

TECHNICAL VOCATIONAL LIVELIHOOD

12

QUARTER

2

MEDIA AND INFORMATION LITERACY



Media and Information Literacy – Grade 12
Quarter 2 – Module 9: Text Information and Media

First Edition, 2020

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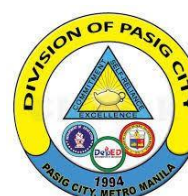
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Media and Information Literacy

12

QUARTER 2

MODULE

9

Text Information and Media



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 Text Information and 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:

- A. describe the different dimensions of Text Information and media;
- B. comprehends how text information and media is/are formally and informally produced, organized, and disseminated;
- C. evaluates the reliability and validity of text information and media and its/their sources using selection criteria;
- D. produce and evaluates a creative text-based presentation using design principle and elements.



PRETEST

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

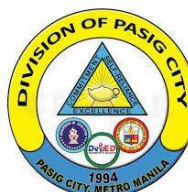
1. It is one of the most common file formats which is said to be a native format for storing documents created by MS Word package and contains a rich set of formatting capabilities.
A. doc B. txt C. pdf D. rtf
2. It refers to the importance or value given to a part of the text-based content. When trying to make a point or highlighting a message, you can make the text bold, italicized, have a heavier weight, darkened or lightened. What text elements you should use?
A. Appropriateness B. Emphasis C. Proximity D. Consistency
3. Text elements can be categorize into the following, EXCEPT:
A. letters C. special characters
B. numbers D. images
4. Which text elements refers to how fitting or suitable the text is used for a specific audience, purpose or event?
A. Appropriateness C. Proximity
B. Emphasis D. Consistency
5. It is composed of characters that are used to create words, sentences and paragraphs.
A. audio B. image C. sound D. text



RECAP

Direction: Classify the following by writing **PIM** for People In Media And **PAM** for People As Media on the space provided before each number.

- _____ 1. Youtube Vloggers
- _____ 2. Broadcasters
- _____ 3. *Mike Enriquez* of 24 Oras



- _____4. Dash Cam of Cars
- _____5. *Mimiyuuuh* and *Miss Everything*



LESSON

WHAT IS A TEXT?

- a simple and flexible format of presenting information or conveying ideas whether hand-written, printed or displayed on-screen. (Source: *MIL TG* by CHED)
- any “human-readable sequence of characters” that can form intelligible words. (Rouse, 2015)

GO ONLINE!

SAKSI: Planong ibalik ang katutubong sulat na Baybayin, umani ng magkakaibang reaksiyon
 YouTube Channel: GMA News
 Uploaded April 25, 2018 from
<https://www.youtube.com/watch?v=UGz9BnJpyWE>

Text is very powerful as well in disseminating information, providing direction and giving suggestions. How is text used in the following media? How will you understand the texts in each platform with their style and legibility?



Image Source:
<https://www.manilatimes.net/2020/04/01/news/headlines/govt-rolls-out-p200-b-assistance/708478/>



Image Source: NOEL
 CELIS/AFP/Getty Images



Image Source:
<https://www.lamudi.com.ph/journal/qc-special-concern-lockdown/>



Image Source: <https://www.lazada.com.ph>

Text is the most common medium where information is presented. It is also used to communicate a concept or an idea. Text is available in different sources whether it is formal (news articles, published books, newspapers, magazines, advertisements, research works, etc.) or informal (blogs, personal e-mails, SMS or text messages, online messengers, social media platforms, etc).

- **Formal text** – based materials are created and distributed by established institutions (such as publishing companies, news agencies, etc.) and go through a rigorous process of editing or evaluation and are usually governed by censorship of the state.
- **Informal text** – based materials, on the other hand, come from personal opinions or views on different issues, processes, etc.

TYPES OF TEXT AND COMMON FILE FORMATS

TYPES OF TEXT	DESCRIPTION
Plaintext or Unformatted Text	fixed sized characters having essentially the same type of appearance.
Formatted Text	appearance can be changed using font parameters (bold, underline, italic, font size, font color, etc.)
Hypertext	serve to link different electronic documents and enable users to jump from one to other in a nonlinear way.

Table 1.Types of Texts (Parekh, 2006)

Source: p.144, *Media and Information Literacy* by Boots C. Liquigan, Diwa Learning Systems Inc.



EXAMPLES:

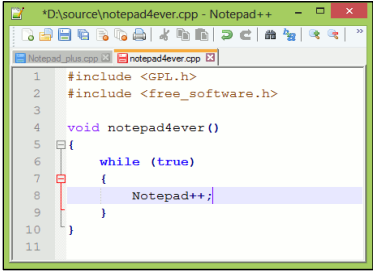
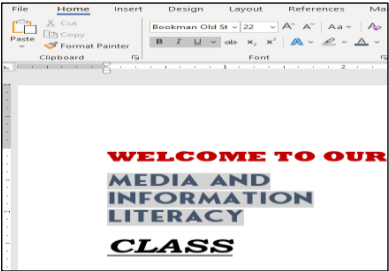
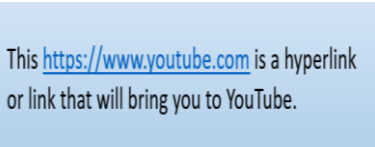
PLAINTEXT or UNFORMATTED TEXT	FORMATTED TEXT	HYPERTEXT
 <p>An example of plain text or unformatted text is the text used by the programmers.</p>	 <p>An example of formatted text is the one that we are doing in any word document files wherein we change the fonts, font sizes and colors.</p>	 <p>Hypertext is the word or the text that has been anchored with a reference that takes one to an additional source of information instantly by just clicking on it.</p>

Table 2. Example of Types of Texts (Magno, 2020)

WHAT IS A TYPEFACE?

In the formatted text, we control the general appearance of the characters, from the changing of typeface or fonts such as bold, italics, underline, font sizes and colors.

Typeface is also called as font, front style or type. It refers to the digital format representation or style of a document. A typeface is usually comprised of alphabets, numbers, punctuation marks, symbols and other special characters.



QUICK FACTS:

WHAT IS THE DIFFERENCE BETWEEN HYPERTEXT AND HYPERLINKS?

Hypertext and hyperlinks are interrelated terms and powerful tools cross linking websites on the net. *Hyperlink* is the URL to which this hypertext takes one to.

TYPES OF TYPEFACES (Source: p. 120, MIL TG by CHED)

1. **SERIF** - connotes formality and readability in large amount of texts. This font is usually used for the body text of books, newspapers, magazines and research publication. Also, serif fonts give a classic or elegant look when used for title or heading.

Examples: Times New Roman, Garamond, Baskerville

2. **SANS SERIF** - brings a clean or minimalist look to the text. This font is used for clear and direct meaning of text such as road signage, building directory or nutrition facts in food packages. Also, sans serif fonts give a modern look and is used primarily in webpage design.

Examples: Arial, Helvetica, Tahoma, Verdana, Calibri

3. **SLAB SERIF** - carries a solid or heavy look to text. This font can be used for large advertising sign on billboards.

Examples: Rockwell, Playbill, Blackoak

4. **Script** - draws much attention to itself because of its brush-like strokes. This must be used sparingly and not to be used in large body text. This font is usually used in wedding invitation cards or other formal events.

Examples: Edwardian, Vladimir, Kunstler

5. **Decorative** - caters to a wide variety of emotions such as celebration, fear, horror, etc. or themes such as cowboys, circus, holidays, summer, kiddie, etc.

Examples: Chiller, Jokerman, Curlz MT



DESIGN PRINCIPLES AND ELEMENTS

Design is not about the pictures that are placed together and arranged in a way that you want it to be. It can be made more attractive and pleasing to the eye by choosing the combination of each element.

1. **Emphasis** - refers to the importance or value given to a part of the text-based content.
2. **Appropriateness** - refers to how fitting or suitable the text is used for a specific audience, purpose or event.
3. **Proximity** - refers to how near or how far are the text elements from each other.
4. **Alignment** - refers to how the text is positioned in the page. This can be left, right, center or justified.
5. **Organization** - refers to a conscious effort to organize the different text elements in a page. Organization ensures that while some text elements are separated from each other (based on the principle of proximity), they are still somehow connected with the rest of the elements in the page.
6. **Repetition**- concerns consistency of elements and the unity of the entire design. Repetition encourages the use of repeating some typefaces within the page.
7. **Contrast**- creates visual interest to text elements. Contrast is achieved when two elements are different from each other.

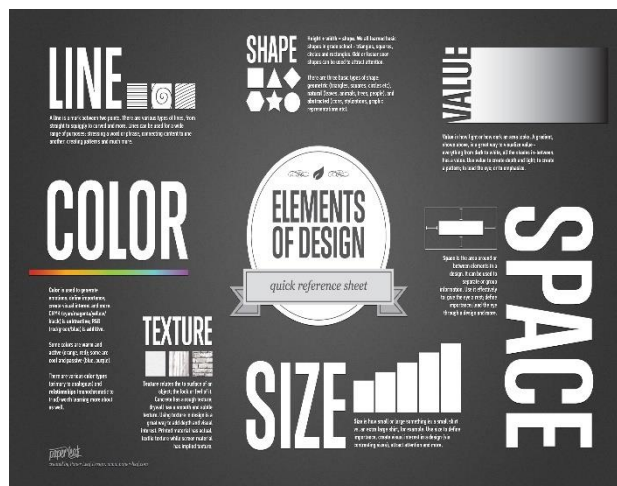


Figure 5. What Makes Good Design?

Image Source: <https://visme.co/blog/elements-principles-good-design/>

THE COMMON FILE FORMATS

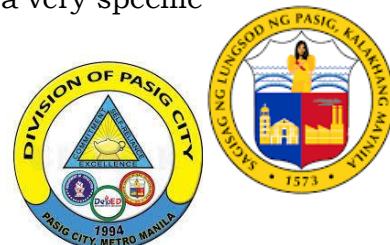
Because of technology, texts can be generated with the use of any device that uses word processing applications. Text can be kept in different file formats. Here are the most common file formats:

COMMON FILE FORMATS	DESCRIPTION
TXT (text)	<ul style="list-style-type: none"> Unformatted text document by an editor as notepad on Windows platform.
DOC (document)	<ul style="list-style-type: none"> A native format for storing documents created by MS Word package. Contain a rich set of formatting capabilities.
RTF (Rich Text Format)	<ul style="list-style-type: none"> Cross platform document exchange; default format for Mac OS X's default editor Text Edit.
PDF (Portable Document Format)	<ul style="list-style-type: none"> Developed by Adobe systems for cross platform exchange of documents, supports image and graphics.
PS (PostScript)	<ul style="list-style-type: none"> A page description language used mainly for desktop publishing.

Table 3. Common File Formats (Parekh, 2006)

Source: p.149, Media and Information Literacy by Boots C. Liquigan, Diwa Learning Systems Inc.

Text can be as short such as a single sentence or phrase, or they can be as lengthy as news articles or investigative reporting. No matter how brief or lengthy, however, a text is always carefully written with the intent of sending a very specific message to the target audience.





ACTIVITIES

QUICK FACTS:



In our exposure to text media and information, we can either be a **consumer** or **producer (creator)** of the content.

As a *consumer*, these are the questions that we need to ask with regards with the content of text media and information:

- ✓ *Who or what institution is sending this message?*
- ✓ *What techniques are used to attract and hold attention?*
- ✓ *What is the language used by the writer?*
- ✓ *What views are represented? Are they balanced?*
- ✓ *How might the message be interpreted in different ways?*
- ✓ *What is omitted, slurred or added in the message?*

And as a *producer*, we need to review the media and information design framework which includes the target audience, author or sender, key content, purpose, form/style and format.

ACTIVITY: ADVERTISEMENT ANALYSIS

Direction: Information from advertisements always wants us to purchase products or participate in events. Choose a television commercial of two competing fast-food chains in the country and analyze their commercials based on the following question:

Advertising Analysis Questions	Commercial A	Commercial B
CREATOR		
Who produced the advertisement?		
What other products and services does the advertiser offer?		
What is the purpose of this advertisement besides selling a product or service?		
CONTENT		
Who are the people in the ad?		
What are the ad's plot and setting?		
Does the ad conform to contemporary Filipino cultural values?		
What signs and symbols are used to represent the product?		
What does the ad directly and indirectly sell?		
What production techniques were used to attract attention?		
CONSUMER		
Who is the intended consumer?		
How will the advertisement's entice the consumer to buy the product or avail himself or herself of the service?		
What is the ad's effect on the consumer?		





WRAP-UP

Direction:

Based from the Activity Part, compare the results of the two commercials that you use. What did you find out? Explain your answers.

WHAT I HAVE LEARNED SO FAR?





VALUING

REFLECT UPON



THE ZARK'S ULTIMATE DAY

Direction:

(SPOT.ph) Zark's Burgers started out as a neighborhood diner right across De La Salle University along Taft Avenue. It was August 28, 2017 when they had its 8th year anniversary promo which is the P8 Zark's Ultimate Burger for the first 80 customers per branch. Hundreds of people went on the said event that led to a stampede. It created an inconvenience by the patrons and with the other mallgoers. Based from their poster below, what do you think should have done in this poster in terms of emphasis to avoid what happened in their event where chaos and stampede occurred (*luckily nobody was seriously hurt*). Explain your answer.

Figure 6. Zark's Ultimate Day Poster

Image Source:

<https://www.rappler.com/technology/social-media/180340-zarks-burger-8-pesos-rush>





POSTTEST

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

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A. doc B. txt C. pdf D. rtf
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- It is composed of characters that are used to create words, sentences and paragraphs.
A. audio B. image C. sound D. text



KEY TO CORRECTION

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

VALUING	Possible Answer: In terms of poster design, applying emphasis on the text "Strictly for first 80 Customers" could have help in avoiding chaos or stampede.	** Students answer may vary	5. D 4. A 3. D 2. B 1. A	5. PAM 4. PAM 3. PIM 2. PIM 1. PAM
ACTIVITY & WRAP UP			PRE / POST TEST	RECAP

References

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