

# TECHNICAL VOCATIONAL LIVELIHOOD

12

QUARTER

1

## MEDIA AND INFORMATION LITERACY



**Media and Information Literacy – Grade 12**  
**Quarter 1 – Module 10 : Media Convergence**  
**First Edition, 2020**

**Republic Act 8293, Section 176** states that no copyright shall subsist in any work of the Government of the Philippines. However, prior approval of the government agency or office wherein the work is created shall be necessary for exploitation of such work for profit. Such agency or office may, among other things, impose as a condition the payment of royalties.

Borrowed materials (i.e., songs, stories, poems, pictures, photos, brand names, trademarks, etc.) included in this module are owned by their respective copyright holders. Every effort has been exerted to locate and seek permission to use these materials from their respective copyright owners. The publisher and authors do not represent nor claim ownership over them.

Published by the Department of Education - Schools Division of Pasig City

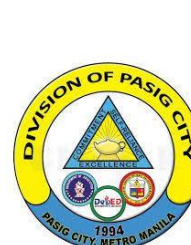
**Development Team of the Self-Learning Module**

<b>Writer</b>	: Jacquelyn Basilan
<b>Editor</b>	: Name
<b>Reviewers</b>	: Merely Fos
<b>Illustrator</b>	: Name
<b>Layout Artist</b>	:
<b>Management Team:</b>	<b>Ma. Evalou Concepcion A. Agustin</b> OIC-Schools Division Superintendent <b>Aurelio G. Alfonso EdD</b> OIC-Assistant Schools Division Superintendent <b>Victor M. Javeña EdD</b> Chief, School Governance and Operations Division and OIC-Chief, Curriculum Implementation Division

**Education Program Supervisors**

**Librada L. Agon EdD** (EPP/TLE/TVL/TVE)  
**Liza A. Alvarez** (Science/STEM/SSP)  
**Bernard R. Balitao** (AP/HUMSS)  
**Joselito E. Calios** (English/SPFL/GAS)  
**Norlyn D. Conde EdD** (MAPEH/SPA/SPS/HOPE/A&D/Sports)  
**Wilma Q. Del Rosario** (LRMS/ADM)  
**Ma. Teresita E. Herrera EdD** (Filipino/GAS/Piling Larang)  
**Perlita M. Ignacio PhD** (EsP)  
**Dulce O. Santos PhD** (Kindergarten/MTB-MLE)  
**Teresita P. Tagulao EdD** (Mathematics/ABM)

Printed in the Philippines by Department of Education – Schools Division of Pasig City.



# Media and Information Literacy

12

QUARTER 1

MODULE

10

## Media Convergence



# Introductory Message

For the Facilitator:

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

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 Media Convergence!

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.



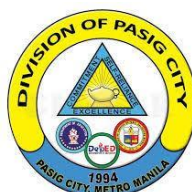
**Wrap-Up** - This section summarizes the concepts and application of the lesson.



**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, the students should be able to:

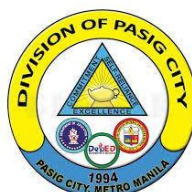
- A. classify contents of different media types;
- B. define media convergence through current examples;
- C. discuss to class on how a particular individual is portrayed in public using different type of media.

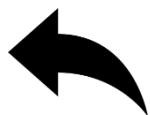


## PRETEST

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

1. The use of computer and Internet in providing information and entertainment.  
A. Technology B. Media convergence C. New media D. Advanced media
2. Digital media incorporate \_\_\_\_\_ communication and involve some form of computing.  
A. one-way B. two-way C. three-way D. linear
3. A form of electronic communication through which people create online communities to share information, ideas, personal messages, etc.  
A. Social media B. Social group C. Converging media D. Website
4. The following are examples of media convergence except from \_\_\_\_\_.  
A. television B. movie C. game D. e-books
5. Facebook is an example of \_\_\_\_\_.  
A. learning management system  
B. social network  
C. news agency  
D. advertisement





## RECAP

**Direction:** Using the space provided, list down the similarities and differences of the different types of media.

Types of Media	Similarities	Differences
Print Media vs. Broadcast Media		
Broadcast Media vs. New Media		
Print Media vs. New Media		



## LESSON

### Media Convergence

Previously, we have learned that new media is more flexible compared to traditional media. New media is a digital media which is interactive, incorporates two-way communication, and involves some form of computing. Social media in particular offers different ways of presenting information e.g. through blogs, vlogs, podcasts, infographics, etc. By definition, social media is a form of electronic communication (such as web sites) through which people create online communities to share information, ideas, personal messages, etc. Facebook is an example of social media also known as social network, which is a product of media convergence.

What is media convergence? According to Chakavaneh and Bogen (2007), "Media convergence is a theory in communications where every mass medium eventually merges to the point where they become one medium due to the advent of new communication technologies." Therefore, media convergence is sum up as:

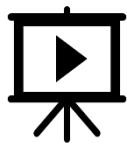
- the co-existence of traditional and new media;
- the co-existence of print media, broadcast media (radio and television), the Internet, mobile phones, as well as others, allowing media content to flow across various platforms;
- the ability to transform different kinds of media into digital code, which is then accessible by a range of devices (e.g. from the personal computer to the mobile phone), thus creating a digital communication environment





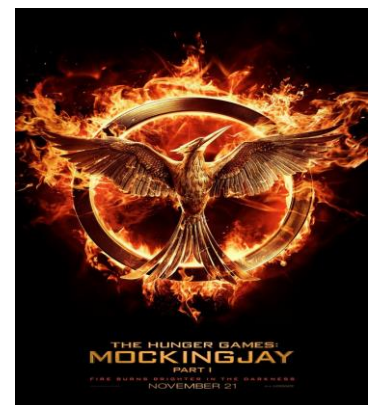
### Media Convergence as seen in different industries

Media Convergence in:	Platform	Specific Example
COMMUNICATION	Social Network	Facebook, Instagram, functionality of social media
EDUCATION	Learning management system	Google class, Edmodo
ADVERTISEMENT	Product Advertisement	Digitized print ads across different platforms
NEWS	News Agency	A newspaper that still publishes through print and have online portal (website, apps, others) with multimedia contents
ENTERTAINMENT	Multimedia Personality	A person who has a television show, publishes books, launches music record, appears in movies, endorses commercial products, peddles product line, has a digital multimedia game, concerts, etc.



## ACTIVITIES

**Direction:** Due to COVID-19 pandemic, many of us keep our sanity by watching movies. By this time, many of you have already watched the following movies.





Based on the previous discussion, answer the following questions:

1. What is the commonality between these movies?

---

---

---

---

2. These movies were released in cinemas, where can you find it if you want to watch it today?

---

---

---

---

---

---



## WRAP-UP

Different learning modalities are adapted by DepEd so that it can cater the needs of the students amid the COVID-19 pandemic. One of the modalities is blended learning. Relate blended learning to media convergence in terms of education. Use the space below.

---

---

---

---

---

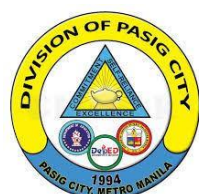
---

---

---

---

---





## VALUING

In light with the COVID-19 pandemic, a photo of Presidential Spokesperson Harry Roque circulated and went viral online. He was seen swimming with the dolphins in Zambales. Explain how a public personality like Roque could be portrayed in public in the age of media convergence. Use the space below.

---

---

---

---

---

---

---

---

---

---

---

---



## POSTTEST

**Direction:** Write “True” if you agree with the statement and “False” if you disagree.

- \_\_\_ 1. Media convergence allows media content to flow across various platforms.
- \_\_\_ 2. Linear communication is a product of new media.
- \_\_\_ 3. Social network is an example of media convergence.
- \_\_\_ 4. Through media convergence, information is transformed to a digital code.
- \_\_\_ 5. Convergence of traditional and new media creates chaos.





## KEY TO CORRECTION

ACTIVITY	1. Film adaptation of a book.	1. C
POST-TEST	2. Sample answers:	2. B
	• These movies are shown on free TV or cable TV. (But you have no control over when or what channel.)	3. A
	• Find a DVD copy and watch it using DVD player connected on TV.	4. A
	• You can download from the Internet a digital copy of these movies and watch it in your computer, laptop, mobile phone, or TV with USB capability.	5. B
	• You stream movies online (watch it online)	

## References

Andres, V. et al. *Teaching Guide for Senior High School Media and Information Literacy*, Quezon City: Commission on Higher Education. 2016

Chakaveh S., Bogen M. Media Convergence, an Introduction. In: Jacko J.A. (eds) Human-Computer Interaction. HCI Intelligent Multimodal Interaction Environments. HCI 2007. Lecture Notes in Computer Science, vol. 4552. Springer, Berlin, Heidelberg. [https://doi.org/10.1007/978-3-540-73110-8\\_88](https://doi.org/10.1007/978-3-540-73110-8_88)

CNN Philippines Staff. "Roque Defends Dolphin Park Visit: It's a Side Trip, Not a Party." CNN Philippines, July 2, 2020. <https://bit.ly/2PwMww2>

Esguerra, D.J. "Briones: Philippines Used Blended Learning." Philippine Daily Inquirer, June 8, 2020. <https://bit.ly/2Pu8lMD>

Ping, A. "Types of Media: Media Convergence." Lecture, St. Stephen's High School, Manila, Philippines, October 27, 2016.

