us to process more quickly and to crave more digital input. The more we get, the more we require to feel satisfied.

- *Social (UN) Graces*

Social media also challenges our communication etiquette. Our need for efficiency has surpassed the consequences of digital dialogue. People too

often say whatever comes to mind without thinking about how the receiver will interpret their tone and intent. We miss the fact that there is a human on the other side of the screen. Ultimately, it has created more misunderstanding and miscommunication, which threatens our relationships.

From Twitter to text messaging, comments are limited to short one- or two-sentence answers. While it's helped us make messages brief and clear, it's done so at the expense of quality communication. Poor grammar is now commonplace, while abbreviations and acronyms have become commonplace.

- *Conversational Boredom*

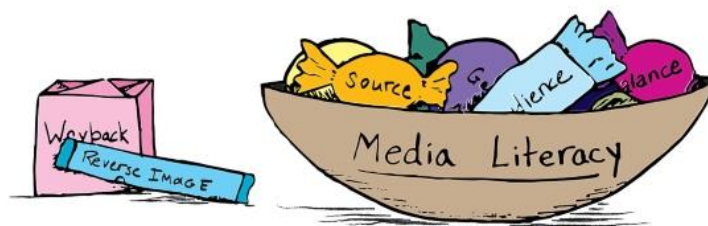
People have become addicted to their devices. A distressing 62 percent of people studied admitted to using digital gadgets while with others. They most likely have no clue that the quality of conversation and their ability to meaningfully engage is affected.

One study evaluated how mobile devices affect the quality of face-to-face social interactions. Results found that conversations without digital devices were far superior to those conducted while the devices were present. It also discovered that people in device-free conversations were better listeners and more empathetic to those speaking. Another study revealed that the presence of devices affected closeness, conversation quality and connection, especially when more meaningful topics were being discussed.

(<https://thriveglobal.com/stories/how-social-media-affects-our-ability-to-communicate/>)

## Media Literacy, Information Literacy, and Technology Literacy: Their Similarities and Differences

### A. Media Literacy



<https://blogsmedia.lse.ac.uk/blogs.dir/99/files/2019/11/media-literacy.jpg>

## Media Information Defined

Media literacy is the ability to ACCESS, ANALYZE, EVALUATE, CREATE, and ACT using all forms of communication.

In its simplest terms, media literacy builds upon the foundation of traditional literacy and offers new forms of reading and writing. Media literacy empowers people to be critical thinkers and makers, effective communicators and active citizens.

The term “media literacy” is often used interchangeably with other terms related to media and media technologies. To clarify what we mean when we talk about media literacy, NAMLE offers these definitions:

1. Media refers to all electronic or digital means and print or artistic visuals used to transmit messages.
2. Literacy is the ability to encode and decode symbols and to synthesize and analyze messages.
3. Media literacy is the ability to encode and decode the symbols transmitted via media and the ability to synthesize, analyze and produce mediated messages.
4. Media education is the study of media, including ‘hands on’ experiences and media production.
5. Media literacy education is the educational field dedicated to teaching the skills associated with media literacy.

Media literacy represents a necessary, inevitable, and realistic response to the complex, ever-changing electronic environment and communication cornucopia (abundance) that surround us.

Today’s information and entertainment technologies will communicate to us through a powerful combination of words, images, and sounds. As such, we need to develop a wider set of literacy skills helping us to both comprehend the messages we receive and effectively utilize these tools to design and distribute our own messages. Being literate in a media age requires critical thinking skills that empower us as we make decisions, whether in the classroom, the living room, the workplace, the boardroom, or the voting booth.

[\(https://namle.net/publications/media-literacy-definitions/\)](https://namle.net/publications/media-literacy-definitions/)

## Importance of Media Literacy

1. *It teaches you how to verify information and recognize other points of view.*
  - Media literacy teaches you how to discern the credibility of information. Is this photo telling you the truth? Did this person really mean what the article said or were the person’s words taken out of proportion? Knowing how to determine the validity of each information that you read online

keeps you aware that there might be other angles to a story, which helps you accept other people's beliefs and broadens your perspective in the process.

2. *It encourages critical thinking.*

- With critical thinking, you are able to discern whether each information that you see makes sense, why some information hasn't been included, and what each idea contains. You not only get to formulate your own ideas using the information you've acquired, but also cite these ideas as examples to support your opinions.
- Having the freedom of liking, commenting, and sharing posts online also comes at a great risk. Knowing the impact of each information that can be produced online also means you are responsible for whatever information you choose to convey with other people, and if done wrong, false information can spread fast. There might be a possibility that the post you're sharing might either cover just one side of the story. Or another post might actually offend your friends, for instance.

3. *It informs readers how the media affect our culture.*

- From the billboards to the texts and the videos that we see around us, the media tend to promote our culture in various ways. Fairy tales and history around the world, for example, are preserved through books, oral tradition, and other forms of media.

4. *It helps you determine and identify communication and marketing ploys.*

- Surely, you've seen motivational quotes online that sound so relatable that chances are you've liked and shared it to your Facebook at a first glance. Or you've probably seen contests featuring your friends on Facebook that ask for your likes and shares. And how about those infographics that tell you to save money?

5. *It teaches you how to not be swayed by persuasion techniques.*

- Each story and information that you see everywhere you go has a side, but being familiar with only one side gives you a smaller view of an issue at hand. Knowing both sides of the story will not only keep you neutral in issues, but will also help you stay aware of the texts or images that are meant to deceive its readers into picking sides, such as fake news or propaganda messages.

6. *It encourages you to actively participate in public affairs as a citizen.*

- Media involves getting to know what's happening in current affairs. Having a voice in social media alone gives you the ability to actively engage in public conversations, where positive and negative reactions in social media tend to affect the collective opinions of other people regarding a certain issue. If done correctly, sending out a voice or starting a movement through social media can also make an impact in government affairs or make a similar change in the world.

7. *In turn, it teaches you how to create your own content.*

- In reality, each Facebook status or tweet that we compose has been already a form of media. You, in turn, are creating a piece of information that you're willing to share, and each post that you share on social media contains information that you are responsible for.

Overall, media literacy teaches you how to be more responsible with the information that you see everywhere you go. And who knows? Media literacy can not only make you a better, well-informed individual, but can also enable you to create a change in the world. (<https://portal.edukasyon.ph/blog/8-reasons-why-media-literacy-is-important>)

## B. Information Literacy



[https://lh3.googleusercontent.com/proxy/qUzts6cqpB9aFWGJpnFfK4Z2up9\\_qMntk7hqsTOq-EM6ZJwX5eY5wmG75R-wfVRjH8s-SL3brPQMKeGZkiX5Fxr6Lw4f3IWzISpgo14484GhrS3rYNO](https://lh3.googleusercontent.com/proxy/qUzts6cqpB9aFWGJpnFfK4Z2up9_qMntk7hqsTOq-EM6ZJwX5eY5wmG75R-wfVRjH8s-SL3brPQMKeGZkiX5Fxr6Lw4f3IWzISpgo14484GhrS3rYNO)

## Information Literacy Defined

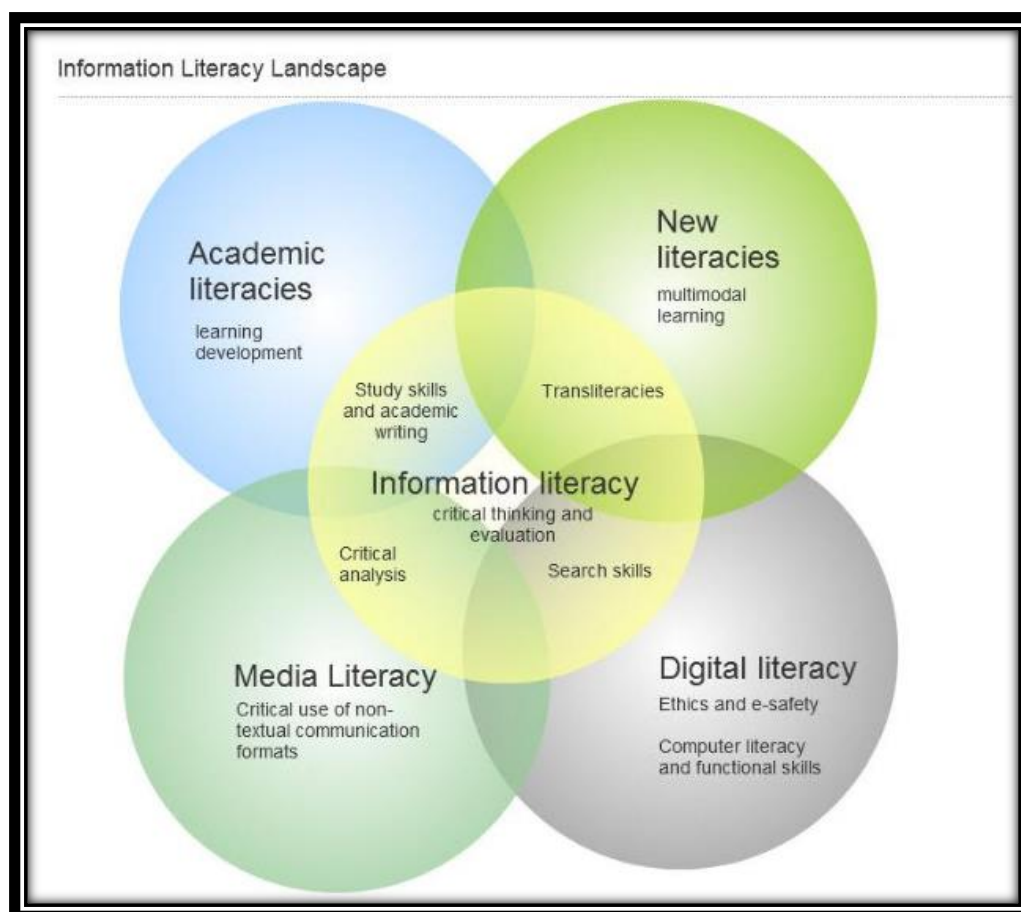
Information literacy is the ability to find, evaluate, organize, use, and communicate information in all its various formats, most notably in situations requiring decision making, problem solving, or the acquisition of knowledge. It is a combination of research skills, critical thinking skills, computer technology skills, and communication skills. Information literacy is essential for academic success, effective functioning in the workplace, and participation in society as knowledgeable citizens.

(<https://skylinecollege.edu/library/informationliteracy/#:-:text=Information%20literacy%20is%20the%20ability,or%20the%20acquisition%20of%20knowledge.>)

To be truly 'information literate' requires that you as a person must simultaneously develop:

1. Awareness of how you engage with the digital world
2. How you find meaning in the information you discover
3. How to articulate what kind of information you require?
4. How to use information ethically?
5. Understand the role you can play in the communication with your profession
6. How you evaluate information for credibility and authority.

(<https://libguides.madisoncollege.edu/InfoLitStudents>)



(<https://libguides.madisoncollege.edu/InfoLitStudents>)

### Seven important components of a holistic approach to information literacy:

1. **Tool literacy**, or the ability to understand and use the practical and conceptual tools of current information technology relevant to education and the areas of work and professional life that the individual expects to inhabit.
2. **Resource literacy**, or the ability to understand the form, format, location and access methods of information resources, especially daily expanding networked information resources.
3. **Social-structural literacy**, or understanding how information is socially situated and produced.
4. **Research literacy**, or the ability to understand and use the IT-based tools relevant to the work of today's researcher and scholar.
5. **Publishing literacy**, or the ability to format and publish research and ideas electronically, in textual and multimedia forms... To introduce them into the electronic public realm and the electronic community of scholars.
6. **Emerging technology literacy**, or the ability to continuously adapt to, understand, evaluate and make use of the continually emerging innovations in information technology so as not to be a prisoner of prior tools and resources, and to make intelligent decisions about the adoption of new ones.
7. **Critical literacy**, or the ability to evaluate critically the intellectual, human and social strengths and weaknesses, potentials and limits, benefits and costs of information technologies.

[https://en.wikipedia.org/wiki/Information\\_literacy](https://en.wikipedia.org/wiki/Information_literacy)

### C. Technology Literacy



<https://www.onlineuniversities.com/wp-content/uploads/improving-tech-literacy.jpg>



## Technology Literacy Defined

Technology literacy is a term used to describe an individual's ability to assess, acquire and communicate information in a fully digital environment. Students who possess technology literacy are able to easily utilize a variety of digital devices (e.g., computers, smartphones, tablets) and interfaces (e.g., e-mail, internet, social media, cloud computing) to communicate, troubleshoot and problem solve in both academic and non-academic surroundings.

Technology literacy refers to a familiarity with digital information and devices, increasingly essential in a modern learning environment. Technology literacy is similar to digital literacy, in that an individual who is technologically or digitally literate is well-versed in thinking critically and communicating by utilizing technology. These individuals understand how to consume, create, authenticate and share digital content, and can easily adapt to new technologies.

[\(https://tophat.com/glossary/t/technology-literacy/\)](https://tophat.com/glossary/t/technology-literacy/)

## Characteristics of a Technologically Literate Person

### A. Knowledge:

- Technologically literate persons understand that technology involves systems, which are groups of interrelated components designed to collectively achieve a desired goal or goals
- Technologically literate persons understand technology involves more than facts and information, but also the ability to synthesize information into new insights
- Technologically literate persons recognize the pervasiveness of technology in everyday life, and its risks and benefits
- Technologically literate persons are familiar with the nature and limitations of the design process
- Technologically literate persons are familiar with the core concepts and scope of technology
- Technologically literate persons understand that technology reflects the values and culture of society
- Technologically literate persons understand that technology is the result of human activity or innovation
- Technologically literate persons understand technology results in both planned and unplanned consequences, acknowledge that solutions often involve tradeoffs, and may accept less of one quality in order to gain more of another



**B. Ways of Thinking and Acting:**

- Technologically literate persons are problem solvers who consider technological issues from different points of view and relate them to a variety of contexts, and ask pertinent questions, of themselves and others regarding the benefits and risks of technology
- Technologically literate persons appreciate the interrelationships between technology and individuals, society, and the environment
- Technologically literate persons incorporate various characteristics from engineers, artists, designers, craftsperson, technicians, sociologists, etc. that are interwoven and act synergistically
- Technologically literate persons understand and appreciate the importance of fundamental technological developments
- Technologically literate persons participate knowledgeably in decisions about the development and use of technology

**C. Capabilities:**

- Technologically literate persons use concepts from science, mathematics, social studies, language arts, and other content areas as tools for understanding and managing technological systems
- Technologically literate persons can identify appropriate solutions, and assess and forecast the results of implementing the chosen solution; and make informed judgments about technological risks and benefits
- Technologically literate persons have the ability to use and manage technological processes and systems to improve their efficiency and appropriateness
- Technologically literate persons use a strong, systems oriented, creative, and productive approach to thinking about and solving technological problems



## What's More

**Independent Activity 1**

Read and Study the topic on similarities and differences of media literacy, information literacy, and technology literacy to answer the assessment below.

**Independent Assessment 1**

## Compare and Contrast

Directions: Compare and contrast Media Literacy, Information Literacy and Technology Literacy.

MEDIA LITERACY	INFORMATION LITERACY	TECHNOLOGY LITERACY

## Independent Activity 2

**Directions:** Read and Study the topic on how communication is affected by media and information to answer the assessment below.

## Independent Assessment 2

**Directions:** Identify what is referred to by the following statements.

1. What is considered as the act of transferring information from one place, person or group to another?
2. What is a convenient way of communicating, but it lessens the quality of the connection?
3. What is the ability to access, analyze, evaluate, create, and act using all forms of communication?
4. What teaches you how to be more responsible with the information that you see everywhere you go.
5. What is referred as a combination of research skills, critical thinking skills, computer technology skills, and communication skills. Information literacy is essential for academic success, effective functioning in the workplace, and participation in society as knowledgeable citizens?
6. What is referred as the ability to understand the form, format, location and access methods of information resources, especially daily expanding networked information resources?
7. How do we call the students who are able to easily utilize a variety of digital devices (e.g., computers, smartphones, tablets) and interfaces (e.g., e-mail, internet, social media, cloud computing) to communicate, troubleshoot and problem solve in both academic and non-academic surroundings?
8. What is referred as the ability to format and publish research and ideas electronically, in textual and multimedia forms... to introduce them into the electronic public realm and the electronic community of scholars?

Rubric for Essay Type Questions				
	Unsatisfactory 0 pts	Needs Improvement 5 pts	Satisfactory 15 pts	Outstanding 25 pts
<b>Content &amp; Development</b>	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. - Responses are inadequate or do not address the topic. - Specific examples do not support topic.	Satisfactory - Content is accurate and persuasive. - Major points are stated. - Responses are adequate and address topic. - Content is clear. - Specific examples are used.	Outstanding - Content is comprehensive, accurate, and persuasive. - Major points are stated clearly and are well supported. - Responses are excellent, timely and address topic. - Content is clear. - Specific examples are used.
<b>Organization &amp; Structure</b>	Unsatisfactory - Organization and structure detract from the message. - Writing is disjointed and lacks transition of thoughts.	Needs Improvement - Structure of the paper is not easy to follow. - Transitions need improvement. - The conclusion is missing, or if provided, does not flow from the body of the paper.	Satisfactory - Structure is mostly clear and easy to follow. - Transitions are present. - The conclusion is logical.	Outstanding - Structure of the paper is clear and easy to follow. - Transitions are logical and maintain the flow of thought throughout the paper. - The conclusion is logical and flows from the body of the paper.

Grammar, Punctuation & Spelling	Unsatisfactory	Needs Improvement	Satisfactory	Outstanding
	- Paper contains numerous grammatical, punctuation, and spelling errors.	- Paper contains few grammatical, punctuation and spelling errors.	- Rules of grammar, usage, and punctuation are followed with minor errors. Spelling is correct.	- Rules of grammar, usage, and punctuation are followed; spelling is correct.



## What I Have Learned

I learned that:

- ☐ There are many ways in communication affected by media and information
- ☐ The similarities and differences of media literacy, information literacy, and technology literacy.



## What I Can Do

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

1. Given the available media that we now have in the world, what are its roles and functions in a democratic society?
2. In what way does the media affect your life (personal, professional, academic, social, others)?

### Rubric for Essay Type Questions

	Unsatisfactory 0 pts	Needs Improvement 5 pts	Satisfactory 15 pts	Outstanding 25 pts
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<b>Organization &amp; Structure</b>	<p>Unsatisfactory</p> <ul style="list-style-type: none"> <li>- Organization and structure detract from the message.</li> <li>- Writing is disjointed and lacks transition of thoughts.</li> </ul>	<p>Needs Improvement</p> <ul style="list-style-type: none"> <li>- Structure of the paper is not easy to follow.</li> <li>- Transitions need improvement.</li> <li>- The conclusion is missing, or if provided, does not flow from the body of the paper.</li> </ul>	<p>Satisfactory</p> <ul style="list-style-type: none"> <li>- Structure is mostly clear and easy to follow.</li> <li>- Transitions are present.</li> <li>- The conclusion is logical.</li> </ul>	<p>Outstanding</p> <ul style="list-style-type: none"> <li>- Structure of the paper is clear and easy to follow.</li> <li>- Transitions are logical and maintain the flow of thought throughout the paper.</li> <li>- The conclusion is logical and flows from the body of the paper.</li> </ul>

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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. People across the world are witnessing a dramatic increase in access to information and communication.
2. Every communication involves (at least) one sender, a message and a recipient.
3. Emotions do not affect the transmission of the message from sender to recipient.
4. We connect on a deeper, more meaningful level when we converse with others electronically.
5. Before social media, the ways in which we connected and how many people we reached were limited.
6. The latest technology provides endless ways to connect.
7. The more people use digital communication; the more interpersonal communication skills improve.
8. Some studies suggest that the rise of Attention Deficit Hyperactivity Disorder (ADHD) is directly associated with overuse of social media, as our brain easily loses focus due to ongoing demands for our attention.
9. People today too often say whatever comes to mind without thinking about how the receiver will interpret their tone and intent.
10. Media literacy represents a necessary, inevitable, and realistic response to the complex, ever-changing electronic environment and communication cornucopia (abundance) that surround us.

11. Being literate in a media age requires critical thinking skills that empower us as we make decisions.
12. Having the freedom of liking, commenting, and sharing posts online also comes without a great risk.
13. Each story and information that you see everywhere you go has a side, but being familiar with only one side gives you a smaller view of an issue at hand.
14. Having a voice in social media alone gives you the ability to actively engage in public conversations, where positive and negative reactions in social media tend to affect the collective opinions of other people regarding a certain issue.
15. Technology literacy refers to a familiarity with digital information and devices, increasingly essential in a modern learning environment.
16. Technologically literate persons understand technology involves more than facts and information, but also the ability to synthesize information into new insights.



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