

TECHNICAL VOCATIONAL LIVELIHOOD

12

QUARTER

2

MEDIA AND INFORMATION LITERACY



Media and Information Literacy – Grade 12

Quarter 2 – Module 8: People Media

First Edition, 2020

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

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



Media and Information Literacy

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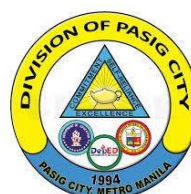
QUARTER 2

MODULE

8

People Media

WRITER : **Rizza Joy Magno**
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Introductory Message

For the Facilitator:

Welcome to the Media and Information Literacy – Grade 12 Self-Learning Module on Text Information and Media.

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.

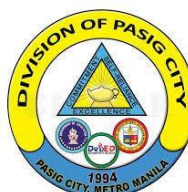
In addition to the material in the main text, you will also see this box in the body of the module:



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 People Media.

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:

1. Identify and explain the different roles of people in media and information;
2. compare people as media with people in media;
3. cite studies showing proofs of positive and negative effects of media, information on individual and society; and
4. evaluate the role played by people media as source of important information.



PRETEST

Direction: Read and understand each form of media. Write **“PAS”** for People as media and **“PIM”** for people in media.

- | | |
|-------|---|
| _____ | 1. SHS Teacher |
| _____ | 2. Alex Gonzaga as an Independent Vlogger |
| _____ | 3. Editorial Column Writer |
| _____ | 4. Your Classmate |
| _____ | 5. Director Antoinette Jadaone |



RECAP

Direction: Classify the following by words inside the box and write them based its category.

POLITICS	SOCIAL CHANGE	COMPETITION IN ECONOMY SECTOR	DIGITAL GLOBAL VILLAGE	FILM PRODUCTION
PROMOTION OF INFROMATION LITERACY	NEWS INDUSTRY	INFORMATION IS FREE FOR ALL	INFLUENTIAL CELEBRITIES	EDUCATION SECTOR

OPPORTUNITIES	CHALLENGES	POWER
OF MEDIA AND INFORMATION		





LESSON

With our previous topics, you already understand that when we talk about media, this is the plural form of the word "*medium*" which means it is "the way to communicate information." It is also the channel through which the message is coursed. Most of the time when you hear the word media, you still think of technology itself, forgetting that the "*humans*" itself are the ones behind the innovations of these technologies. In addition, any human being capable of relaying a message can also be a medium or bridge to allow the exchange of information. Have you ever thought of people functioning as mediums itself?

WHAT IS PEOPLE MEDIA?

People Media refers to persons that are involved in the use, analysis, evaluation and production of media and information. (Source: MIL Curriculum Guide by DepEd)



They are the sources of information and responsible in disseminating that information. People media may also be defined as the utilization of people credible in their respective fields to talk about their expertise and help the students learn from people with firsthand experiences on a field or topic. People media considered as facilitator of all media considering its advantages and disadvantages is the most powerful of all media.



People media who manipulates other media is the most powerful facilitator to combine all media and make a useful dissemination of information.



People media is considered as the most important media therefore, it is very important to learn and understand it. People media considered as facilitator of all media considering its advantages and disadvantages is the most powerful of all media.

PEOPLE AS MEDIA vs PEOPLE IN MEDIA

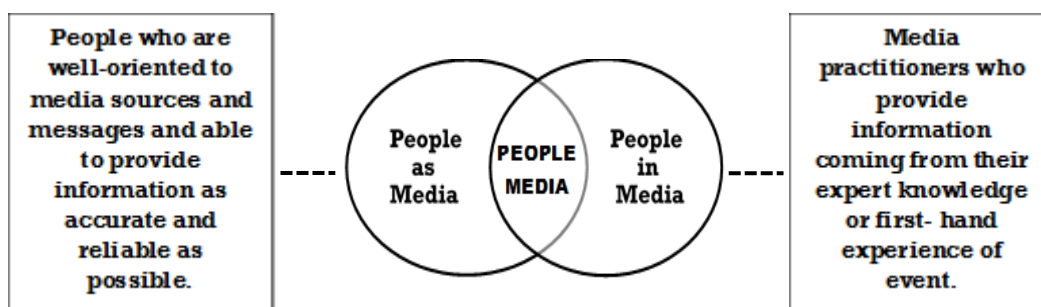


Fig. 8.1 People Media Venn Diagram (Ping, 2017)

What is the commonality?

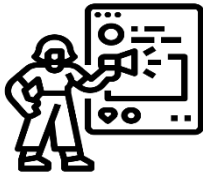
- Both are people media which means they are involved in the use, analysis, evaluation and production of media and information.
- Both are people who provide information.

What are the differences?

- People in Media are media practitioners which means they are media related professionals while people as media are not media practitioners but rather media users.



PEOPLE AS MEDIA



Anyone who is exposed to media messages may also act as a source of information and an influencer of ideas. Based from our Venn Diagram, people who are well-oriented to media sources and messages and able to provide an accurate information and reliable as possible is considered as *people as media*.

A clear example of People as Media is that, for example, during uncertain events or incidents, we can report directly to the various news programs such as ABS CBN's "*Bayan mo, Ipatrol mo*" and the GMA's "*Sumbungan ng Bayan*". The netizens serve as a credible source of information and news. The netizens will send the various news scoops that they know directly to these media companies.

PEOPLE AS MEDIA

1. **Opinion Leaders** – They are highly exposed to and actively using media. The source of viable interpretation of messages for lower-end media users and opinions are accepted by a group.

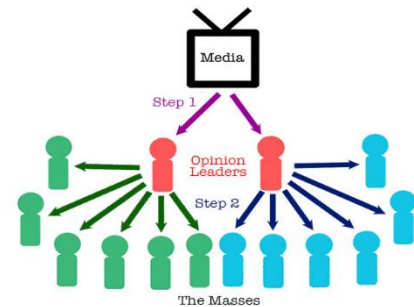


Photo Credit: <http://study.com/academy/lesson/two-step-flow-communication-model.html>

2. **Citizen Journalism** - People without professional journalism training can use the tools of modern technology and internet to create, augment or fact-check media on their own or in collaboration with others.
3. **Social Journalism** - Journalists are using social media to make their content available to more people. Social media is speedy and empowering, yet journalists are still needed to help make sense of it all.
4. **Crowdsourcing** - the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community. (Source: <https://www.merriam-webster.com/dictionary/crowdsourcing>) Crowdsourcing is the process of getting work or funding, usually online, from a crowd of people. The word is a combination of the words 'crowd' and 'outsourcing'. The idea is to take work and outsource it to a crowd of workers.

One of the most successful crowd-powered start-ups is Waze. Waze crowd sources information by measuring drivers speed to determine traffic jams and by asking users to report road closures.



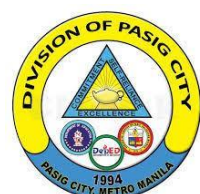
Photo Credit: <https://www.waze.com/>

PEOPLE IN MEDIA

They are actually "*media practitioners*." They provide facts through their expertise or first-hand experience of events. People in the media are those engaged in media forms that are mainly involved in print, broadcast, film, new media and gaming.

TYPES OF JOURNALIST BY MEDIUM

- **Print Journalists** - These are the people behind print media. They are the ones who utilize knowledge, facts and other information through text, specifically like books, newspapers and magazines. They are the Publishers, Authors, Editors, Journalists, Columnists, Short Story Writers, Poets and Visual artists.



- **Photojournalists** - Photojournalists are different from traditional photographers in that they are more interested in capturing images that tell a story than ones that just look nice.



- **Broadcast Journalists** - Broadcast journalism encompasses both television and radio news. These are people we often see on our TV screens disseminating information such as news, current events, advertisements, etc. They are the News anchors, Reporters, Hosts, Performers and Video Jocks.



- **Multimedia Journalist** - This is the newest field of journalism and the fastest-growing. Multimedia journalism can encompass all the fields listed above because a web page can have a written story, still photos, video, and audio. It may be via blog, a website, or the social media. They are the Bloggers, Online newspaper writers, Facebook Like Page Administrators, Twitter Users and YouTube Uploaders.



In the field of education, teachers best represent people media, teachers should have a wholistic personality that could best fit, diverse learners.

People and media should be considered as equally important because people create media and whatever information we have depends on the kind of expertise a person has. On the other hand, the information we get from media must be filtered and checked for its credibility, usability and be responsible in disseminating any information.



ACTIVITIES

ACTIVITY: THE IMPACT OF CITIZEN JOURNALISM AND SOCIAL MEDIA

Direction: Watch the Video (News) about the event or case given below and answer the guide questions.

NEWS CASE STUDY

Suspek sa Pagpatay sa Isang Siklista, Binigyan ng MPD Ng Hanggang 5 p.m. Para Sumuko

Published on Jul 27, 2016

by YouTube Channel: GMA News and Current Affairs

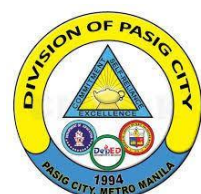
Retrieved on Feb. 18, 2017 from

<https://www.youtube.com/watch?v=VE8GHioR1YU>



Mr. Nestor Punzalan who was falsely accused of killing a person in a road rage turned into shooting incident in Quiapo. The incident was caught on CCTV and was made viral on Facebook. You may cite the other sources for this incident:

- 24 Oras: MPD: Hindi suspek sa pamamaril ang napagbintangang si Nestor Punzalan
<https://www.youtube.com/watch?v=HIfOvz3AOYQ>
- Top Gear PHL, humingi na ng paumanhin kaugnay sa viral na larawan ng sasakyan ni Nestor Punzalan
<https://www.youtube.com/watch?v=cfdWr4kElbY>
- Bandila: Maling suspek sa road rage, balak idemanda ang Top Gear PH
<https://www.youtube.com/watch?v=49VB5BrUkU>



GUIDE QUESTIONS:

1. How was Mr. Nestor Punzalan affected by being wrongfully accused in social media as the suspect in the said shooting incident?

2. What is the liability of Top Gear, other media outlets, and netizens who wrongfully accused Mr. Nestor Punzalan as the suspect in the said shooting incident?

3. What role was played by citizen journalism and social media in this incident?

4. What positive and negative effects of media and information on individual and society were evident in this incident?

5. How can we prevent this kind of incident as experienced by Mr. Punzalan from happening in the future?

6. What important lessons can we learn from this event as a social media user?



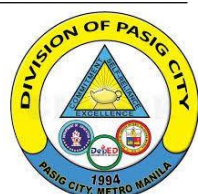
WRAP-UP

WHAT I HAVE LEARNED SO FAR?



Guide Questions:

1. What is the difference between people as media and people in media?



2. What are the advantages and limitations of people as media? People in media?



VALUING

REFLECT UPON



CARTOON ANALYSIS:



Source: <https://irisfan23.wordpress.com/2012/07/31/constructive-role-of-citizen-journalism-6/>

Guide Questions:

1. What symbolisms are used in the cartoon?

2. What is the message in the cartoon?

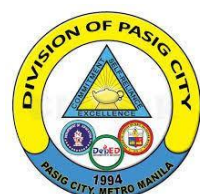
3. Do you think this scenario is true in the Philippines? Why or why not?



POSTTEST

Direction: Read and understand each form of media. Write **“PAS”** for People as media and **“PIM”** for people in media.

- _____ 1. SHS Teacher
- _____ 2. Alex Gonzaga as an Independent Vlogger
- _____ 3. Editorial Column Writer
- _____ 4. Your Classmate
- _____ 5. Director Antoinette Jadaone





KEY TO CORRECTION

To check your progress, here are the answers for the following activities:

<ul style="list-style-type: none"> • POLITICS • NEWS INDUSTRY • INFLUENTIAL CELEBRITIES 	<ul style="list-style-type: none"> • COMPETITION IN ECONOMY SECTOR • EDUCATION SECTOR 	<ul style="list-style-type: none"> • SOCIAL CHANGE • DIGITAL GLOBAL VILLAGE • FILM PRODUCTION • PROMOTION OF INFORMATION • LITERACY • INFORMATION IS FREE FOR ALL 	<p>Pre Test/Post Test</p> <ol style="list-style-type: none"> 1. PAS 2. PIM 3. PIM 4. PAS 5. PIM
<p>POWER</p>	<p>CHALLENGES</p>	<p>OPPORTUNITIES</p>	
<p>OF MEDIA AND INFORMATION</p>			
<p>RECAP:</p>			
<p>ACTIVITY:</p> <p>** Students answer may vary.</p> <ol style="list-style-type: none"> 1. Mr. Nestor Punzalan and his wife deactivated their Facebook accounts after receiving bashing and death threats. Mr. Punzalan even went to the police to clear his name. 2. Top Gear wrongfully accused Mr. Nestor Punzalan as the suspect in the said shooting incident. Mr. Punzalan can file a legal case to them. 3. Undeniably, social media was also instrumental in the arrest of the suspect Vhon Tanto who later admitted his crime on national television. 4-6. Answers will vary from students reflection. 			

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