DepED
DEPARTMENT OF EDUCATION

Technical Vocational Livelihood

12

Media and Information Literacy

Media and Information Literacy – Grade 12
Quarter 1 – Module 3 : Similarities and Differences between and among Media Literacy, Information Literacy, and Technology Literacy
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Media and Information Literacy

12

MODULE
3

The Similarities and Differences between and among Media Literacy, Information Literacy, and Technology Literacy

Introductory Message

For the Facilitator:

Welcome to the <u>Media and Information Literacy – Grade 12 Self-Learning Module</u> on <u>Similarities and Differences between and among Media Literacy, Information Literacy, and Technology Literacy!</u>

This Self-Learning Module was collaboratively designed, developed and reviewed by educators from the Schools Division Office of Pasig City headed by its Officer-in-Charge Schools Division Superintendent, Ma. Evalou Concepcion A. Agustin, in partnership with the City Government of Pasig through its mayor, Honorable Victor Ma. Regis N. Sotto. The writers utilized the standards set by the K to 12 Curriculum using the Most Essential Learning Competencies (MELC) in developing this instructional resource.

This learning material hopes to engage the learners in guided and independent learning activities at their own pace and time. Further, this also aims to help learners acquire the needed 21st century skills especially the 5 Cs, namely: Communication, Collaboration, Creativity, Critical Thinking, and Character 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. Moreover, 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 Self-Learning Module on (Similarities and Differences between and among Media Literacy, Information Literacy, and Technology Literacy)!

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 material while being an active learner.

This module has the following parts and corresponding icons:

Expectations - This points to the set of knowledge and skills that you will learn after completing the module.

Pretest - This measures your prior knowledge about the lesson at hand.

Recap - This part of the module provides a review of concepts and skills that you already know about a previous lesson.

Lesson - This section discusses the topic in the module.

Activities - This is a set of activities that you need to perform.

Wrap-Up - This section summarizes the concepts and application of the lesson.

Valuing - This part integrates a desirable moral value in the lesson.

Post-test - This measures how much you have learned from the entire module.

# EXPECTATIONS

At the end of this lesson, you are expected to:

A. explain the meaning of Media Literacy, Information Literacy, and Technology Literacy;
B. identify similarities and differences among Media Literacy, Information Literacy, and Technology Literacy;
C. describe the value of being a media and information literate individual.

PRETEST

Describe the following persons by writing **ML** for *media literate*, **IL** for *information literate* and **TL** for *technology literate* individual on the space given.

____1. Sandro has the ability to identify, locate and evaluate details.

____2. Shiela has the competencies and skills to engage in different forms of media.

____3. Sheena can manage to use various technological tools independently.

____4. Sam can distinguish news from Fake news.

____5. Sandy is competent in managing and using all media platforms.
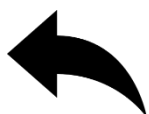
RECAP

Direction: Study the image. Supply the details based from the knowledge you gained from the previous discussion.

https://www.alamy.com/stock-photo-the-media-information-communication-message-concept-125983474.html

1. Explain how communication is affected by media and information.

_____

_____

2. How mass media has become a significant part of people's lives particularly in communication?

_____

_____

LESSON

Literacy

The person's ability to define, recognize, perceive, construct, interact and compute with various structures, using printed and written materials.

https://nearpod.com/blog/media-literacy-fake-news/

Media Literacy

Bautista et al (2016) from New Mexico-based Media Literacy Project (MLP) describes **media literacy** as the "accessibility, review, assessment and media development. Media literacy is the method by which media content is dissected for critical analysis. To do so, it is important to look at the underlying meanings of media content, its ownership and control, as well as how they are portrayed.
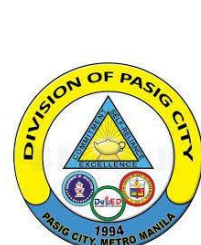
Information Literacy

According to the American Library Association, (2000) **Information literacy** is a collection of skills requiring individuals to identify when knowledge is needed and have the ability to efficiently find, assess and use the necessary information. It aims at encouraging individuals to efficiently search, analyze and use information.

While media literacy focuses on understanding, using, and producing messages from different media, information literacy is the ability to effectively and sensibly find, evaluate, and utilize information.

Technology Literacy

Bautista et al (2016) from the Department of Education in Colorado (2009) describes technology literacy as "the ability to use effective technology to interact, solve problems, navigate, handle, incorporate, analyze, develop and generate information to improve learning in all subject areas, and to gain lifelong knowledge and skills in the 21st century."

Where media and information literacy are concerned with the use of messages from various media sources, technology literacy focuses on the responsible and effective use of tools or networks to access, evaluate and generate the message.

Not all information are reliable and true. Social media create fake news which gives confusion to people. Hence, learning Media and Information Literacy will help every individual become a responsible producer of information and an innovator of media and information. It promotes critical thinking to empower people to process and verify the information they receive, the manner it was disseminated, and the purpose for which it was shared.

 Through this lesson, you are expected not just a media and information literate individual, but an agent of change in the different media and information landscape.
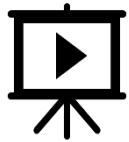
ACTIVITIES

Direction: Given the triple Venn diagram below, identify the similarities and differences of the following literacies: *Media Literacy, Information Literacy* and T*echnology Literacy.* Then, answer the questions followed.
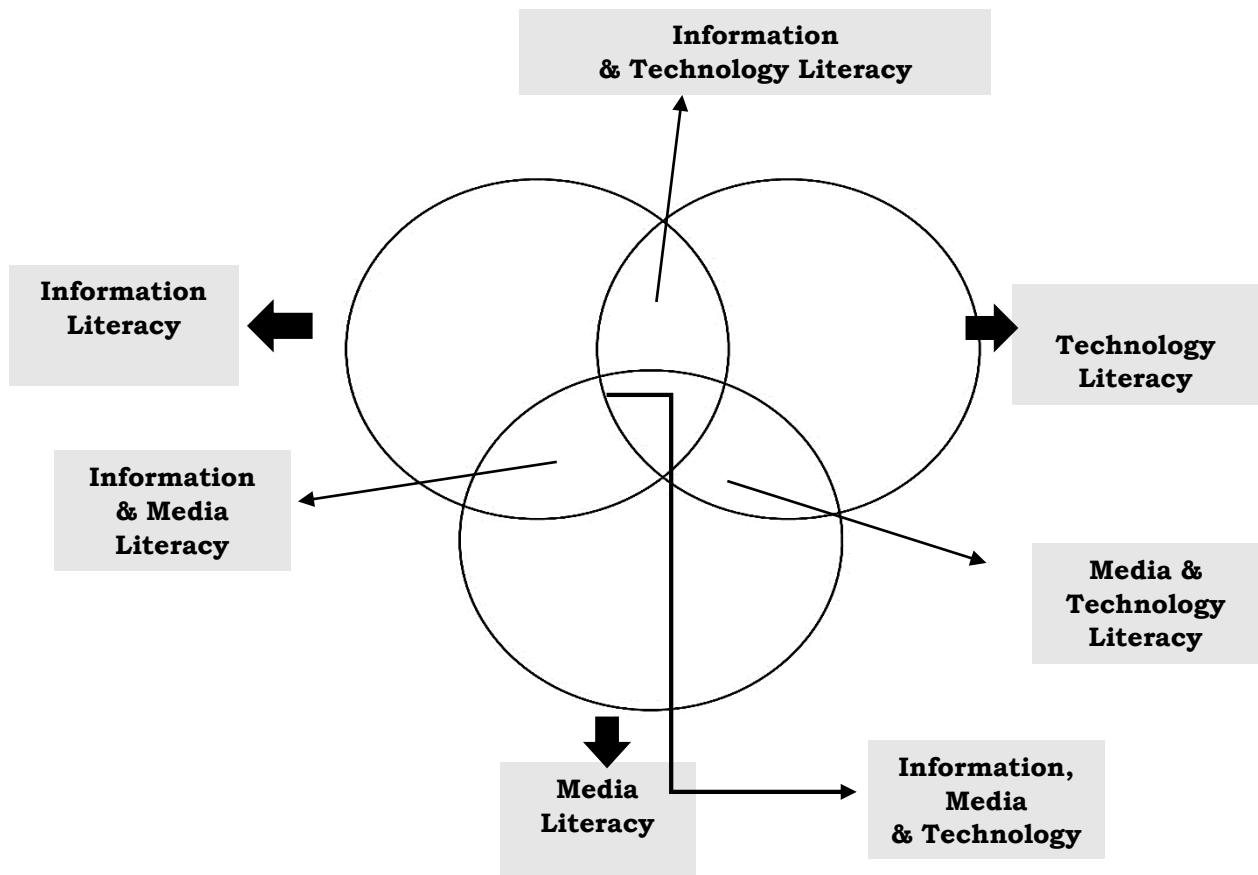
QUESTIONS:

1. How do Media Literacy, Information Literacy, and Technology Literacy differ in terms of use?
2. How do Information Literacy and Media literacy similar with each other?
3. How do Media Literacy and Technology literacy similar with each other?
4. How do Technology and Information Literacy similar with each other?

5. How do Media Literacy, Information Literacy, and Technology Literacy similar in terms of use?
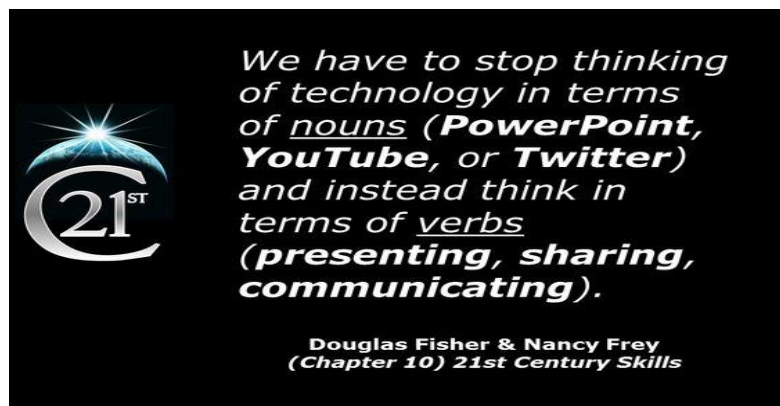
WRAP-UP

Direction: Reflect on the learning that you gained after taking up this lesson. What new or additional learning have you had after taking up this lesson in terms of (a) skills, (b) content, and (c) attitude?

> **I learned that...**

VALUING

Let's ponder on this quote. Relate this to the lesson and make a self-realization.

We have to stop thinking of technology in terms of <u>nouns</u> (**PowerPoint, YouTube**, or **Twitter**) and instead think in terms of <u>verbs</u> (**presenting, sharing, communicating**).

Douglas Fisher & Nancy Frey
(Chapter 10) 21st Century Skills

POSTTEST

Direction: Read and understand each statement. Choose the best answer and write the letter of your choice on the space provided before the number.

____ 1. Which of the following best describes "information literacy"?

a. The ability to find reliable information

b. The ability to read

c. The ability to use a computer

d. The ability to communicate using various media platforms

____ 2. Which is NOT true about Information Literacy?

a. To be able to find resources.

b. To be able to find information.

c. Unethically & irresponsible use of information.

d. To communicate one's information.

____ 3. It is the ability to access, analyze, evaluate, and create media.

a. media literacy   c. Technology literacy
b. Information Literacy   d. communication literacy

____ 4. It is the ability to acquire relevant information and use modern-day tools to get, manage, apply, evaluate, create, and communicate information.

a. information literacy   c. media literacy
b. communication Literacy   d. Technology literacy

____ 5. All the three kinds of literacy aim for a common goal **EXCEPT** _____.

a. Attaining their pleasant and satisfying integration for the benefit of the clients.

b. These are after the right consumption of information through effective media use and technological means.

c. They all share the common goal of activating one's ability to access, understand, evaluate and create media of all forms.

d. It may not beneficial on the lives of the individual in the society.
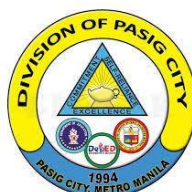
KEY TO CORRECTION

Pre-test	Activity 1	Post-test
1. IL	*Answers may vary	1. A
2. ML		2. C
3. TL		3. A
4. ML		4. C
5. ML		5. D

References

A. Book:

Bautista Jr., A. et al. *Media and Information Literacy in the 21st Century* Brilliant Creations Publishing, Inc. 2016

B. Web Sources:

Brianna OwensBrianna Owens is a teacher and technology trainer originally from the USA currently teaching at an International school in Finland. Brianna strives to help redefine what education looks like through use of technology in the classroom and mak. "Media Literacy Helps Students Discern Fake News." Nearpod Blog, October 4, 2019. https://nearpod.com/blog/media-literacy-fake-news/.

"Information Literacy Competency Standards for Higher Education." ALAIR Home, January 1, 2000. https://alair.ala.org/handle/11213/7668?show=full.

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