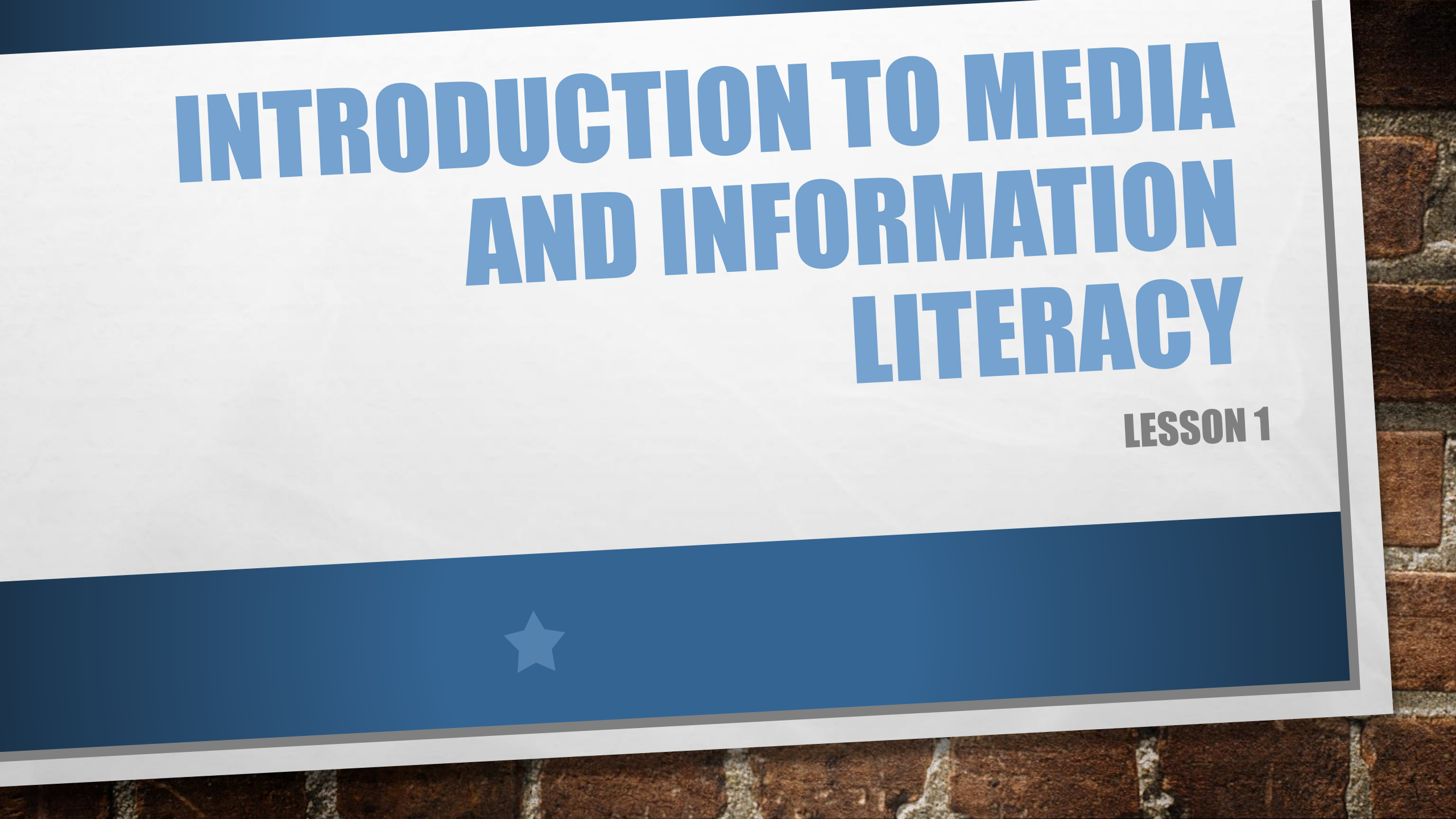
INTRODUCTION TO MEDIA AND INFORMATION LITERACY

LESSON 1



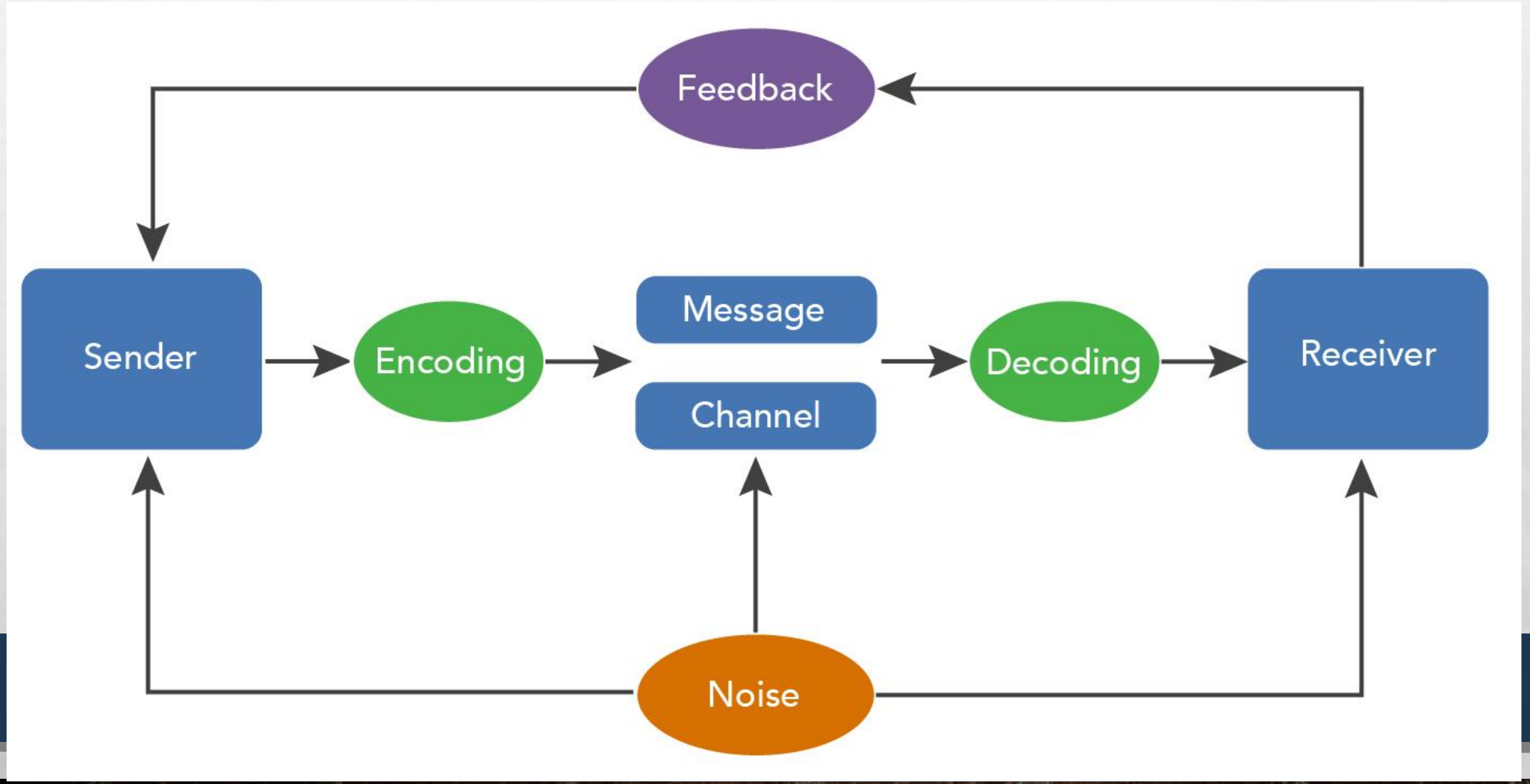
COMMUNICATION

Simply the act of transferring information from one place, person or group to another.

COMMUNICATION

Process of sharing and conveying messages or information from one person to another within and across channels, contexts, media and cultures (McCornack, 2014)

THE COMMUNICATION PROCESS



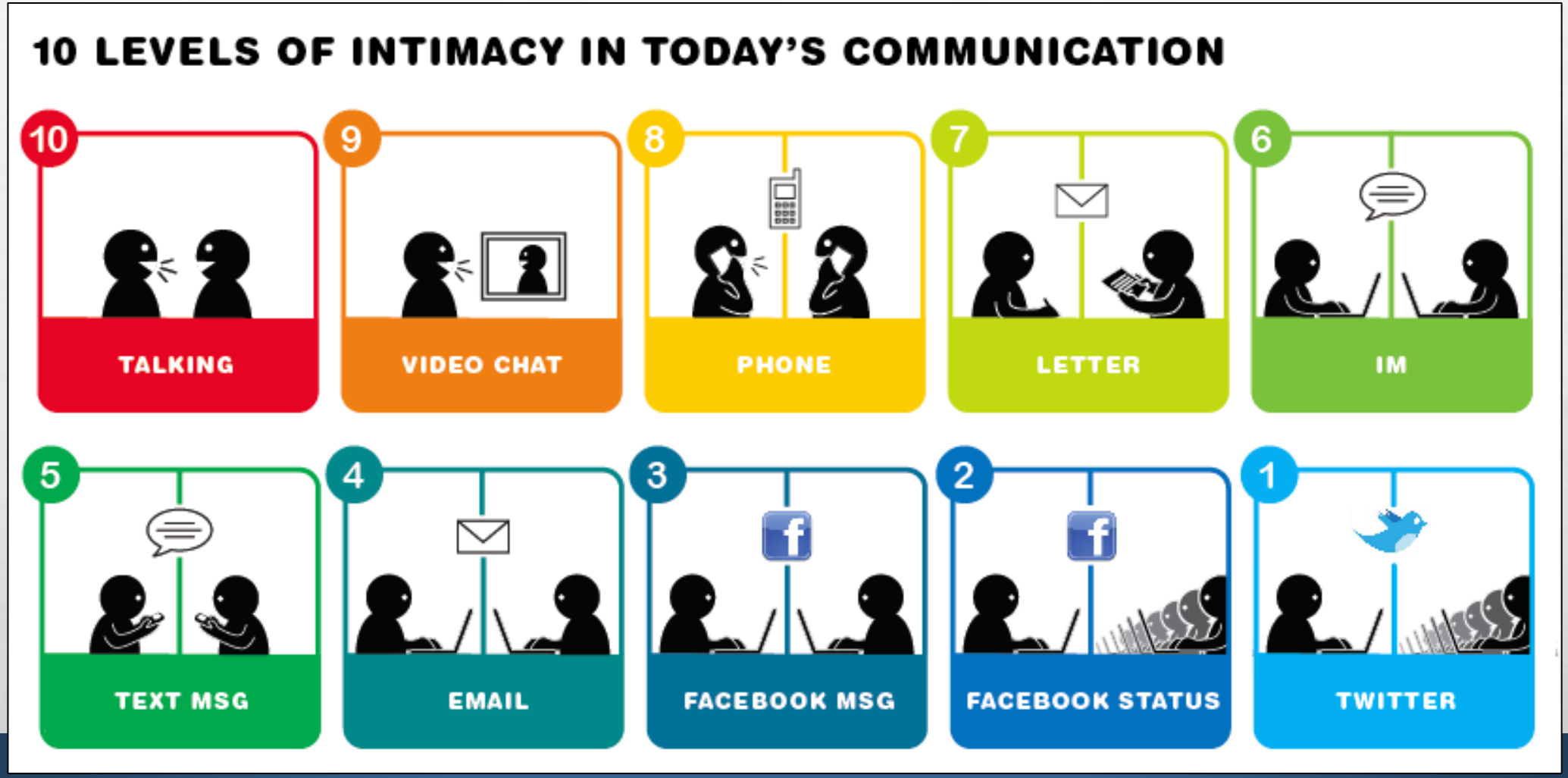
VERBAL

- Consists of using spoken and written words to convey information and the message to the other person.

NONVERBAL

- An interaction where behavior is used to convey or represent meanings

PICTURE ANALYSIS



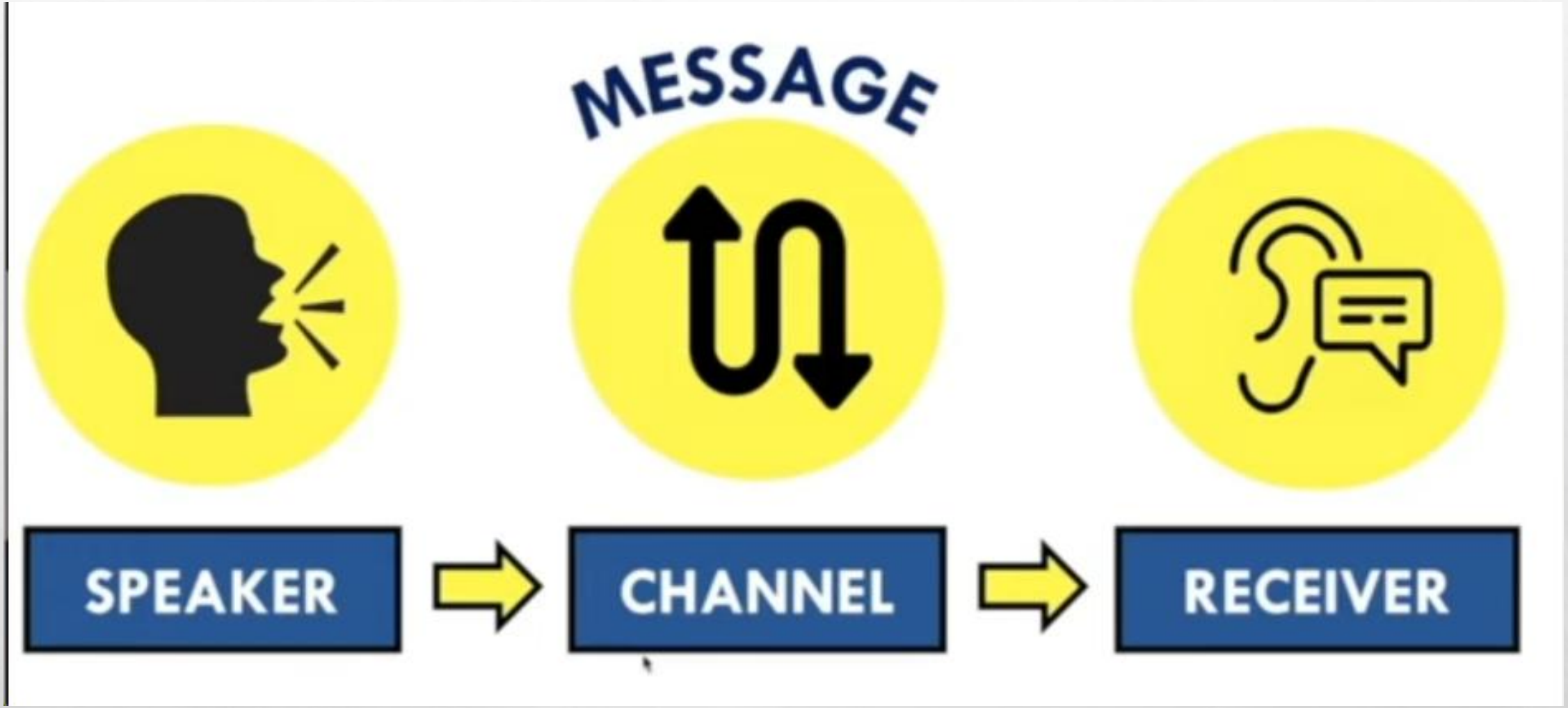
Half of my problems
are because of the tone
of my voice.

Everyone thinks that
I'm arguing while actually
I'm just talking.

“Whatever words we utter should be chosen with care for people will hear them and be influenced by them for good or ill.”

- Buddha

HOW ARE CONCEPTS OF MEDIA, INFORMATION, AND TECHNOLOGY RELATED TO COMMUNICATION?


MESSAGE
SPEAKER
CHANNEL
RECEIVER

INFORMATION

- Processed data and/or knowledge derived from study, experience, instruction, signals, or symbols.

MEDIA

- Channels or ways we use to transmit or communicate messages
- Communication tools

TECHNOLOGY

- Application of scientific knowledge to the practical aims of human life or to change and manipulate the human environment.

INFORMATION

- What do we communicate?

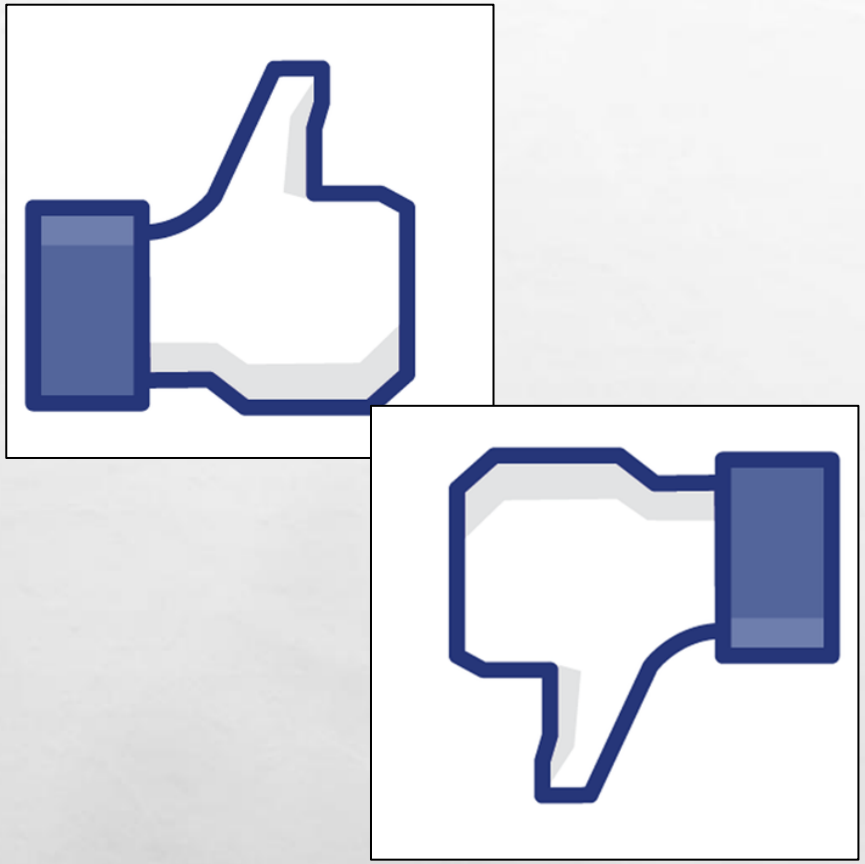
MEDIA

- How do we communicate?

TECHNOLOGY

- What can we use to communicate better?

- How do you use Facebook as a tool or medium for communication?
- How did Facebook affect or change the way we communicate with other people?



- How did Facebook affect the quantity and quality of information available to people? Is it a good thing or bad thing?

MEDIA AND INFORMATION INFLUENCE TO COMMUNICATION

- We become connected to different people around the world
- Become tools in sharing information, ideas, personal messages, and other content
- Make information more widespread and accessible
- Not only that they become sources of information, but entertainment as well.
- Media, particularly social media provides great ways to connect, to interact, and to communicate with friends and family while living separately.
- We can share pictures, videos, some information among our friends who are far away from us.
- Through social media, you can make strong your existing relationships and can make new friends from all over the world through different social networking websites
- Social media reduce the barriers of communication and making it easier for everyone to express their thoughts to the world

MEDIA THREATS TO USERS

- Media becomes a source of misinformation and fake news.
- Everybody publishes whatever they want and unmindful of the consequences of their posts. Social media made everyone feel that they are allowed to say whatever comes to their mind, making them say things that they would not normally say on personal encounters, thus fueling up bullying.
- Media can also pose medical, social and psychological issues. What is posted on media may cause dissatisfaction with body image, creates addiction, promote identity stealing and can destroy interpersonal relationships

THE MEDIA GADGETS I USE!

For your answers to the following questions, you draw at least three (3) for each category. Make your work colorful.

1. What media and information gadgets or tools do you use to connect with people?
2. What media and information gadgets or tools do you use to get information and knowledge?
3. What media and information gadgets or tools do you use to share information and knowledge?