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Media and Information Literacy

Quarter 2 – Module 3: PEOPLE AND MEDIA



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Media and Information Literacy – Senior High School
Alternative Delivery Mode
Quarter 2 – Module 3: People and Media
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MEDIA AND INFORMATION LITERACY

**Quarter 2 – Module 3:
PEOPLE AND MEDIA**





What I Need to Know

This module was designed and written with you in mind. It is here to help you master the context of Media and Information Literacy. It contains varied activities that can help you as a Senior High School student to not just be an information literate individual, but a creative and critical thinker as well as responsible user and competent producer of media and information.

The module contains lesson in People and Media.

After going through this module, you are expected to:

1. Describe the different dimensions of people media (MIL11/12PM-IVa-1)
2. Categorize different example of people and state reasons for such categorization. (MIL11/12PM-IVa-2)



What I Know

Let us determine how much you already know about the Media and Information Literate Individual by answering the questions below. Use your notebook / worksheet for your answers.

A. Multiple Choice Select the letter of the best answer from the given choices.

1. This refers to the persons that are involved in the use, analysis, evaluation and production of media and information.
 - A. media practitioners
 - B. online classroom teachers
 - C. people Media
 - D. editors
2. This refers to a leader for a certain group who gives details and information to lesser active persons in the group.
 - A. opinion leader
 - B. campus journalism
 - C. factual leader
 - D. crowdsourcing

3. People without professional journalism training can use the tools of modern technology and the global distribution of the Internet to create, augment or fact-check media on their own or in collaboration with others.

A. Campus Journalism	C. Social Journalism
B. Network Journalism	D. Citizen Journalism

4. They are the ones who have abilities in accessing, evaluating and producing information using several forms of media.

A. Print Journalists	C. Photo Journalists
B. Multimedia Journalists	D. Broadcast Journalists

5. These are people who underwent training in journalism writing. Equipped with the fundamental and significant knowledge and strategies in writing news and stories based from real events in the community.

A. Print Journalists	C. Photo Journalists
B. Multimedia Journalists	D. Broadcast Journalists

6. They are skilled not just in journalism but also in public speaking.

A. Print Journalists	C. Photo Journalists
B. Multimedia Journalists	D. Broadcast Journalists

7. The Crowdsourcing is the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community.

A. Social Journalism	C. Citizen Journalism
B. Crowdsourcing	D. Opinion Leaders

8. Wikis are applications allowing several people to collaborate, modify, extend, or delete the contents or structure of a particular page devoted to a topic or content.

A. Wikis	C. Trip Advisor
B. Alibaba	D. Waze

9. It is a community-driven GPS and navigational app that guides you through the shortest route possible while driving.

A. Alibaba	C. Wikipedia
B. Trip Advisor	D. Waze

10. Here the journalists are using social media to make their content available to more people.

A. Citizen Journalism	C. Opinion Leaders
B. Social Journalism	D. Crowdsourcing



What's In

To become a media literate is not to memorize facts or statistics about the media but rather to learn, to raise the right questions about what you are watching, reading, or listening to and to be *information literate*. A person must be able to recognize when information is needed and have the ability to locate and evaluate.

In this lesson, you will describe the different dimensions of people as media and categorize the different examples of people in media. According to B. Liquigan, “messages shape the way you think and behave so you should be aware of the extent of the influence of this messages and the covert/subtle ways that they influence you”. He also added that media technologies are merely inanimate objects that will only function when controlled by human beings. So essentially, humans are the sources of information that are only relayed through these technologies.



What's New

Activity 1: Categorize Me

Instructions: Copy the table below in your worksheet or notebook, and put a **check mark** (✓) on the cell to which you believe the item may be appropriately categorized.

	People as Media	People in Media
1. Independent Blogger		
2. Television Producer		
3. Film Director		
4. Print Journalist		
5. University Professor		
6. Business Analyst		
7. Magazine Publisher		
8. Radio Jockey		
9. Online Marketer		
10. Advertiser		



What is It

PEOPLE AND MEDIA

The People Media refers to persons that are involved in the use, analysis, evaluation and production of media and information (Source: DepEd MIL Curriculum Guide).

The Effects of Media

In media education, the three main paradigm on effects are:

1. ***Powerful and direct effects*** - The most classic and debunked theory in direct effect is magic-bullet or hypodermic needle theory which states that media is capable of greatly influencing the attitude and behaviors of these audiences without even realizing it. Audiences are considered automations and are at the mercy of media.
2. ***Limited Effect*** – Limited effects paradigm, believes that you are highly capable of discerning propaganda and that media has limited capacity to persuade you.
3. ***Moderate Effect*** – Moderate effects paradigm is reconciliatory and is mid-way between the two. Audiences are not passive and are capable of creating meaningful experience. This paradigm acknowledges that “media effects can occur over longer period of time.

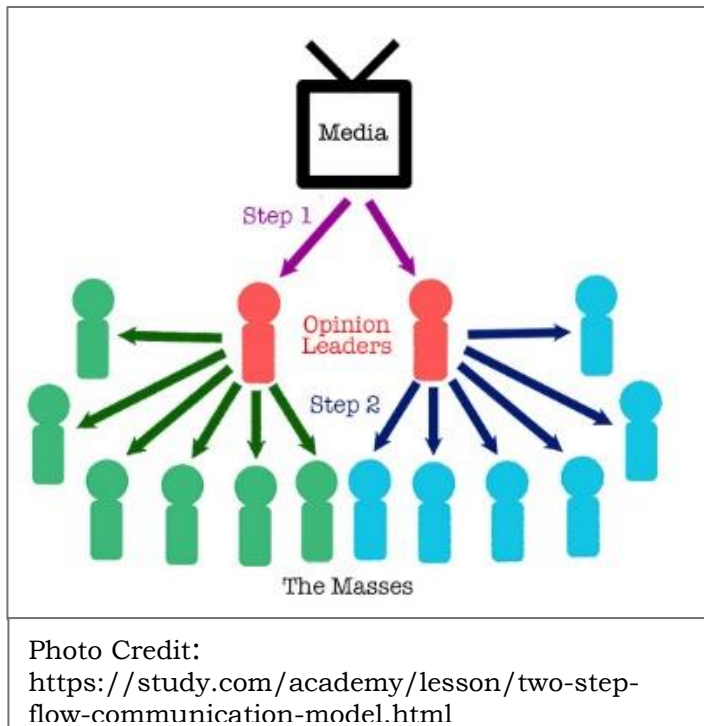
PEOPLE AS MEDIA

These are individuals who serve as channels of information dissemination. Before, they make use of writing essays, literature and news to create artefacts. But with the advent of technology and social media, people are now empowered to not just produce artefacts but also evaluate, analyze, edit and give feedback to media artefacts.

1. Opinion Leaders

You are considered Opinion Leaders when you are highly exposed to and activity using media. They are the source of viable interpretation of messages for lower-end media users and often times the opinions are accepted by a group.

The Two-step Flow Communication Model (1944)



As you can remember, a **theory** is a possible explanation for an event or a phenomenon. The **two-step flow theory** explains the role of opinion leaders in developing consciousness among lower-end users of media. The proponents of the theory are Paul Lazarsfeld and Elihu Katz.

Variations of the theory have been developed by other scholars such as Robert Merton, C. Wright Mills, and Bernard Berelson. The two-step theory is alternatively known as the diffusion of innovation theory because innovative ideas are diffused or transferred to media users through opinion leaders.

Katz identified the following reasons as to why opinion leaders are more influential than the media themselves:

- a. They are seen as trustworthy and non-purposive.
- b. They have a more changing or determining role in an individual's opinion or action.

You become an effective opinion leader when you are able to influence your followers to produce educated opinions and make informed choices.

2. Citizen Journalism

These are People without professional journalism training can use the tools of modern technology and internet to create, augment or fact-check media on their own or in collaboration with others.

"Citizen Journalism also known as "public," "participatory," "democratic," "guerrilla," or "street" journalism, citizen journalism occurs when members of reportage, analysis, and dissemination of news and information go other citizens (mashable.com).



Photo Credit:
<https://i0.wp.com/newsliteracymatters.com/files/2019/09/rudy.jpg?w=1000&ssl=1>

Citizen journalism refers to any type of news gathering and reporting -- writing and publishing articles about a newsworthy topic, or posting photographs or video of a newsworthy event -- that is done by members of the general public rather than the professional news agencies commonly referred to as "mainstream media."

Before the public become active participants in the collection, the Internet, only professional journalists had access to the technology and organizational infrastructure to publish their work to a large audience. If the average citizen wanted to contribute to the news cycle, he or she could write a letter to the editor or circulate a homemade newspaper or "zine" through the mail. But today, armed with a PC and a high-speed Internet connection, absolutely anyone can share newsworthy information and opinions with a worldwide audience.

Ordinary citizen like you become people media in your own rights because you perform the same functions professional journalist do. Most people consider citizen journalism as "a specific form of both citizen media and user generated content."

3. Social Journalism

Here the journalists are using social media to make their content available to more people.



Photo Credit:
https://www.cision.com/content/dam/cision/Resourses/white-papers/WP_Social_Journalism_Report_3.png

Even though recreational social media usage may be on the decline in some ways, more "functional" uses of social media, and its purposes, are on the rise through the use of "social journalism."

The current state of journalism looks quite differently than it did just years ago, and the creation of social media sites has evolved the field of journalism even further, giving the average person the power to make and report the news like never before. We get our news instantly now, and most of that news comes via social media sites like Twitter and Facebook.

With the rise of social media as a means to obtain and share news and information has also come the emergence of social news networks.

Social news networks are online publications that work as a community of writers and editors that choose what news is, and what's not.

Described as a sort of "news bank," social news websites like Reddit and Digg allow users to submit news stories, articles, pictures and videos to share with other users. Editors then determine the items to be featured. For contributing writers, these publications are excellent ways to get noticed, and for editors, it's a great way to experience more journalistic freedom and possibly make an impact on the larger news media circuit. And many of these stories go viral, bringing a few minutes of fame to potentially unknown writers or publications.

4. Crowdsourcing



Photo Credit:

https://images.glaciermedia.ca/polopoly_fs/1.23187120.1519827191!/fileImage/httpImage/image.png_gen/derivatives/landscape_804/4hth4.png

The Crowdsourcing is the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community.

(Source:

<http://www.merriam-websters.com/dictionary/crowdsourcing>)

This is when a group of people or a crowd is solicited for information by certain entities or institutions. It is also called **collective mobilization**

Example of Crowdsourcing:

1. Trip Advisor (<https://www.tripadvisor.com>)

Tripadvisor, Inc. a company founded by Stephen Kaufer, it's an American online travel company that operates a website and mobile app with user-generated content and a comparison shopping website. It is the world's largest travel site*, enabling travelers to plan and have the perfect trip. The sites operate in 30 countries worldwide, including China under daodao.com



Photo Credit: <https://1000logos.net/wp-content/uploads/2019/06/TripAdvisor-Logo.png>

2. Waze (<http://www.waze.com>)

Waze is a community-driven GPS and navigational app that guides you through the shortest route possible while driving. It works on a smartphone and can help you find directions and avoid traffic jams. It provides real-time directions that are adjusted on-the-fly to account for various types of potential obstacles.

*Developed by: Google ,
Original author(s): Waze
Mobile, Available in: 50
languages, License:
Commercial proprietary
software*



Photo Credit:
https://upload.wikimedia.org/wikipedia/commons/f/fc/Logo_waze.png

3. Wikis

Wikis are applications allowing several people to collaborate, modify, extend, or delete the contents or structure of a particular page devoted to a topic or content. Unlike blogs, a wiki has no defined writer or author and has “little implicit structure, allowing structure to emerge according to the needs of the users.

The most popular example of a wiki is the online encyclopedia Wikipedia. There are other wikis devoted to certain thematic interest of niche users or audience.



Photo Credit: *Wikipedia*

PEOPLE IN MEDIA

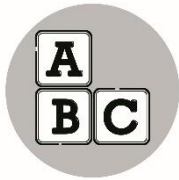
These people are media practitioners, they provide information coming from their expert knowledge or first-hand experience of events.

These are people who manipulate behind the lens and pen. They use Text, Audio, Visual, and Multimedia, to spread information and messages for the public. People in media are those involved in the media forms that they are primarily engaged in – print, broadcast, film, new media, and gaming.

Types of Journalist by Medium: (People in Media)

1. Print Journalists – These are people who underwent training in journalism writing. Equipped with the fundamental and significant knowledge and strategies in writing news and stories based from real events in the community; written for the people in the community. They generally report in newspaper and magazine.
2. Photojournalists - They are physically and emotionally attached to their high-end cameras which they use to capture important scenes and events from the surroundings which carry with it stories that give impact to the society as a whole.
3. Broadcast Journalists - They are who we often see on television, giving us updates on the local, national and world events. They are skilled not just in journalism but also in public speaking.
4. Multimedia Journalists - They are the ones who have abilities in accessing, evaluating and producing information using several forms of media. Mostly, they make use of social networking sites to connect to the masses for easy and wider dissemination of their reliable news stories.

People in Media	People as Media	Lower- end Media Users
<ul style="list-style-type: none">• Media practitioners• Experts• Provide information to media users	<ul style="list-style-type: none">• Media users• Well-oriented to media sources and messages• Intermediaries, provide information to lower-end media users.	<ul style="list-style-type: none">• People with limited access to media and information.



What's More

Activity 2:

Instructions: Look at each picture below and identify the type of People as Media shown in it. Describe this type of People as Media.

1. _____



Photo Credit:

https://www.cision.com/content/dam/cision/Resources/white-papers/WP_Social_Journalism_Report_3.png

2. _____



Photo Credit:

https://images.glaciermedia.ca/polopoly_fs/1.23187120.1519827191!/fileImage/httpImage/image.png_gen/derivatives/landscape_804/4hth4.png



Instructions:

•

What is People in Media?



Assessment

A. Multiple Choice Select the letter of the best answer from the given choices.

1. This refers to the persons that are involved in the use, analysis, evaluation and production of media and information.
C. Media practitioners C. People Media
D. Online classroom teachers D. Editors
2. This refers to a leader for a certain group who gives details and information to lesser active persons in the group.
A. Opinion leader C. Factual leader
B. Campus Journalism D. Crowdsourcing
3. People without professional journalism training can use the tools of modern technology and the global distribution of the Internet to create, augment or fact-check media on their own or in collaboration with others.
A. Campus Journalism C. Social Journalism
B. Network Journalism D. Citizen Journalism
4. They are the ones who have abilities in accessing, evaluating and producing information using several forms of media.
A. Print Journalists C. Photo Journalists
B. Multimedia Journalists D. Broadcast Journalists
5. These are people who underwent training in journalism writing. Equipped with the fundamental and significant knowledge and strategies in writing news and stories based from real events in the community.
A. Print Journalists C. Photo Journalists
B. Multimedia Journalists D. Broadcast Journalists
6. They are skilled not just in journalism but also in public speaking.
A. Print Journalists C. Photo Journalists
B. Multimedia Journalists D. Broadcast Journalists
7. It is the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community.
A. Social Journalism C. Citizen Journalism
B. Crowdsourcing D. Opinion Leaders

8. It is a community-driven GPS and navigational app that guides you through the shortest route possible while driving.
- | | |
|-----------------|--------------|
| A. Alibaba | C. Wikipedia |
| B. Trip Advisor | D. Waze |
9. Here the journalists are using social media to make their content available to more people.
- | | |
|-----------------------|--------------------|
| A. Citizen Journalism | C. Opinion Leaders |
| B. Social Journalism | D. Crowdsourcing |
10. These are applications allowing several people to collaborate, modify, extend, or delete the contents or structure of a particular page devoted to a topic or content.
- | | |
|------------|-----------------|
| A. Wikis | C. Trip Advisor |
| B. Alibaba | D. Waze |

B. True or False: Write **True** if the statement is correct otherwise write **False**.

_____ 1. Limited effects paradigm believes that you are highly capable of discerning propaganda and that media has limited capacity to persuade you.

_____ 2. Messages didn't shape the way you think and behave so you should be aware of the extent of the influence of this messages and the covert ways that they influence you.

_____ 3. The two-step flow theory explains the role of opinion leaders in developing consciousness among lower-end users of media.

_____ 4. Crowdsourcing happen when a group of people or a crowd is solicited for information by certain entities or institutions.

_____ 5. The most popular example of a wiki is the online encyclopedia Wikipedia.



Answer Key

What I know	
A. Multiple Choice	
1. C	
2. A	
3. D	
4. B	
5. A	
6. D	
7. B	
8. A	
9. D	
10. B	

Assessment:	
A. Multiple Choice	
1. C	
2. A	
3. D	
4. B	
5. A	
6. D	
7. B	
8. D	
9. B	
10. C	
B. True or False	
1. True	
2. False	
3. True	
4. True	
5. True	

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