



DEPARTMENT OF EDUCATION
SCHOOLS DIVISION OF NEGROS ORIENTAL
REGION VII

Kagawasan Ave., Daro, Dumaguete City, Negros Oriental



Media and Information Literacy

Quarter 1 – Module 4: TYPES OF MEDIA



GOVERNMENT PROPERTY
NOT FOR SALE

Media and Information Literacy – Grade 12
Alternative Delivery Mode
Quarter 1 – Module 4: Types of Media
First Edition, 2020

Republic Act 8293, section 176 states that: No copyright shall subsist in any work of the Government of the Philippines. However, prior approval of the government agency or office wherein the work is created shall be necessary for exploitation of such work for profit. Such agency or office may, among other things, impose as a condition the payment of royalties.

Borrowed materials (i.e., songs, stories, poems, pictures, photos, brand names, trademarks, etc.) included in this module are owned by their respective copyright holders. Every effort has been exerted to locate and seek permission to use these materials from their respective copyright owners. The publisher and authors do not represent nor claim ownership over them.

Published by the Department of Education
Secretary: Leonor Magtolis Briones
Undersecretary: Diosdado M. San Antonio

Development Team of the Module

Writer: Romie G. Benolaria

Editor: Reynald M. Manzano

Reviewers: Louelyn M. Lajot, Ruth Marie B. Eltanal, Reynald M. Manzano

Typesetter: Jessie V. Alcala

Layout Artist:

Management Team: Senen Priscillo P. Paulin, CESO V	Rosela R. Abiera
Fay C. Luarez, TM, EdD, PhD	Maricel S. Rasid
Adolf P. Aguilar, CESE	Elmar L. Cabrera
Nilita L. Ragay, EdD	
Antonio B. Baguio Jr., EdD	

Printed in the Philippines by _____

Department of Education –Region VII Schools Division of Negros Oriental

Office Address: Kagawasan, Ave., Daro, Dumaguete City, Negros Oriental
Tele #: (035) 225 2376 / 541 1117
E-mail Address: negros.oriental@deped.gov.ph

MEDIA AND INFORMATION LITERACY

Quarter 1 – Module 4: TYPES OF MEDIA



Introductory Message

For the facilitator:

Welcome to the Media and Information Literacy 12 Alternative Delivery Mode (ADM) Module on Types of Media!

This module was collaboratively designed, developed and reviewed by educators both from public and private institutions to assist you, the teacher or facilitator in helping the learners meet the standards set by the K to 12 Curriculum while overcoming their personal, social, and economic constraints in schooling.

This learning resource hopes to engage the learners into guided and independent learning activities at their own pace and time. Furthermore, this also aims to help learners acquire the needed 21st century skills while taking into consideration their needs and circumstances.

In addition to the material in the main text, you will also see this box in the body of the module:



Notes to the Teacher

This contains helpful tips or strategies that will help you in guiding the learners.









As a facilitator, you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their own learning. Furthermore, you are expected to encourage and assist the learners as they do the tasks included in the module.




For the learner:

Welcome to the Media and Information Literacy 12 Alternative Delivery Mode (ADM) Module on Types of Media!

This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the learning resource while being an active learner.

This module has the following parts and corresponding icons:

 <i>What I Need to Know</i>	This will give you an idea of the skills or competencies you are expected to learn in the module.
 <i>What I Know</i>	This part includes an activity that aims to check what you already know about the lesson to take. If you get all the answers correct (100%), you may decide to skip this module.
 <i>What's In</i>	This is a brief drill or review to help you link the current lesson with the previous one.
 <i>What's New</i>	In this portion, the new lesson will be introduced to you in various ways; a story, a song, a poem, a problem opener, an activity or a situation.
 <i>What is It</i>	This section provides a brief discussion of the lesson. This aims to help you discover and understand new concepts and skills.
 <i>What's More</i>	This comprises activities for independent practice to solidify your understanding and skills of the topic. You may check the answers to the exercises using the Answer Key at the end of the module.
 <i>What I Have Learned</i>	This includes questions or blank sentence/paragraph to be filled in to process what you learned from the lesson.
 <i>What I Can Do</i>	This section provides an activity which will help you transfer your new knowledge or skill into real life situations or concerns.

 Assessment	This is a task which aims to evaluate your level of mastery in achieving the learning competency.
 Additional Activities	In this portion, another activity will be given to you to enrich your knowledge or skill of the lesson learned.
 Answer Key	This contains answers to all activities in the module.

At the end of this module you will also find:

References

This is a list of all sources used in developing this module.

The following are some reminders in using this module:

1. Use the module with care. Do not put unnecessary mark/s on any part of the module. Use a separate sheet of paper in answering the exercises.
2. Don't forget to answer *What I Know* before moving on to the other activities included in the module.
3. Read the instruction carefully before doing each task.
4. Observe honesty and integrity in doing the tasks and checking your answers.
5. Finish the task at hand before proceeding to the next.
6. Return this module to your teacher/facilitator once you are through with it.

If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator. Always bear in mind that you are not alone.

We hope that through this material, you will experience meaningful learning and gain deep understanding of the relevant competencies. You can do it!



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 the Types of Media.

After going through this module, you are expected to:

1. Classify contents of different media types.
2. Define media convergence through current examples.
3. Compare and contrast how one particular issue or news is presented through the different types of media (print, broadcast, online).













What I Know

Let us determine how much you already know about the types of media by answering the questions below. Use your worksheet for your answers.

A. True or False: Write True if the statement is correct otherwise, write False on your answer sheet.

- _____ 1. Magazine typically contain features or human interest articles.
- _____ 2. Film is one of the oldest platforms of media and people went to the theaters to watch.
- _____ 3. Printing press invented by Johannes Gutenberg in year 1440, made a significant event in the history of printing.
- _____ 4. Books are the very first mass media in human history.
- _____ 5. The internet changes the world and connects the people, also deliver the users to keep in touch with the latest inventions and news.

B. Matching Type: Match column A to column B, write only the letter in your answer sheet.

A. Types of Media / Example	B. Graphics icon/ logo	
<p>___ 1. Broadcast Media</p> <p>___ 2. Youtube</p> <p>___ 3. Google Chrome</p> <p>___ 4. Movies</p> <p>___ 5. Google Map</p> <p>___ 6. Video Games</p> <p>___ 7. Facebook</p> <p>___ 8. Print Media</p> <p>___ 9. Android</p> <p>___ 10. Mozilla Firefox</p>	<p>A.</p> 	<p>B.</p> 
	<p>C.</p> 	<p>D.</p> 
	<p>E.</p> 	<p>F.</p> 
	<p>G.</p> 	<p>H.</p> 
	<p>I.</p> 	<p>J.</p> 



What's In

If you are to trace the history of media and communication technology, you will observe that the usual observable sequence of the main media forms or type would be:

Instruction: Analyze the Infographics below and answer the process questions in your worksheet or notebook.



Source: <https://cnnphilippines.com/news/2016/06/01/Media-killings-journalists-Duterte-Philippines.html>

Guide questions:

1. What information is shown in the Infographics?
2. What is the implication of media killings in the Philippines?
3. Do you agree that media killing is a danger to Philippine democracy? Why? Why not?



What's New

Instruction: Analyze the picture below and answer the process questions in your worksheet or notebook.



Source: <https://www.statnews.com/2020/03/30/what-explains-coronavirus-lethality-for-elderly/>

Guide Questions:

1. What is the message of this picture?
2. In your point of view, why do elderly people considered high risk of serious illness and death from the new coronavirus?

Category	Description	4 points as a highest score per category.
Observation	Student makes a complete and detailed description of the elements seen in the photo.	
Understanding	Analysis of the piece demonstrated thorough understanding of principles, concepts and relationship.	
Thinking/Inquiry	Analysis and interpretation of images is strong	
Application	Ability to make and express judgements, conclusions and prediction was insightful and effective.	
TOTAL		



What is It

Types of Media

1. Print Media

Print media is also known as the “*press*”, this type of media refers to materials that are written and are physically distributed. Perhaps the most significant event in the history of printing is the invention of the printing press by Johannes Gutenberg in (1440). This eventually led to the mass production of books, which gave people an access to knowledge that they never dreamt of during those times. Example of Print Media are: books, newspapers, magazines, and other periodicals, manuscripts, correspondence, memoranda, loose leaf materials, notes, and brochures.



Books are the very first mass media in human history. Baran (2010) consider books as very personal because they contain records of past experiences and human knowledge that are passed on to later generations. Books are movers and shakers of culture. As a statement to this, books in physical form are being stored digitally as e-books.

Magazines and newspapers may be targeted for the general audience or may address the interests of a particular group of readers. Magazines typically contain features or human interest articles, whereas newspapers will definitely have news stories and occasionally have other types of articles. Both the magazine and the newspaper may also have online versions for them to reach a wider and larger audience who are more often virtually connected through the Internet.

2. Broadcast Media (Broadcasting)

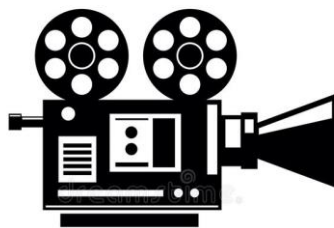


The main sources of the broadcast are television and radio. We can watch all types of events which are happening on earth. Usually, people are interested to watch the news regarding spiritual, politics, sports and so on. Radio is also the source of broadcasting we can hear all kinds of news on it and also enjoy the music on it through changing the channels.

Broadcast media is considered “household” media because they be found in practically any corner of a home. According to Baran (2010), radio was the first electronic mass medium and precursor of television. For a long time, radio was the “young people’s media. “This first evident in the proliferation of FM radio stations catering to the musical taste of younger generations, also known as format radio. In the Philippines, you customarily expect FM programming to be format radio, whereas AM programming is dominated by a news format.

Broadcasting has also started to conquer the Internet and mobile technology through Internet-based radio and television programmed.

3. Movies (Film/Cinema)



CINEMA

MOVIE TIME

It is one of the oldest platforms of media and people went to the theaters to watch it but now people can watch movies at home via satellite and cable in HD resolution.

According to Wikipedia, a film is created by photographing actual scenes with a motion picture camera; by photographing drawings or miniature models using traditional animation; or by a combination of some or all of these techniques and other visual effects. It is a series of images, which when displayed on screen, create an illusion of moving images by the phi phenomenon.

Films are very important artifacts because, like books, they reflect the desires, ideologies, and sensibilities of the culture to which they originate from.

4 Internet / New Media



The Internet is one of the newest sources of media. The majority of the users prefer the internet to watch news quickly. It is more fast and capable in compare to any other source of media. Internet changes the world and connects the people also deliver the users to keep in touch with the latest inventions and news.

The Internet also gives you a chance to express your ideas all over the globe.

The internet and social media provide young people with a range of benefits, and opportunities to empower themselves in a variety of ways. Young people can maintain social connections and support networks that otherwise wouldn't be possible, and can access more information than ever before. The communities and social interactions young people form online can be invaluable for bolstering and developing young people's self-confidence and social skills.

5) Video Games



Video games continue to grow popular to both young and old because of their increased interactivity and interconnectivity. It is only grown in youth with high dimensions and more graphics. Games are the form of electronic media devices. Now games are also available on mobile phones and people are easily accessible to them.

What is Media Convergence?

Converge means to meeting at a point, it is synonymous to the words: join, unite, interest, merge, connect, coincide. **Media Convergence** happens when different (two or more) media sources join together. It allows media texts to be produced and distributed on multiple media devices.

Media convergence is the ability to transform different kinds of media into digital code, which is then accessible by a range of devices. Media convergence usually occurs in various platforms such as:

1. Social Network
2. Learning Management System
3. Product Advertisement
4. News Agency
5. Multimedia Personality

Example of Media Convergence

Device / Media Type or Forms	Converged Media
Smartphones	<ul style="list-style-type: none"> ○ Camera ○ TV ○ Telephone ○ Web browser ○ Digital map ○ Radio, etc.
Computers	<ul style="list-style-type: none"> ○ Camera ○ Music player ○ Video player ○ Web browser, etc.
Google	<ul style="list-style-type: none"> ○ Google search, drive, mail, play store ○ Youtube, google wallet, android, hangout ○ Google chrome, google plus ○ Blogspot, google map
Book	<ul style="list-style-type: none"> ○ E-books ○ Print on demand (POD)
Newspaper	<ul style="list-style-type: none"> ○ Online version ○ Mobile application version
Magazine	<ul style="list-style-type: none"> ○ Online and costume publishing ○ Movement from print to television (or vice versa) ○ Advertorial
Film	<ul style="list-style-type: none"> ○ Concept movies ○ Sequels, remakes, and franchise ○ Television, comic book, and video game remakes
Radio	<ul style="list-style-type: none"> ○ Digital radio ○ Internet-based radio and podcasting ○ Radio on television (and vice versa)
Television	<ul style="list-style-type: none"> ○ Video cassette recorders (VCR)

	<ul style="list-style-type: none"> ○ Digital video disc (DVD) ○ Digital vide recorder (DVR) ○ Digital television or high-definition television ○ Internet-based television ○ Video on the internet ○ Interactive television ○ Phone-over-cable ○ Mobile video ○ Television recording
Video games	<ul style="list-style-type: none"> ○ Online interactive gaming ○ Internet-capable handheld game devices ○ Advocacy gaming
Internet and the World Wide Web	<ul style="list-style-type: none"> ○ Functionalities of the traditional media moving to the Web platform ○ Internet technology incorporated to mobile technology (e.g. smartphones and tablets) ○ Internet connected, Wi-Fi capable television monitor.

Media convergence have a vital element of life for many people. With the development of technology in different platforms and cooperation such as television, Internet and mobile communication, audiences have had both a bigger choice of media and a life which media technologies has made easier.

CLASSIFICATION OF MEDIA

There are different ways to classify media.

1. Print media, non-print media, electronic media

- **Print media.** They include: books, journals, magazines, newspapers, workbook, textbooks
- **Non-print media:** they include: projected and non-projected media
- **Electronic media:** they include: Audio media, Visual media and Audio-Visual

2. Projected media & non-projected media

- **Projected media:** they require light source for projection.
E.g. film projector slides etc.
- **Non-projected media:** they do not require light source.
They include 3 dimensional objects, 2dimensional objects, prints, charts, models etc.

3. Audio media, Visual media & Audio-visual

- **Audio media:** this form of media carry sounds alone.
E.g. audio tapes, record player,
- **Visual media:** These are the ones that can be seen.
E.g. TV, computer, white board

·**Audio-Visual:** this term refers to those instructional materials which provide students with audio and visual experiences by appealing to the hearing and seeing senses at the same time. E.g. TV, video tapes, closed circuit television (CCTV).

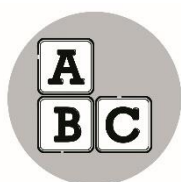
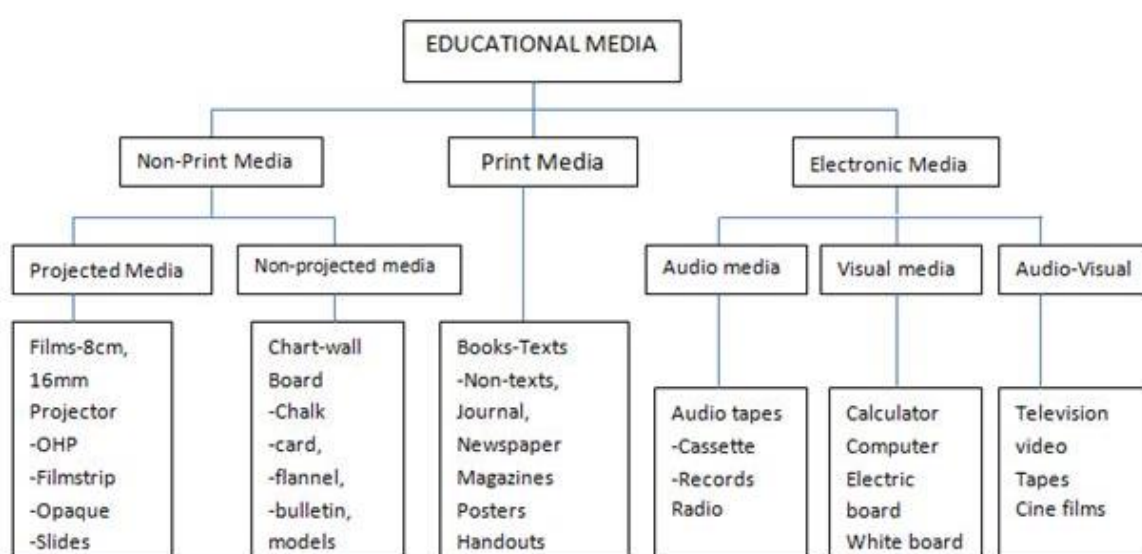
4. Hardware and software

·**Hardware:** this the classification of machines or equipment used in the instructional process. It is upon these gadgets that the software is transmitted.

E.g. Television set, tape recorder etc.

·**Software:** this classification consists of all materials used with the machine. They are the real carrier of knowledge or information. They include, films, tapes transparencies.

Educational Media Classification



What's More

Write your answer in your worksheet or notebook.

1. Listen to both FM and AM radio programs and compare them. In what aspects are they similar? How are they different?
2. Which of the following functions did your chosen programs fulfill? Why do you say so?
 - Persuade
 - Entertain
 - Inform
 - educate



What I Can Do

For Academic Track

Think of yourself as a program monitor/analyst in a television network. Your job is watch the programs of the network in a particular timeslot or segment of the day. The head of the program monitoring division assigned you to watch a prime time soap opera of your network and the soap opera of a competing network in the same time slot. You were asked to write a report comparing the two programs in terms of theme, content, target audience and advertisements.

The report must;

- be between 500 and 700 words;
- be logical and critical;
- be professional in tone; and
- suggest ways on how the two programs can be improved in terms of content and production value.

For Technical-vocational Track

You are a radio disc jockey and you have been met by the station manager to assign you to your own radio show. But you will have to think of the format of your new show. It must be suitable for young teenagers ages 13-16. The challenge is to think of a fresher and more informative/educational format that does not mimic the existing shows on radio. You will also have to prepare topics that will be discussed on-air for the first five weekdays of the airing. Your task is to create a program plan that will contain the following:

- Radio Program Title
- Running Time
- Format
- Language
- Target Listeners
- Time Slot
- Brief Background of the Program
- Rationale
- Unique Selling Proposition (USP)
- Content / Segments
- Topics for the Day (Monday thru Friday)

Your program plan will be evaluated by the station manager based on innovativeness of the format, appropriateness to target audience, depth of the discussion topics, creativity of the title, uniqueness of selling proposition, and overall value of the show in promoting the radio station to its listeners.



Assessment

A. Instruction: Identify what types of media it belongs.

- ___ 1. Google
- ___ 2. Mobile Legend
- ___ 3. FM and AM radio programed
- ___ 4. Books
- ___ 5. Encatadia Teleserye
- ___ 6. Magazine
- ___ 7. Youtube website
- ___ 8. Newspapers
- ___ 9. INDI film
- ___ 10. Call of Duty and Angry Birds

Print Media,
Broadcast Media
Movies
Internet
Video Games

B. True or False: Write True if the statement is correct otherwise, write False on your answer sheet.

- ___ 1. Convergence is the ability to transform different kinds of media into digital code, which is then accessible by a range of devices
- ___ 2. Books are one of the oldest platforms of media and people went to the theaters to watch.
- ___ 3. Printing press invented by Johannes Gutenberg in year 1440, made a significant event in the history of printing.
- ___ 4. Films are the very first mass media in human history.
- ___ 5. The internet changes the world and connects the people also deliver the users to keep in touch with the latest inventions and news.



Additional Activity

Reflection:

- 1. Why do you think people talk about the films or movies that they watch?
- 2. What do you think is the reason for the emergence of independent filmmaking in the Philippines?

References

Books

Liquigan, Boots C. **Media and Information Literacy**. Philippine: DIWA Learning System Inc., 2016

Zarate, Jovita E. **Media and Information Literacy**. 1st ed. Philippine: Rex Book Store, Inc. 2016

Web Sites

“Benefits of Internet and Social Media.”

<https://schools.au.reachout.com/articles/benefits-of-internet-and-social-media> (accessed 21 June 2020)

“Classification of Media”, <http://edutech202.blogspot.com/2012/12/classification-of-media.html> (accessed 20 June 2020)

“Five Types of Media.” <https://medium.com/@andrewmarkgibs/5-types-of-media-dbb40c02f5ec> (accessed 21 June 2020)

GCFGlobal:GCFLearnFree.org. “Internet Basics”.

<https://edu.gcfglobal.org/en/internetbasics/> (accessed 21 June 2020)

Globalization 101: A project of SUNY LEVIN Institute. “Types of Media” <http://www.globalization101.org/types-of-media-2/> (accessed 21 June 2020)

“Media Convergence: Opportunities and Challenges.”

<https://mconvergence.wordpress.com/2011/12/12/media-convergence-opportunities-ans-challenges/> (accessed 21 June 2020)

<https://cnnphilippines.com/.imaging/mte/demo-cnn-new/960/dam/cnn/2016/6/1/media-killings.png/jcr:content/media-killings.png> (accessed 11 August 2020)

https://www.colorado.edu/ecenter/sites/default/files/styles/large_square_thumbnail/public/callout/newspapers_magazines_and_books.jpg?itok=y_8Lr7dR (Accessed 11 August 2020)

For inquiries or feedback, please write or call:

Department of Education – Schools Division of Negros Oriental
Kagawasan, Avenue, Daro, Dumaguete City, Negros Oriental

Tel #: (035) 225 2376 / 541 1117

Email Address: negros.oriental@deped.gov.ph

Website: lrmds.depednodis.net

