

TECHNICAL VOCATIONAL LIVELIHOOD

12

QUARTER

1

MEDIA AND INFORMATION LITERACY



Media and Information Literacy – Grade 12

Quarter 1 – Module 1: Introduction to Media and Information Literacy : Communication

First Edition, 2020

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Media and Information Literacy

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QUARTER 1

MODULE

1

Introduction to Media and
Information Literacy:
Communication



Introductory Message

For the Facilitator:

Welcome to the Media and Information Literacy – Grade 12 Self-Learning Module on Introduction to Media and Information Literacy: Communication!

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
Introduction to Media and Information Literacy: Communication!

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.



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





EXPECTATIONS

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

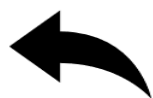
- A. describe the nature of communication and the concepts related to it;
- B. identify the different parts of the communication process;
- C. appreciate the importance of success in communication;
- D. create a flowchart using the different parts of the communication process.



PRETEST

Direction: Read and understand each statement. Choose the best answer and encircle the letter of your choice.

1. In what form is information usually communicated?
A. textual B. images C. nonverbal D. all of the above
2. The librarian cannot understand the directions you are asking because of the telephone call that she needs to answer. In the communication parts, the telephone call can also be referred to as _____.
A. source B. noise C. feedback D. effect
3. Which among these refers to the exchange of information and the expression of feeling that can result in understanding?
A. Information B. Media C. Result D. Communication
4. News, entertainment, education, data, or promotional messages are disseminated through this communication component, which means to bridge or connect.
A. channel B. exchange C. feedback D. noise
5. Which of the following is an act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings to someone else?
A. feedback B. noise C. communication D. effect



RECAP

Direction: Answer each question below based on your own words and understanding. Write your answer on the space provided.

1. What is communication?	
2. Why do we communicate?	
3. How do we communicate?	





LESSON

COMMUNICATION AND THE MEDIA

Communication has never been more challenged than in today's media-saturated world. In the past, people would only tell stories face-to-face. Nowadays, stories are coursed through electronic and digital means that require a set of communication skills. Most people Life has never been the same for Filipinos because communication has become complex, but interesting and exciting.



Figure 1. Communication

What is Communication? Communication is taken from the Latin word *commūnicāre*, which means “to share” or “to divide out”. *Communication* is a process of sharing ideas and opinions about issues, people, events and places between or among persons through various channels to gain common understanding. It is an interactive process that allows sharing of meanings about texts, images and people's actions and behavior.

In order for *communication* to take place, two main actors work together. They are called the *sender* and the *receiver*. Being able to send the message to a receiver does not guarantee a successful communication process. Effective communication takes place when the sender receives a feedback or response that he initially wanted the receiver to have.

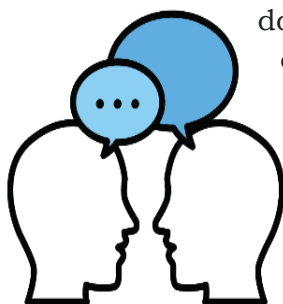


Figure 2. Sender & Receiver

Moreover, the term communication refers to the technical means of communication, or the channel through which messages are conveyed. Mobile phone and computers are part of communications. Therefore, the process involving people using these technologies is also known as communication.

THE BASIC TYPES OF COMMUNICATION

Humans communicate through verbal and nonverbal means of relaying information, or through the use of media such as print, broadcast, electronic or new media. Communication types are defined as the ways by which communication can be expressed. It can be through **verbal communication** and **nonverbal communication**.



THE BASIC TYPES OF COMMUNICATION

1. VERBAL COMMUNICATION



Figure 3. Verbal Communication

When communication happens verbally, vocally or through written words expressing or conveying a message, this is known as verbal communication.

Example: When a baby is crying (vocal), this is identified as verbal communication. Hunger pain is expressed vocally.

Verbal communication has two types:

A. Oral Communication: A communication which happens through word of mouth, spoken words, conversations, and also any messages or information that are shared or exchanged between one another through speech or word of mouth is called oral communication. *Example: public speech, news reading, television, radio, telephone and mobile conversations.*



Figure 4. Oral Communication

B. Written Communication: This is a type of communication that is expressed through written word or often written sign which refers to the languages used in any medium. *Example: simply any hand written, typed, newspaper, printed word documents, letters, books and magazines.*



Figure 5. Written Communication

2. NONVERBAL COMMUNICATION



Figure 6. Nonverbal Communication

Any communication without the use of mouth (voice), spoken words, conversation and written languages is called Nonverbal Communication. It happens through signs, symbols, colors, gestures, body language or any facial expressions. The use of traffic signals is one of the best examples of this type of communication.

PARTS OF THE COMMUNICATION MODEL



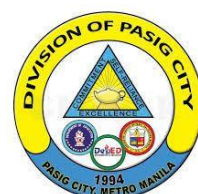
a. Source or Sender – One who sends or delivers a message, and who initiates the communication process.



b. Message – The information or the verbal and nonverbal message conveyed to another person or a group of people.



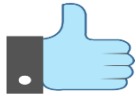
c. Medium – Media is the plural of “medium”, or ways to communicate information. It is also the channel through which the message is coursed.





d. Receiver – This part of the communication process receives the message. The communication process is considered successful when the receiver responds the way the source intended.

However, the communication process does not end here. The effect of the message and the feedback of the receiver should also be noted in order to know the result of the communication process.

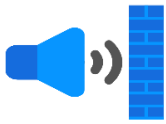


e. Effect – Response of the receiver after getting the message from the source.



f. Feedback – An important product of the communication process. It tells the source how effective the selected message and channel to the receiver. Feedback confirms whether there is mutual understanding between the source and the receiver.

The communication process is not always ideal. Interference can occur when the source sends a message. This is called:



g. Noise or Barriers – These are the disruptions in the communication process. In the workplace, noise can be common especially when people who are not familiar with each other communicate.

On the next topic, we will discuss how each part works together in a Communication Process.

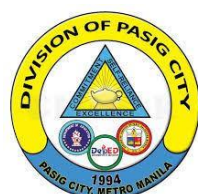


ACTIVITIES

ACTIVITY 1: FLOWCHART MAKING

Direction:

1. Think of a scenario or situation at home or in school where in communication happens.
2. Create a simple flowchart below that explains your chosen scenario.
3. Use an icon to represent the parts of your communication model.
4. Your teacher will present an example.





WRAP-UP

PICTURE ANALYSIS

Direction: Based on the image below, answer the following question on the space provided.

10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION

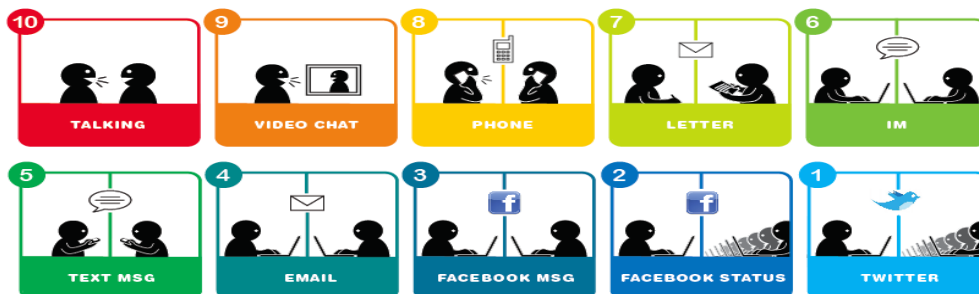


Figure 7. 10 Levels of Intimacy in Today's Communication

Photo Credit: <https://huddle.eurostarsoftwaretesting.com/lessons-learn-effective-communication/>

QUESTIONS:

1. What is the message in the above illustration?

2. Do you agree with the illustration regarding communication? Why 'yes', or why 'not'?



VALUING

REFLECT UPON

Based from the definition of communication, what do you think best describes your communication habits? Share it in the space below.







POSTTEST

Direction: Read and understand each statement. Choose the best answer and encircle the letter of your choice.

1. Which among these refers to the exchange of information and the expression of feeling that can result in understanding?
A. Information B. Media C. Result D. Communication
2. In what form is information usually communicated?
A. textual B. images C. nonverbal D. all of the above
3. News, entertainment, education, data, or promotional messages are disseminated through this communication component which means to bridge or connect.
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4. Which of the following is an act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings to someone?
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5. The librarian cannot understand the directions you are asking because she needs to answer a telephone call. In the communication parts, the telephone call can also be referred to as:
A. source B. noise C. feedback D. effect





KEY TO CORRECTION

5. C	5. B
4. A	4. C
3. D	3. A
2. B	2. D
1. D	1. D
PRE TEST	POST-TEST

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