12

DEPARTMENT OF EDUCATION
SCHOOLS DIVISION OF NEGROS ORIENTAL
REGION VII

Kagawasan Ave., Daro, Dumaguete City, Negros Oriental

Media and Information Literacy

Quarter 2 – Module 4:
TEXT INFORMATION AND MEDIA

ALTERNATIVE DELIVERY MODE

ADM

Media and Information Literacy – Senior High School
Alternative Delivery Mode
Quarter 2 – Module 4: Text Information and Media
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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:

Layout Artist:

Management Team: Senen Priscillo P. Paulin, CESO V   Rosela R. Abiera

         Joelyza, M. Arcilla, EdD   Maricel S. Rasid

         Marcelo K. Palispis, EdD   Elmar L. Cabrera

         Nilita L. Ragay, EdD

         Antonio B. Baguio Jr., EdD

12

MEDIA AND INFORMATION LITERACY

Quarter 2 – Module 4:
TEXT INFORMATION
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 Text Information and Media.

After going through this module, you are expected to:

1. Describe the different dimensions of text information and media. (MELC)

2. Evaluate the reliability and validity of text information and media and its/ their sources using selection criteria.

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. Type of text that consisting of fixed sized characters having essentially the same type of appearance.
   - A. Formatted Text
   - B. Hypertext
   - C. Plaintext/Unformatted Text
   - D. Baseline

2. Element of text that use different size weight, color, contrast and orientation to present texts with greater value.
   - A. Appropriateness
   - B. Emphasis
   - C. Alignment
   - D. Space

3. What font is best suited for the contents of a printed book?
   - A. Serif font
   - B. Decorative font
   - C. Sans Serif font
   - D. All of the choices

4. It is the type of font that looks like handwriting.
   A. Serif font   C. Sans Serif font
   B. Script font   D. Times New Roman font

5. Element of text that use to create focus and strategically make other texts stand-out.
   A. Space   C. Emphasis
   B. Alignment   D. Consistency

6. It is a design principle of text that suggest of using contrasting size and colors to present different value of information.
   A. Alignment   C. Emphasis
   B. Appropriateness   D. Consistency

1. Observe the image below and find the possible violation of the design principles and elements of texts.

   A. The colors are not emphasized to match the theme.
   B. The fonts used are not appropriate for the theme.
   C. The alignment is inconsistent.
   D. The spacing is too close.

2. Your friends asked you to make a poster about peace, what background color is best suited for this theme?
   A. Black   C. Yellow
   B. Blue   D. Green

3. What is the text format for Microsoft word file?
   A. .doc and .docx   C. .odt
   B. .wpd   D.pdf

4. It is a software that allows complex pages of text and graphics to be laid out for publications such as newspapers, magazines, brochures and books.
   A. Word Processing   C. Desktop Publishing
   B. Spreadsheet   D. Print Media

MIL | Text Information and Media

What's In

The history of human civilization is very well tied with the history of printed text. Early human civilizations attest to the importance of writing and printing.

Two of the most important information revolutions in the history of communication and media are writing and printing of text. Because of the invention of the phonetic alphabet and the printing system, the human civilization is able to store and pass on knowledge. This is why in the early years of your life, you are taught how to write and hot to share your thoughts in written form.

This lesson will discuss what is text and how this media can be used effectively to present our ideas and express what we feel. The topics include different font types, and design principles and elements of text.

What's New

Activity 1: Mapping
Instructions: Roam around your house and look for the things in the list below. Check (✓) the (☐) in the right if you think the object can be used to write, print or display texts. You may add your own list.

Checklist					
✓	Example) Television		Notebook		Poster
	Radio		Paper		Smartphone
	Book		Magazine		Tarpaulin
	Newspaper		Journal		Computer
	Wall		Pen		Wood

TEXT INFORMATION AND MEDIA

What is text?

In academic terms, a text is anything that conveys a set of meanings to the person who examines it. You might have thought that texts were limited to written materials, such as books, magazines, newspapers, and 'zines (an informal term for magazine that refers especially to fanzines and webzines). Those items are indeed texts—but so are movies, paintings, television shows, songs, political cartoons, online materials, advertisements, maps, works of art, and even rooms full of people.

According to Rose (2015), a text is any "human-readable sequence of characters or even glyphs which are associated with ancient writing culture. Text, when used in information technology, is distinct from "noncharacter encoded data, such as graphics images in the form of bitmaps and program code."

The Textual medium offers an easier and more flexible use in terms of content production, which is why it is ideal for learning. Text is one of the elements of multimedia products that can then be combined with several other elements to present information and create an impression or impact (Parekh, 2006).

Types of Texts "Categorization of Text" (Parekh, 2006)
Plaintext – Consisting of fixed sized characters having essentially the same type of appearance.
Formatted text – appearance can be changed using font parameters
Hypertext – serve to link different electronic documents and enable users to jump from one to the other in a nonlinear way.

The Anatomy of Fonts

Before we delve into the world of font types and font styles, it can be helpful to understand a few things about the anatomy of type. All fonts sit on an invisible plane called a *baseline*—think of it as the blue lines on your loose leaf paper—and have an invisible center line called a mean line.

The cap height is the top plane of a capital letter, like the straight line on the top of a capital T. The cross bar is the line in the center that crosses a capital H or A. Some letters, like a lowercase h or b have what's called an *ascender*, a line that crosses above the mean line. Others have *descenders*, which—you guessed it!—drop

below the baseline. Classic descenders are the little loop on a lowercase g or the lower half of a y.

Source: *https://99designs-blog.imgix.net/blog/wp-content/uploads/2014/01/typography-e1505354780413-700x420.png?auto=format&q=60&fit=max&w=930*

All letterforms have these basic parts, but their thickness (known as "weight"), shape and height all influence what "family" or type of font they fall into.

FIVE (5) TYPES OF FONTS

1. *Serif fonts*

Serif fonts are the most classic, original fonts. They are named for the little feet at the top and bottom of the letterforms. Serifs date back to the Romans who flared their brushstrokes out at the top and bottom, creating what we now know as serifs. Serif typefaces came into vogue in the 15th century and held court for three hundred years. Even within this one designation, there are tons of smaller classifications (Old Style, Classical, Neo-Classical, Transitional, to name a few). While a casual observer might lump them all together, a type geek can explain that subtle differences between the weight, ascender heights, and shape of the actual serif give you clues to what era it was created in.

For the non-type geeks, here's what you need to know: serif fonts are ubiquitous in our day to day life in nearly every book we read or document we open (hey there, Times New Roman). They are go-tos for logos and print copy and are generally considered to be the most trusted (or conservative) fonts on the planet. Our eyes love them for everything from short titles to long pages of text.

2. **Slab Serif fonts**

Slab serifs are the fonts with the most impressive, large serifs. They are the louder cousins of the classic, quiet serifs, that rose to prominence in the billboards, posters, and pamphlets of the 19th century, designed to yell their message from a good distance. Later they evolved into some more genteel

forms like the ever-popular <u>Clarendon</u>, that could work for longer paragraphs of text.

Slabs almost always bring a vintage vibe to a design and they have a rugged athleticism that can't be denied. The classic forms work incredibly well for any brand relating to the outdoors and the more refined modern versions always feel a little artsy—probably because almost every <u>typewriter font</u> is a slab serif.

3. Sans Serif fonts

Sans serifs are fonts that lack the little serifed feet. They started popping up in the mid-19th century but truly hit the big time in what's known as the "Modern" era, in the twenties and thirties. They were considered new and flashy, like shorter skirts and the Charleston dance craze. (Fun fact: you will still see sans serifs with the word "grotesque" in their name owing to people thinking they were crass and only good for advertising.) In the mid-century German designers ran away with the footless forms and created some of the fonts that remain popular and iconic to this day, like <u>Futura</u> and <u>Helvetica</u>.

Sans serifs are still considered the most economical, efficient, clean and modern choice. They are also readable at a large range of sizes and their less-detailed shapes have lent themselves incredibly well to digital screens. Sans serifs are bold and a little bossy—while they work well for long paragraphs text they have always shone in larger uses like headlines and logos.

4. Script fonts

Script fonts are those that mimic cursive handwriting. They are separated into two categories, reminiscent of a party invitation: formal and casual. Formal scripts, as the name implies, are the very fanciest scripts. They evoke the incredible handwriting of masters of the 17th and 18th century. They are immediately recognizable for their over the top curls and flourishes that extend from the serif, known as swashes. These are to be handled with care. Using them for extended amounts of copy can lead to your design resembling the Declaration of Independence. That said—they will never go out of style for wedding invitations, romance book covers, and any design that wants to feel more historical.

5. Handwritten fonts

Different from formal or casual scripts, handwritten fonts were difficult to find even ten years ago. Handwritten fonts often lack the structure and definition of the letterforms in a traditional script, instead mimicking the loop and flow of natural handwriting. They might also be technically sans serif and resemble your dad's all-capital letters in a birthday card. The sheer range makes handwritten fonts difficult to describe but the <u>recent explosion of available forms</u> is exciting to watch.

Design Principles and Elements of Text.

1. **Emphasis** – Use different size, weight, color, contrast and orientation to present texts with greater value.

Image: "Yay! Party!" by Jay Michael A. Calipusan

2. **Appropriateness** – Using the right font, content and tone of presentation based on the target audience or event.

Image: "Congrats!" by Jay Michael A. Calipusan

3. **Space** – Use space to create focus and strategically make other texts stand-out.

Image: "Largest!" by Jay Michael A. Calipusan

4. **Alignment** –Use text alignment to set symmetry, formality or free style.

Image: "Felipenas!" by Jay Michael A. Calipusan

5. **Consistency** –Use at least 2 or 3 colors, font styles and design styles for the whole composition or content.

Image: "Free hugs!" by Jay Michael A. Calipusan

Formatted Text

Formatted text is <u>text</u> that is displayed in a special, specified style. In computer applications, formatting data may be associated with text data to create formatted text. How formatted text is created and displayed is dependent on the operating system and application software used on the computer.

Text formatting data may be *qualitative* (e.g., <u>font family</u>), or *quantitative* (e.g., <u>font size</u>, or <u>color</u>). It may also indicate a style of *emphasis* (e.g., <u>boldface</u>, or <u>italics</u>), or a style of *notation* (e.g., <u>strikethrough</u>, or <u>superscript</u>).
Purpose

The purpose of formatted text is to enhance the presentation of information. For example, in the previous paragraph, the *italicized* words are each followed by examples. At a glance, the reader can ascertain that there are four special words in the paragraph. The goal is to help the reader to obtain, understand, and retain the information.

Copying Formatted Text

When you <u>copy</u> formatted text to your <u>clipboard</u>, formatting information may or may not be copied with the text data.

For example, if you select text in one application that is boldface, you can copy it to your clipboard by pressing **Ctrl**+**C**. The formatting data is also copied to the clipboard, saying "this text is bold." When you <u>paste</u> it (**Ctrl**+**V**) into a program that also supports formatted text, that formatting data is included, and the pasted text should appear bold.

However, if you paste the text into an application that does *not* support bold text, such as <u>Microsoft Notepad</u>, the pasted text is *unformatted*. Notepad ignores the formatting information, because it doesn't understand it. However, the plain text is pasted correctly.

The same is true if you paste the formatted text into a text <u>field</u>, such as the <u>address bar</u> in your web browser. Formatting data is stripped, but the plain text is pasted.

Unformatted Text

Unformatted text is any text that is not associated with any formatting information. It is plain text, containing only printable characters, white space, and line breaks. It corresponds to a set of characters in the **American Standard Code for Information Interchange** (**ASCII**) is a **standard** table of seven-bit designations for digital representation of uppercase and lowercase Roman letters, numbers and special control characters in teletype, computer and word processor systems. When you type a particular letter using a word processor, the letter actually has an equivalent set of characters when translated into a computer program.

Dec	Hx	Oct	Char		Dec	Hx	Oct	Html	Chr	Dec	Hx	Oct	Html	Chr	Dec	Hx	Oct	Html	Chr
0	0	000	NUL	(null)	32	20	040	 	Space	64	40	100	@	@	96	60	140	`	`
1	1	001	SOH	(start of heading)	33	21	041	!	!	65	41	101	A	A	97	61	141	a	a
2	2	002	STX	(start of text)	34	22	042	"	"	66	42	102	B	B	98	62	142	b	b
3	3	003	ETX	(end of text)	35	23	043	#	#	67	43	103	C	C	99	63	143	c	c
4	4	004	EOT	(end of transmission)	36	24	044	$	$	68	44	104	D	D	100	64	144	d	d
5	5	005	ENQ	(enquiry)	37	25	045	%	%	69	45	105	E	E	101	65	145	e	e
6	6	006	ACK	(acknowledge)	38	26	046	&	&	70	46	106	F	F	102	66	146	f	f
7	7	007	BEL	(bell)	39	27	047	'	'	71	47	107	G	G	103	67	147	g	g
8	8	010	BS	(backspace)	40	28	050	(	(	72	48	110	H	H	104	68	150	h	h
9	9	011	TAB	(horizontal tab)	41	29	051	)	)	73	49	111	I	I	105	69	151	i	i
10	A	012	LF	(NL line feed, new line)	42	2A	052	*	*	74	4A	112	J	J	106	6A	152	j	j
11	B	013	VT	(vertical tab)	43	2B	053	+	+	75	4B	113	K	K	107	6B	153	k	k
12	C	014	FF	(NP form feed, new page)	44	2C	054	,	,	76	4C	114	L	L	108	6C	154	l	l
13	D	015	CR	(carriage return)	45	2D	055	-	-	77	4D	115	M	M	109	6D	155	m	m
14	E	016	SO	(shift out)	46	2E	056	.	.	78	4E	116	N	N	110	6E	156	n	n
15	F	017	SI	(shift in)	47	2F	057	/	/	79	4F	117	O	O	111	6F	157	o	o
16	10	020	DLE	(data link escape)	48	30	060	0	0	80	50	120	P	P	112	70	160	p	p
17	11	021	DC1	(device control 1)	49	31	061	1	1	81	51	121	Q	Q	113	71	161	q	q
18	12	022	DC2	(device control 2)	50	32	062	2	2	82	52	122	R	R	114	72	162	r	r
19	13	023	DC3	(device control 3)	51	33	063	3	3	83	53	123	S	S	115	73	163	s	s
20	14	024	DC4	(device control 4)	52	34	064	4	4	84	54	124	T	T	116	74	164	t	t
21	15	025	NAK	(negative acknowledge)	53	35	065	5	5	85	55	125	U	U	117	75	165	u	u
22	16	026	SYN	(synchronous idle)	54	36	066	6	6	86	56	126	V	V	118	76	166	v	v
23	17	027	ETB	(end of trans. block)	55	37	067	7	7	87	57	127	W	W	119	77	167	w	w
24	18	030	CAN	(cancel)	56	38	070	8	8	88	58	130	X	X	120	78	170	x	x
25	19	031	EM	(end of medium)	57	39	071	9	9	89	59	131	Y	Y	121	79	171	y	y
26	1A	032	SUB	(substitute)	58	3A	072	:	:	90	5A	132	Z	Z	122	7A	172	z	z
27	1B	033	ESC	(escape)	59	3B	073	;	;	91	5B	133	[	[	123	7B	173	{	{
28	1C	034	FS	(file separator)	60	3C	074	<	<	92	5C	134	\	\	124	7C	174	|		
29	1D	035	GS	(group separator)	61	3D	075	=	=	93	5D	135	]	]	125	7D	175	}	}
30	1E	036	RS	(record separator)	62	3E	076	>	>	94	5E	136	^	^	126	7E	176	~	~
31	1F	037	US	(unit separator)	63	3F	077	?	?	95	5F	137	_	_	127	7F	177	&#127;	DEL

Source: https://swh-826d.kxcdn.com/wp-content/uploads/2010/08/ascii_table2.jpg

Hypertext

The principle of a hypertext makes use of linking a text to another text "in such a way that the user can navigate non-sequentially form one document to the other for cross-references."

The World Wide Web (**WWW**) combines computer networking (the Internet) and Hypertext MarkUp Language (**HTML**) into an easy to use system by which people can access information around the world from a desktop computer. Hypertext is the medium used to transmit the information in a non-linear fashion via computer by clicking on a "link" using a mouse.

We commonly think of links as the underlined text on graphical Web browsers, such as Netscape and Internet Explore, which, when we click it, takes us to a new document or other type of information. Before there was a graphical Web browser, computer users could access linked material on the Internet by using a program such as **LYNX,** a non-graphical Web browser.

These days, texts are generated using word processing technology. A word processor is any computer software used to "produce, edit, and format mainly text-based documents (such as) writing letters, memos, reports, creating letterheads, producing labels, etc." Back in the day, typewriters were popular. Learning to type required mastery of the QWERTY key that is also similar to keyboards attached to personal computers and even messaging applications. In a typewriter, you hit a key to imprint the letters straight onto a paper. Unlike the computers, typewriters offered set of formatting when it comes to typography, which refers to the general character or appearance of printed matter.

Newer technologies such as a microphone and specialist "speech-to-text" software also enable text generation. This means that the sound of your voice will be recognized by a computer software or application and associate it with characters in its databank.

Texts are kept in different file formats. A file format refers to the digital document or information that is stored in a computer as a sequence of bits and bytes. You would normally recognize the file format by looking at the extension at the file name.

Creating text files and using a word processor is one of the most common tasks on a computer. Below are the most common file extensions used with text files and documents.

- **.doc** and **.docx** - Microsoft Word file
- **.odt** - OpenOffice Writer document file
- **.pdf** - PDF file (Portable Document Format)
- **.rtf** - Rich Text Format
- **.tex** - A LaTeX document file
- **.txt** - Plain text file
- **.wpd** - WordPerfect document

Example of Text Application Software
1. ***Word processing software*** - It is focused on line-by-line creation of text documents.
2. ***Desktop publishing***- It is a software that allows complex pages of text and graphics to be laid out for publications such as newspapers, magazines, brochures and books.

Standard features of Word Processing

All word processing applications allow you to: enter and edit text, save, print, cut/copy/paste, check your spelling.
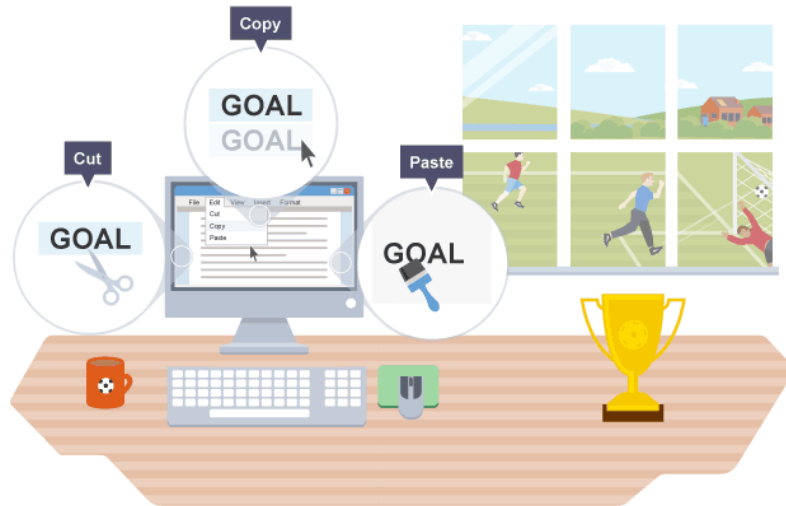
Cut, copy, and paste

Cut and **copy** work in a similar way. Highlighting a piece of text, right-clicking and selecting copy/cut will store the text in memory. The difference is that copy leaves the highlighted text behind whereas cut removes it. To insert the copied/cut text into a different area of the document, a different document, or an entirely different application altogether, right-click and select **paste**. The use of cut, copy, and paste is not necessarily limited to text.

Formatting text makes a document easier to read. You can:
- change font type and size
- change the alignment of text (left, centre, right or justified)
- bold text
- underline text
- italicise text
- create bulleted or numbered lists

Other features that may be expected include **find and replace**, which replaces one word with another, and the ability to importgraphics, eg from a clip art library. **Headers** and **footers** and page numbering are also very useful.

Text information is considered the main mode of communication from which other media modalities are based from. You have a better understanding of the other modalities if you first appreciate the text and be more acquainted to the effective and efficient use of it for communicative purpose.
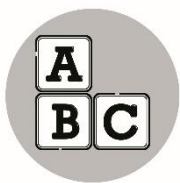
What's More

Activity 2

Instructions

In reality Text, when used properly, is a powerful tool for communicating information, persuasion and suggestion. Texts can be observed in formal platforms like newspapers, books, magazines, advertisements and anything printed or informal platforms like online blogs, e-mails, text messages, social media and anything on-screen.

Answer the following questions in your notebook or answer sheets.

1. Differentiate the three types of texts in terms of formatting and use.
2. What instances in your life do you find textual media most relevant?
3. How useful are hypertext in collating information from vast sources over the Internet?
4. Why is desktop publishing ideal for books, magazines, or newspapers?

What I Can Do

Activity 2: Research Me

Instructions: There are many type of file formats of fonts we can install in our computer. Search the difference of: (*used worksheet or bond paper for your output*)

1. True Type Font (.ttf),
2. Open Type Font (.otf),
3. Web Open Font Format (.webm), and
4. Scalable Vector Graphics (.svg).

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Assessment

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

1. Type of text that consisting of fixed sized characters having essentially the same type of appearance.
>   A. Formatted Text   C. Plaintext/Unformatted Text
>   B. Hypertext   D. Baseline

2. Element of text that use different size weight, color, contrast and orientation to present texts with greater value.
>   A. Appropriateness   C. Emphasis
>   B. Alignment   D. Space

3. What font is best suited for the contents of a printed book?
>   A. Serif font   C. Sans Serif font
>   B. Decorative font   D. All of the choices

4. It is the type of font that looks like handwriting.
>   A. Serif font   C. Sans Serif font
>   B. Script font   D. Times New Roman font

5. Element of text that use to create focus and strategically make other texts stand-out.
>   A. Alignment   B. Space   C. Emphasis   D. Consistency

6. It is a design principle of text that suggest of using contrasting size and colors to present different value of information.
>   A. Alignment   B. Appropriateness   C. Emphasis   D. Consistency

7. It is considered the main mode of communication from which other media modalities are based from. The colors are not emphasized to match the theme.
>   A. Formatted Text   B. Media Text   C. Text Information   D. Hypertext

8. Your friends asked you to make a poster about peace, what background color is best suited for this theme?
>   C. Black   B. Green   C. Yellow   D. Blue

9. What is the text format for Microsoft word file?
>   A. .doc and .docx   B. .wpd   C. .odt   D.pdf

10. It is a software that allows complex pages of text and graphics to be laid out for publications such as newspapers, magazines, brochures and books.
>   a. Word Processing   C. Spreadsheet
>   b. Desktop Publication   D. Print Media

Answer Key

What I know

A. Multiple Choice

1. C
2. B
3. A
4. B
5. A
6. A
7. B
8. B
9. A
10. C

Assessment:

A. Multiple Choice

1. C
2. C
3. A
4. B
5. B
6. A
7. C
8. D
9. A
10. B

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