12

**DEPARTMENT OF EDUCATION
SCHOOLS DIVISION OF NEGROS ORIENTAL
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Media and Information Literacy

Quarter 2 – Module 2:
MEDIA AND INFORMATION LITERATE INDIVIDUAL

ALTERNATIVE DELIVERY MODE

ADM

Media and Information Literacy – Senior High School
Alternative Delivery Mode
Quarter 2 – Module 2: Media and Information Literate
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12

MEDIA AND INFORMATION LITERACY

Quarter 2 – Module 2:
MEDIA AND INFORMATION LITERATE INDIVIDUAL

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 Media and Information Literate Individual.

After going through this module, you are expected to:

1. Discuss the implication of media and information to an individual and the society (MELC).

2. Synthesizes the overall implication of media and information to an individual (personal, professional, educational) and the society as a whole (economic, social, political, and educational). (MIL11/12CFT-IIIi-29)

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

_____1. The media force feeds information to unwilling receivers.

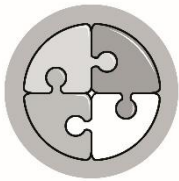_____2. Media and information literate individuals actively participate in politics.

_____ 3. Communication between media and information literate individuals have become more complicated.

_____ 4. Media and information literate individuals are in total disconnect to the world.

_____ 5. IT based jobs needed in the media.

_____ 6. Creation of jobs is the media's role in economy.

_____ 7. Only paid online content generates income.

_____ 8. Critical thinking is a skill necessary to become a media and information literate individual False.

_____ 9. Media and information have re-made the learning environment.

_____ 10. Media and information literate individuals enjoy an improved quality of life.

_____ 11. Deconstructing media messages is a critical skill in our media-saturated culture, as it helps you cut through the noise and reach your own conclusions

_____ 12. A young learner today has access to a very interesting and challenging world of experience to explore.

_____ 13. You should look beneath the surface and don't ask questions to decode what these media messages are really saying.

_____ 14. The Internet is an incredible resource for news and information, but unfortunately not everything online is trustworthy.

_____ 15. Fake articles can be difficult to spot at first, which is why it's good to develop a habit of checking the accuracy of any article you read.

MIL | Media and Information Literate Individual

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 & have the ability to locate, evaluate

In this lesson, you will identify the issues, challenges and benefits of the different media and information platforms and to synthesize its overall impact on an individual's personal, professional, educational dealings and on the society's economic, social, political, educational sectors.

What's New

The increased use of digital media is changing people's everyday lives and the way they connect and collaborate in the broader societal context, at work and in civil society. Much of the impact of this heightened use is beneficial to both individuals and society. It is enabling unprecedented levels of communication, social interaction and community building across boundaries of time, place and social context.

The Media and Information Literate Individual enables people to interpret and make informed judgments as users of information and media, as well as to become skillful creators and producers of information and media messages in their own right. Media and information improve quality of life.

Media and Information Literate Individual

Below are what media and information literate individuals capable of doing and helping:

1. Attract greater opportunities and enhances the way of living.
2. Promote awareness on the various dealings and activities that impact the community and society as a whole.
3. Liberate minds and develop characters.
4. Increase political and social participation
5. Empower economic stability
6. Enhance business and career opportunities
7. Encourages personal and professional growth
8. Develop communication skills
9. Improved learning environment
10. Maximize more cohesive social units

What are the advantages if you are a media literate?

Increases the ability and proficiency of students to communicate (express) and disseminate their thoughts and ideas in a wide (and growing) range of print and electronic media forms - and even international venues.
33 Related Question Answers Found

It is important to effectively access, organize, analyze, evaluate, and create messages in a variety of forms. The transformative nature of IML includes creative works and creating new knowledge; to publish and collaborate responsibly requires ethical, cultural and social understanding.

Unpacking Media Messages

Ads, news, movies, TV shows, and many other types of media all want you to accept their messages at face value. However, you should look beneath the surface and ask questions to decode what these media messages are really saying.

Who is the source of the message?

Knowing **who is responsible** for a message can reveal its true intention, as well as any possible bias. If the source isn't obvious, you can find it by following links or checking legal disclaimers.

How is it trying to get your attention?

The obvious part of a message is called the **text**, which includes any language, imagery, music, or anything else you can see and hear. Creators can use a multitude

of techniques to grab your attention, and they will often craft the text to appeal to a specific audience. Even if you enjoy the message, try to **remain critical** so you can see if it contains actual substance or if it's all smoke and mirrors.

How could this message be interpreted?

The implied part of a message is called the **subtext**, and it's suggested by the content rather than directly seen or heard. We as individuals then decide how to interpret this subtext based on our personal biases, world views, and expectations. People with different perspectives might interpret the same piece of media very differently.

Is the message fair and trustworthy?

Some media may **withhold or exaggerate information**, like an ad that makes their product appear more effective than it really is. Make sure you always get a complete set of information from trustworthy sources, even if the media itself neglects to do so.

Deconstructing media messages is a critical skill in our media-saturated culture, as it helps you cut through the noise and reach your own conclusions.

What is fake news?

The Internet is an incredible resource for news and information, but unfortunately not everything online is trustworthy. **Fake news** is any article or video containing untrue information disguised as a credible news source. While fake news is not unique to the Internet, it has recently become a big problem in today's digital world.

Fake news typically comes from sites that specialize in bogus or sensationalized stories. It tends to use **provocative headlines**, like "Celebrity endorses not brushing teeth" or "Politician selling toxic waste on the black market". These headlines can seem suspicious or even unbelievable to the point of being silly, making it tempting to think of fake news as harmless.

In recent years, however, fake news has been responsible for a great deal of **misinformation** because more and more people have begun consuming and believing these articles without bothering to fact check or even read beyond the headlines. This acceptance of incorrect information has led to confusion, panic, and an inability to discuss the actual facts surrounding current events.

How did fake news become such a problem?

A fake news article is designed to **outrage and shock**, causing some readers to share it on Facebook, Twitter, or another type of social media platform without questioning it. Sharing the article exposes it to more people who may be outraged by it, who also share it without question, and so on. This cycle continues until a sizeable number of people believe this fake story is the truth.

Why do people write fake news?

Writers of fake news typically create it for one of two reasons: to fulfill a **social agenda**, like angering a population against a political opponent; or to earn **advertising revenue** through visits to their sites. Unfortunately, business is booming.

Just one fake news writer claimed to earn $10,000 per month from the advertising revenue of his articles, and he said he planned to keep writing until the money stopped coming in. With an unknown number of writers drafting multiple fake articles each day, the flood of bad information may continue for quite some time.

What's being done about it?

Online giants like **Google** and **Facebook** are attempting to crack down on fake news by banning suspicious sites from advertising on their platforms and asking users to report dishonest articles. However, many critics feel that Google, Facebook, and other online services still aren't doing enough.

Unfortunately, fake news writers will likely continue to create new sites and methods to get around any digital roadblocks. This means the best way to prevent fake news from spreading is to teach users how to identify fake news themselves. That means you!

How can I tell if an article is fake?

Fake articles can be difficult to spot at first, which is why it's good to develop a habit of checking the accuracy of any article you read, especially ones you find through social media. Here are some things you can do if you come across an article that seems fishy:

1. Enter the **keywords** of the story into a search engine and get a second opinion from a credible news site with verifiable sources.
2. Check the **dates** involved in the article. Fake news writers sometimes take a real story from the past, put an outrageous headline on it, and try to pass it off as a current event.
3. Find the **source** of the author's information for the article. Is the source credible?
4. Does the website's **appearance** look a little strange? Some fake news sites mimic the appearance of legitimate news sources, tricking the casual reader.
5. Take a look at the **headlines** of other stories from the same website. Are most of them hard to believe? Shocking? Inflammatory? If so, question the website's practices.
6. Is the article actually a **joke**? When we say fake news, we aren't talking about comedy sites like The Onion and ClickHole, which write humorous stories based on current events.

You can also confirm information at **fact-checking sites** like PolitiFact.com, FactCheck.org, and Snopes.com. These sources specialize in fact checking and debunking inaccurate stories and claims.

Media in Nation Building

The electronic and print media are indeed the most powerful tools in shaping the perceptions of individuals and nations about every major national and international issue. They also reflect the quality of national discourse and priorities. A serious appraisal of the contents and form of the media can help in gauging the intellectual, moral and social standards of a nation. Thus a heavy responsibility resides with those who own media houses and newspapers, and the ones who work in the background preparing programmes, analyzing and commenting on national and international issues in newspapers and electronic media.

It has to be acknowledged that essentially the media reflects the societal norms and values. While it can play a positive role in correcting national values it is equally vulnerable to societal ills and shortcomings.

Media and Information Improve Quality of Life

There is no denying the extent of how the media and information age has drastically improved the lives of people. Communication has been made easier. Information has become widely accessible. Conducting research has become more convenient. All these and more are enjoyed by media literate individuals and prove just how much the quality of life has improved thanks to media and information.

As early as preschool, children are allowed to use the computer as well as mobile phones. A computer liberate individual knows the different applications available in the computer. However, a child who does not even know how to read can play computer games.

Now, students use computer to encode their research papers, whatever editing and revisions are needed, they only have to insert and delete whatever is needed to be changed in the original paper. No need to use erasers and carbon paper, each copy of the research paper is original and clean from blemishes. You can highlight important items in the paper by making a bold print or italicize or use a particular font style.

Doing research readings have also become very convenient, in the past, students have to get permission from different libraries to be able to avail of books in other libraries. Now, you do not have to spend the whole day in the library to gather data. You can stay in the comfort of your home but you are able to get the information you need through the computer if you have access to the e-books (electronic books) and e-journals (electronic journals), the world wide web, and other computer applications.

Looking for a job is easy, go to the different job sites and find which job you are qualified. Prepare your letter of application, resume, transcript of records, and other qualifications and send them through e-mail to the company you are applying to. You also receive the reply for you to go to their office for examinations and

interviews through your e-mail or Facebook. Also, overtime work now does not mean you have to stay in the office beyond office hours, rather you can work from home using your computer.

If you live a very busy life, even shopping can be done online, you can view whatever you need like clothes, shoes, gadgets, even cars. Make your order using credit card and the items you ordered will be delivered at your doorstep.

You can plan your trips and vacation and avail of discounts in the airlines through the internet. You pay your airline reservation through your credit card when you make the reservation online and print the e-ticket (electronic ticket) which you present at the airport when you are ready to take your trip.

Greater Political Participation

There is no denying the extent of how the media and information age has drastically improved the lives of people. Communication has been made easier. Information has become widely accessible. Conducting research has become more convenient. All these and more are enjoyed by media literate individuals and prove just how much the quality of life has improved thanks to media and information.

Better Economic Opportunities

The media industry has grown in number on today's information age both in content and in the workforce. The open content contribution nature of the new media has made it possible for ordinary individuals to offer their materials for consumption often for free, or at times for a cost. Online content is free but has gained popularity, advertisers will offer to buy digital ad-space on a web page.

With the availability of modern technology and the new media information, many job opportunities are open to qualified young people who have the skills and proficiency in English. What is meant by proficiency in English? They possess the four skills in the language: they are proficient in listening, speaking, reading, and writing. When a Filipino applies in a BPO, there are two kinds of jobs available for him. The voice job where they work in the call centers, talking to customers in the different parts of the world; the other job is the non-voice, where most of the jobs are in front of the computers, reading and writing communication of business transactions in the different parts of the world. The qualified and skilled Filipinos have job opportunities in the BPO.

With the use of modern technology in media and information, many new job opportunities are available to young people because most companies prefer to avail of the new media. These companies are able to save on the number of employees. Most transactions use the computers, so they use less paper; filling is also done in the computer, so they use less paper; filling is also done in the computer so less wasted space for filling cabinets because thousands of business transactions can be saved in the computers.

Improved Learning Environment

Many believe that media and information have made learning easy, accessible, and inexpensive. With these are true, the improvement in the learning environment brought by media and information goes beyond convenience, availability, and cost.

Learning in schools meant understanding –or at least attempting to- subjects for the sake of passing and getting good grades. One's education is given importance because it is pre-requisite to a good job which is then equated to a good life. Traditional learning environments have caused people in general to lose appetite for knowledge. Luckily, media and information have cleansed society's palate and have reinvented learning as a whole.

Media does not force feed information to unwilling receivers, instead, media has made information sought after. The media also made learning a choice instead of a necessary evil. After all, no one is commanded "*google*" a topic or enroll in a certain online course, people who do to choose to do it. Since the media is source information and information age is characterized by the abundance of data, media and information have been closely linked to the improvement of the learning environment in the present age. A media and information literate individual take advantage of this further his or her lifelong learning process.

A young learner today has access to a very interesting and challenging world of experience to explore. Television now offers cable connections that enable a learner to access information of the different countries in the world with translation in English.

Most schools are equipped with computers with Internet connections. In some schools, they have an extra room beside the library which has computers for student's research use. Even the card catalogue is no longer in small filling boxes in one corner of the library, instead book collections and other references of the library can be checked in the computer.

Most homes now have desktop computers, laptops, or computer tablets with internet connections available from cable networks and telephone companies. Also, there are computer shops available at a very low price of 20 pesos per hour use of computers.

Learners from grade school, high school, and college levels have access about media and information both in school as well as in their homes.

More Cohesive Social Units

The concept of unit cohesion stems from a military concept of bond soldiers have that makes them more effective in working together to complete a mission. Media and information literate individuals are said to be more cohesive social units than those who are not.

By keeping them informed, as well as connecting them in ways that weren't possible before, media and information literates become more cohesive social units. This creates a bond that does not only have relational implications but also creates social impacts.
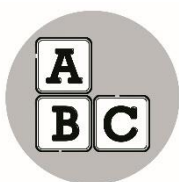
The media is said to have the power to affect social change. While this is true, it is not the media that does the heavy lifting to create change in society, it is the individuals in the society who developed a clamoring need for change because of media. The media may play a hand towards a holistic development of the society, but without media and information literate individuals sharing the same goal, development would not occur.

Since most families have mobile phones, they do away with the telephone landline except when they have Internet connection through telephone lines which they pay monthly. In case of problems in the community, residents can easily call the Barangay Office to report unnecessary noise. When suspicious strangers are seen late in the evening in the community, people may report such incidents to the police station.

With the new media, families who are not living together and children whose parents work abroad can communicate with one another easily using SKYPE. Parents monitor their children virtually. Communication has become cheaper and more convenient.

Information and warning regarding typhoons and other possible emergencies are easily communicated by government agencies to different parts of the country or even in other countries so people are able to prepare in advance.

People can also easily react to political, social, economic, even religious issues thru Facebook, Instagram, Twitter, and other Internet applications. Distance is no longer a big deal. No matter where you are media and information are easily accessible.

What's More

Activity 1: MIL Impact

Instructions: Fill in the chart with the overall impacts of media and information to individual's personal, professional and educational aspects and to society's economic, political, social and education sectors.

A			
Overall impact	**Personal Aspect**	**Professional Aspect**	**Education Aspect**
of Media and Information to an individual			
B			
Overall impact	**Economic Sector**	**Political Sector**	**Social Sector**
of Media and Information to the society			

What I Can Do

Activity 2: Essay Writing

Instructions:

Synthesize your learning by writing an essay about the value and impact of being a media and information literate individual to the global community. Your essay must have a title, an introduction, a body (1 main argument with 2 examples), and a conclusion with not less than 10 sentences. Refer to the rubric for grading.
.

	Very Good (5)	**Good (4)**	**Poor (2)**	**Needs Improvement (0)**
Introduction Background/ Define the Problem	Well-developed introductory paragraph contains detailed background information, a clear explanation or definition of the problem.	Introductory paragraph contains some background information and states the problem, but does not explain using details.	Introduction does not adequately explain the background of the problem. The problem is stated, but lacks detail.	Introduction was not presented.
Body paragraphs Main Argument	Argument is well developed with supporting examples.	Argument was presented with some supporting examples.	Argument was presented but lacks examples.	Argument was not presented.
Conclusion	Conclusion was presented. Opinions and suggestions for change are logical and well thought out.	Conclusion was presented with some suggestions for change are evident.	Conclusion was presented but no suggestions for change and/ or opinions are included.	Conclusion was not presented.

Assessment

A. Multiple Choice:
1. Media and information literate individual helps the following, EXCEPT ONE:
   A. lessen personal contact with people   C. increase political participation
   B. improve quality of life   D. enhances economic growth

2. A media and information literate individual is able to do the following, EXCEPT ONE:
   A. share materials with informed and critical judgement
   B. identify issues and resolve it appropriately
   C. need not cite sources of grabbed photos
   D. rephrase borrowed ideas

3. One of the challenges of technology in the Education sector is _____.
   A. improves engagement   C. incorporates different learning styles
   B. delivering informal learning   D. encourages collaboration

4. One of the benefits of social media in business is _____.
   A. product replication   C. lacks personal connection to customers
   B. product advertisement   D. inconsistency of product content

5. Below are what media and information literate individuals capable of doing and helping, EXCEPT ONE:
   A. Liberate minds and undeveloped characters.
   B. Increase political and social participation
   C. Empower economic stability
   D. Enhance business and career opportunities

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

_____1. The media force feeds information to unwilling receivers.

_____2. Media and information literate individuals actively participate in politics.

_____ 3. Communication between media and information literate individuals have become more complicated.

_____ 4. Creation of jobs is the media's role in economy.

_____ 5. IT based jobs needed in the media

_____ 6. Media and information literate individuals are in total disconnect to the world.

_____ 7. Only paid online content generates income.

_____ 8. Critical thinking is a skill necessary to become a media and information literate individual.

_____ 9. Media and information have re-made the learning environment.

_____ 10. Media and information literate individuals enjoy an improved quality of life.

Answer Key

What I know

A. True or False

1. False
2. True
3. False
4. False
5. True
6. True
7. True
8. False
9. True
10. True
11. True
12. True
13. False
14. True
15. True

Assessment:

A. Multiple Choice

1. A
2. C
3. D
4. B
5. A

B. True or False

1. False
2. True
3. False
4. True
5. True
6. False
7. True
8. False
9. True
10. True

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