

LESSON 1:

INTRODUCTION TO MEDIA AND INFORMATION LITERACY



ACTIVITY:

- On a sheet of paper answer the table below. Indicate how many hours have you spent with this media and information providers.

Weekly Interaction Log with Information and Information Providers	
Media or Information Provider	Numbers of hours in a week
Youtube	
Facebook	
Television	
Books	
Others	

QUESTIONS:

- **Which media provider did you spend the most? Why?**
- **What roles does media play in your lives?**

SCENARIO:

We are now living in a 21st century, where people are dependent on technology. Imagine, you wake up one day to find no internet, libraries, and cell phones. Newspaper, magazines, radio stations and TV channels have also disappeared.

- **How would you be informed of anything now?**
- **What ways would you have to communicate with one another?**
- **How would you share information and communicate news and events?**
- **What would happen with the decisions you usually make?**
- **How would it affect the way you live?**
- **What would you personally miss most in such a situation?**
- **What would society lose in this situation?**

ACTIVITY:

Formulate your own definition of the term assigned to your group.

- 1. Media Literacy**
- 2. Information Literacy**
- 3. Technology Literacy**
- 4. Media and Information Literacy**

TIME'S UP!

LESSON PROPER:

- **LITERACY**

The ability to identify, understand, interpret, create, communicate and compute, using printed and written materials associated with varying context. Literacy involves a continuum of learning, wherein individuals are able to achieve their goals, develop their knowledge and potential, and participate fully in their community and wider society.

● **MEDIA**

The physical objects used to communicate with, or the mass communication through physical objects such as radio, television, computers, film, etc. It also refers to any physical object used to communicate messages.

● **MEDIA LITERACY**

The ability to access, analyze, evaluate, and create media in a variety of forms. It aims to empower citizens by providing them with the competencies (knowledge and skills) necessary to engaged with traditional media and new technologies.

CONCEPTS FOR MEDIA LITERACY

- ***Media are Constructions***

- ✓ it is created by individuals who make conscious and unconscious choices about what to include, what to leave out and how to present what is included.
- ✓ these decisions are based on the creators' own point of view.

- ***Audiences Negotiate Meaning***

- ✓ any media product is not created solely by its producers but is, instead a collaboration between them and the audience.

Individual Factors to Considered in Media Product:

a. age

b. gender

c. race

d. social status

- **Media Have Commercial Implications**

- ✓ **media production is business and must, therefore, make a profit.**

- **Media Have Social and Political Implications**

- ✓ **media convey ideological messages about values, power and authority.**

- **Each Medium Has a Unique Aesthetic Form**

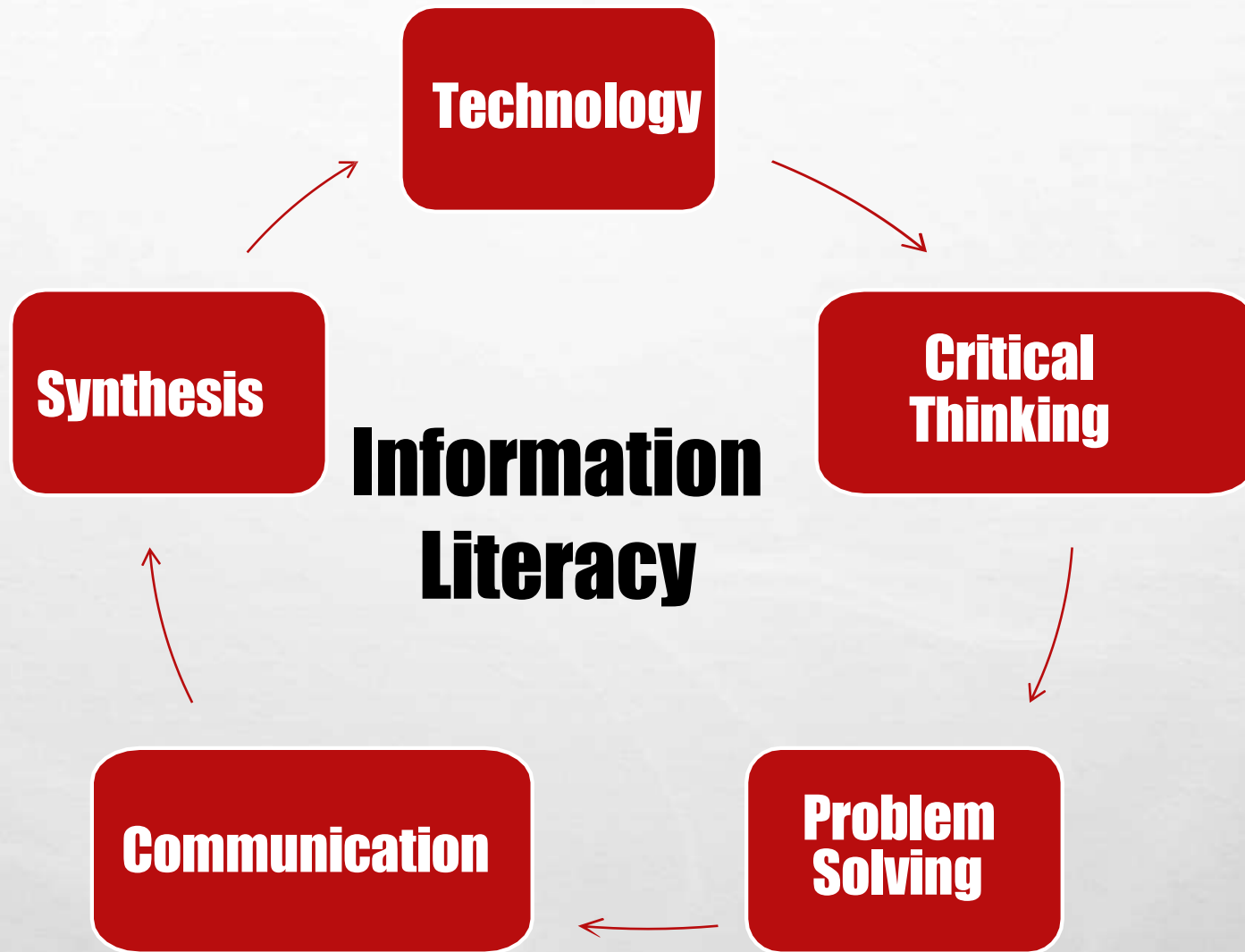
- ✓ **the content of media depends in a part on the nature of the medium.**

- **INFORMATION**

A broad term that covers processed data, knowledge derived from study, experience, instruction, signals and symbols.

● **INFORMATION LITERACY**

The ability to recognize when information is needed, and to locate, evaluate, and effectively communicate information in its various formats.



● **TECHNOLOGY LITERACY**

The ability of an individual, either working independently or with others, to responsibly, appropriately, and effectively use technological tools. Using these tools an individual can access, manage, integrate, evaluate, create and communicate information.

- **MEDIA AND INFORMATION LITERACY**

The essential skills and competencies that allow individuals to engage with media and other information providers effectively, as well as develop critical thinking and life-long learning skills to socialize and become active citizens.

IMPORTANCE OF MEDIA LITERACY

- 1. Media education brings the world into the classroom, giving immediacy and relevance to traditional subjects such as History, English, Health, Civics and the Creative Arts. It serves as a perfect bridge for subject integration and interdisciplinary studies.**
- 2. Media education embodies and furthers current pedagogy, which emphasizes student-centered learning, the recognition of multiple intelligences, and the analysis and management – rather than just the simple storing of information.**

3.Media education is grounded in the sound pedagogical approach of starting learning *where kids are at*. The media – music, comics, television, video games, the Internet and even ads – are a part of life that all kids enjoy. Media create a shared environment and are therefore, catalyst for learning.

4.Media education encourages young people to use multimedia tools creatively, a strategy that contributes to “understanding by doing” and prepares them for a workforce that increasingly demands the use of sophisticated forms of communication.

5.In a society concerned about growing youth apathy to the political process, media education engages young people in “real-world” issues. It helps young people to see themselves as active citizens and potential contributors to public debate.

FAKE OR REAL NEWS?

- 1. “DONG-YAN, HIWALAY NA NGA BA?”**
- 2. “CHINA, SASAKUPIN NA ANG BANGSAMORO”**
- 3. “YULO, NAGKAMIT NG DALAWANG
MEDALYANG GINTO”**

QUESTIONS:

- **Did you believe these news items were true? How did you know they were true/false?**
- **Are all news and information on the Internet true? Why or why not?**
- **Who gets to post news item online? Expound.**