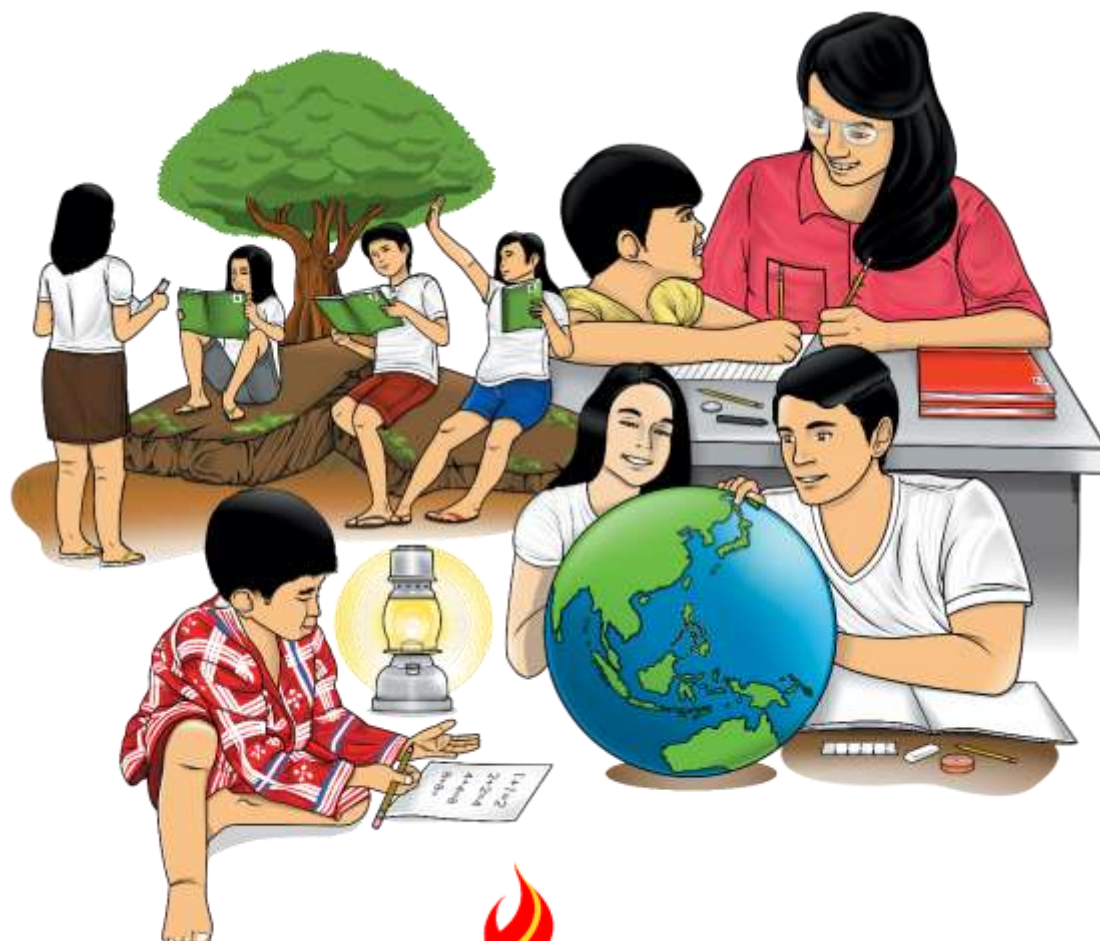


# English

## Quarter 2 – Module 5:

### PRINT & BROADCAST MEDIA



CO\_Q2\_English 7\_ Module 5



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**Subject Area – Grade 7**  
**Alternative Delivery Mode**  
**Quarter 2 – Module 5: Print and Broadcast Media**  
**First Edition, 2020**

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## **Introductory Message**

This Self Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre test are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module, or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post test to self check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teachers are also provided to the facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. Read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



## ***What I Need to Know***

This module was designed and written with you in mind. It is here to help you further understand Print and Broadcast Media. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of students. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the textbook you are now using.

Most Essential Learning Competency

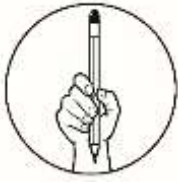
Compare content of materials viewed to other sources of information (print and radio)

The module focuses on:

- Lesson 1 – Print and Broadcast Media

After going through this module, you are expected to:

- define print media and broadcast media;
- list down specific examples of print and broadcast media; and
- explain the similarities and differences between print and broadcast media.



### ***What I Know***

Using your prior knowledge about various media, answer the questions given below.

#### **Activity 1 PRE-TEST**

**Test A.** Choose the letter that corresponds to the correct answer. Write the answer on your test bank or on a separate piece of paper.

1. Which of the following produces news and stories that are meant to be read?  
a. television    b. print media    c. radio    d. broadcast media
2. A large printed notice or picture which is used to announce, promote or advertise something.  
a. brochure    b. flyer    c. poster    d. booklet
3. Which type of media supplies people with news in a format that can be heard or viewed?  
a. broadcast media    b. brochure    c. print media    d. poster
4. What do you call this activity that allows you to listen to music or watch videos directly from the internet?  
a. viewing    b. blogging    c. surfing    d. online streaming
5. What do you call this device that is shaped like a box with a screen that produces moving images and sounds?  
a. radio    b. television    c. modem    d. search engine

#### **Test B.**

Identify the types of media that the following sources of information belong to. Write **Print Media** or **Broadcast Media** on your test bank or a separate sheet of paper.

- \_\_\_\_\_ 1. Youtube.com
- \_\_\_\_\_ 2. Philippine Daily Inquirer
- \_\_\_\_\_ 3. Google.com
- \_\_\_\_\_ 4. YES Magazine
- \_\_\_\_\_ 5. TV Patrol

It is nice to know that you are familiar with the examples of print and broadcast media. In this module you are going to learn more about print and broadcast media.

## Print and Broadcast Media

In today's ever-changing world, fast and reliable pieces of information are very important. Information sources are also necessary to get the details you need to know.

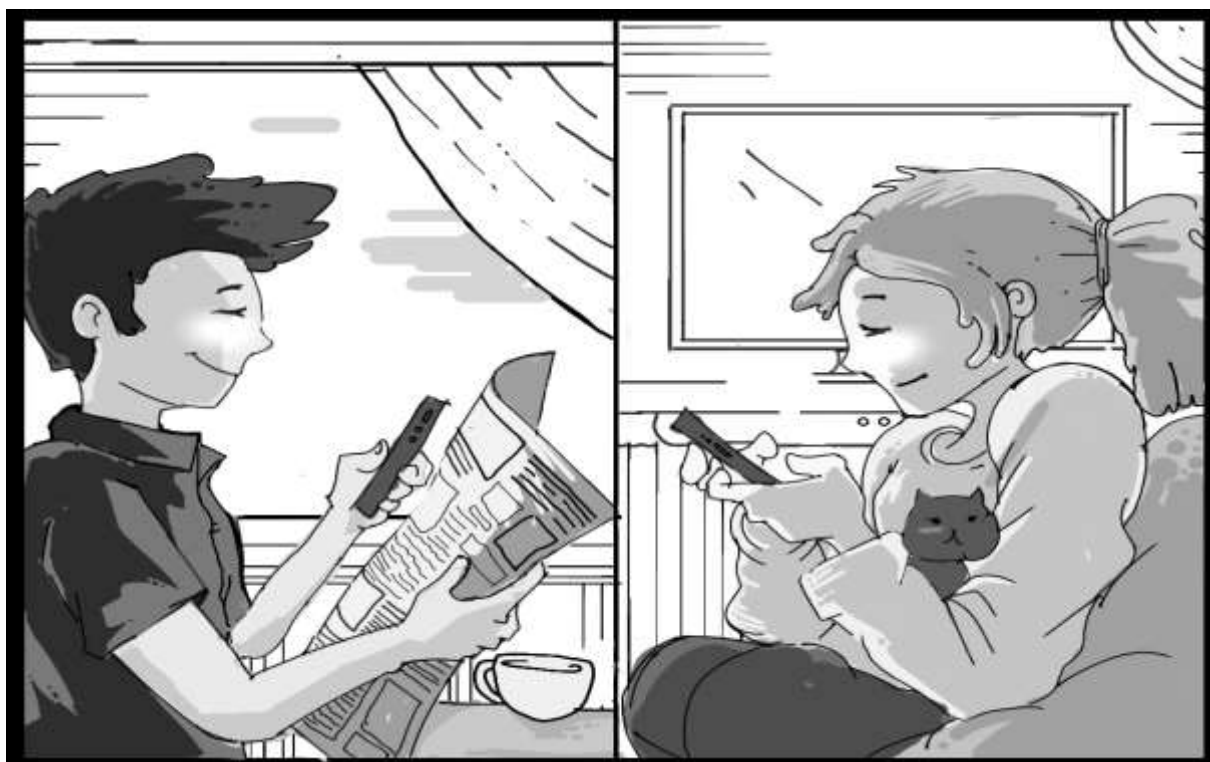
These sources are vital for you to carry out your everyday life not just as a student but also as an individual citizen.



### *What's In*

With the development of technology today, people are more engaged in media especially social and broadcast.

Please read a short conversation below between two good friends chatting through social media.



Boy: Hi Mary! How are you? What keeps you busy these days?

Girl: Hello Joe! I'm great. Just watching TV.

Boy: Cool! What's your favorite show?

Girl: I always like talk shows. What about you? Do you watch TV too? Tell me something about your favorite show!

Boy: Actually...I'm not really into television these days. Papa got me into reading newspaper.

Girl: No kidding! Isn't that kind of boring? Hahaha!

Boy: Not at all! I did find it boring at first but the more I read the more it interests me because I've learnt a lot of news especially about the pandemic. And those are reliable news. So, why do you like talk shows?

Girl: Good for you Joe! Well...I love watching it because I get to know my favorite celebrities and I get the information directly from them and not just from unknown trolls on social media.

Boy: Yeah! That's right.

## **Activity 2**

For this activity, choose a friend you want to talk to. You can talk in person or through your cellular phones, or social media. Ask your friend about his/her favorite show or a reading material and the reasons why he/she likes it.

Enjoy the conversation with your friend!

After the conversation, I will love to hear from you some good things you have talked about.

Write your responses on your test bank or on a separate piece of paper.

Here are your guide questions.

- 1.What television programs do you often watch?
2. What newspapers do you love to read? daily?
- 3.Why do you watch television? Why do you read newspapers?

The development of technology has made the different sources of information more accessible to many of us through social media. While social media are easily accessible, utmost care must be practiced in using them. Before you "like" or "share" any post you see, make sure that the post comes from a reliable source. Remember, THINK BEFORE YOU CLICK.



## **What's New**

### **Activity 3**

In this activity, you are going to compare a written news and a broadcast news. Both news reports discuss the same topic. Before you make the comparison, you need to watch a video clip from Youtube.com. Just type this topic on the search bar:

#### **PH to finalize vaccine talks with China's Sinovac this week**

After watching the video, read the written news article below. Then answer the table found at the end of the article.

Written news

#### **PH seeks 25 million doses of Sinovac vaccine**

The Philippine government pushes to seal the deal with Chinese vaccine manufacturer Sinovac Biotech to supply the country with 25 million vaccine doses by March 2021.

"We have already conveyed our needs. *Sabi namin* 25 million for 2021, Sinovac only," National Task Force against COVID-19 chief implementer Carlito Galvez Jr. said.

Galvez also went to finalize the final negotiations with the Sinovac officials to firm up the head of terms and the exact time of distribution.

Moreover, Galvez announced that the country leans on prioritizing the deal with Sinovac for its affordability and production capability.

"Three times lower *siya sa price ng* Sinopharm. Capable *siya mag-produce para sa atin, kung magkaroon ng magandang* negotiation, is 20 million," the official stated.

On the other hand, Philippine Ambassador to China Chito Sta. Romana said that the confidence in procuring the Chinese-made vaccine comes from the fact that China has vaccinated one million people.

"The basis of confidence is based on the Chinese experience and the experience in other countries. But this has to be validated by our own health authorities," Sta. Romana stressed.



According to the ambassador, China prioritized the Philippines for the COVID-19 vaccine to raise its global standing and win over Filipinos' trust.

On your paper, draw a table just like the one provided below. Make your comparison based on the key features of news in the first column. Answers should be given in complete sentences.

<b>NEWS features</b>	<b>Written News</b>	<b>Radio/Television News</b>
1. Language (Does it use simple or common words?)		
2. Style (Is the news direct to the point? It is clear?)		
3. length ( It is long or short presentation?)		
4. Appeal (It is more convincing? Believable?)		



### ***What is it***

Now that the world is rapidly and widely developing, you need to cope with the changes it brings.

For you to cope with these changes, it is highly important that you are well-informed. And for you to be well-informed and updated at the same time, you need different forms of media which are now available to us through the advancement of technologies.

In the previous activity, you noted the similarities and differences between a written news and a television news.

Congratulations for reaching and learning this far. For you to understand better the meaning of media, please continue reading and accomplishing the tasks in the next exciting engagement.

A Newspaper is an example of a print media. A **print media** is a news organization such as newspapers and magazines that produce news and stories that are meant to be read.

Source: <https://hosbeg.com/print-media-and-broadcast-media/>

On the other hand, radio news/tv news is an example of broadcast media. A **broadcast media** on the other hand is a news organization that supplies people with news in a format that can be heard or viewed.

Source: <https://hosbeg.com/print-media-and-broadcast-media/>

It's time to gain more information about Print and Broadcast Media. Read the text below and answer the questions that follow:

#### TEXT 1

### **A Brief History of Print Media**

Print media began in China in A.D. 105 when Ts'ai Lun invented paper. In 1276, printing came to Europe.

After 200 hundred Gutenberg improved printing with the invention the printing press in Europe.

Printing at that time could not include images, but 1880, halftone was introduced which allowed printing of multiple shades, black and white, grey and everything in-between.

Manual labor costs were reduced due to the invention of Lord Stanhope's cast iron version of the printing press that also allowed a larger quantities of paper to be printed.

Printing of tabloids such as New York Daily News and New York Daily Mirror were made possible. This gave birth to the modern "celebrity."

In 1890, companies like Liberty & Co (Liberty of London) Popularized Art Nouveau. Joseph Pulitzer and William Randolph Hearst became famous as journalists and advertisers.

The printing press used manual typewriter for years until in 1935, when the invention of the first electric typewriter began.

Companies like IBM started the computer revolution and Apple and Microsoft contributed in software development.

Today, typing and printing have become easier and accessible with the evolution of computer technology. Almost everyone owns a computer and printer that allows them to produce printed material anytime.

## TEXT 2

### **Brief history of broadcasting**

Guglielmo Marconi, who was credited as the inventor of radio, was inspired by the works of Heinrich Hertz and combined the ideas and experiments of others to create his invention. When the Italian government showed no interest in his ideas, Marconi moved to England and patented his device.

His invention was also used as a device in military wireless communication.

However, sending messages to a large group of potential listeners which we now consider as broadcasting was only materialized when his device was fully developed as medium of wireless communication.

In 1900s radio transmitter and receiver were built and amateur radio operators crowded the airwaves broadcasting messages to people that led American government to require licenses to limit radio operation.

The development of radio was a big help in the military operations of the America during World War I.

Wireless technology made radio as it is known today possible, but its modern, practical function as a mass communication medium had been the domain of other technologies for some time.

During the 1880s, before radio broadcasting was fully developed, telephones were used to transmit news, music, church sermons, and weather reports. Telephones were also used to broadcast opera performances from Paris to London.

In 1906, Reginald Fessenden from America, made the first radio transmission of the human voice. Although it did not yet develop into a useful application.

It was Lee de Forest, 10 years later, who used radio, like what we have today, when he set up a radio station in New York City. He broadcast music and news every night.

Lee de Forest's achievement led to the emergence of radio stations for business by big private companies.

RCA founded the National Broadcasting Network (NBC) in 1926. Two years later, Columbia Broadcasting System (CBS) was also formed.

Although broadcasting music was mainly the focus of early networks, they soon included other programs such as variety shows.

News, educational programs, and other types of talk programs were also included in the programs and became popular especially during the 1930s.

People wanted instant news and radio delivered that. Thus, radio broadcast became more popular to people and more popular than newspapers. This was because radio broadcast could bring news events closer to people and could appeal to people's emotions.

Radio broadcasting's reign in the airwaves did not last long when TV stations were founded. When TV broadcasting became popular, it stole the attentions of the people. As years went by, more and more people patronized and preferred television shows to radio programs. Some famous radio shows were transferred to television shows.

The popularity of television made people think that radio broadcasting was going to die. Although it did not, radio's popularity was affected.

Now that you have read the brief history of print and broadcast media, let us test your understanding of the selections by answering the following activities.

#### **Activity 4**

Write **TRUE** if the statement is true or correct. Write **FALSE** if the statement is NOT true or incorrect. Write your answers on your test bank or on a separate sheet of paper.

- \_\_\_\_\_ 1. The printing press was first invented by Gutenberg in Europe.
- \_\_\_\_\_ 2. Guglielmo Marconi is known to be the inventor of radio.
- \_\_\_\_\_ 3. The invention of radio led to the invention of telephones.
- \_\_\_\_\_ 4. The invention of printing press led to the mass production of books, tabloids, and magazines.
- \_\_\_\_\_ 5. When the television was invented, radio became even more popular.

## Activity 5

Choose the letter of the **correct** answer. Write your answers on your test bank or on a separate sheet of paper.

1. Newspapers primarily serve which functions?
  - a. advertisements
  - b. Entertainment
  - c. Information
  - d. All of the above
  - e. None of the above
  
2. Which one is NOT a benefit of broadcast media?
  - a. cyber bullying of people
  - b. loss of income by newspaper companies
  - c. social media addiction
  - d. the creation of trolls
  - e. all of the above.
  
3. Which of the following statements about print and broadcast media is true?
  - a. All contents of media are true.
  - b. Both media provide the widest source of information.
  - c. Media and Social media are the same.
  - d. Print and broadcast media were invented at the same time.
  
4. What inspired Guglielmo Marconi to invent radio?
  - a. the support of his government
  - b. the work of Hienrich Hertz
  - c. the prospect of money
  - d. to go to England
  - e. None of the above.
  
5. Why did the people become more interested to listen to radio than to read newspaper?
  - a. because radio was common than newspapers
  - b. because was newspapers were difficult to read
  - c. because radio made their listeners closer to the event
  - d. because radio was cheaper than newspapers
  - e. none of the above.

The previous discussion shares the history of both print and broadcast media. Now, you will learn about the examples of both media. Take note of the features of each medium since being familiar with them will help you better understand the information that each type offers.

## **Common examples of print and broadcast media**

### **Print Media**

#### **Brochure**

A brochure is an informative paper document for advertising, which can be folded into a template, pamphlet, or leaflet. Brochures are promotional documents, primarily used to introduce a company, organization, products, or services and inform potential customers or members of the public of the benefits. They are usually distributed inside newspapers, handed out personally, or placed in brochure racks in high traffic locations.

#### **Book**

A book is a number of pieces of paper, usually with words printed on them, which are fastened together and fixed inside a cover of stronger paper or cardboard. Books contain information, stories, or poetry...

#### **Newspaper**

A newspaper is a serial publication which contains news on current events of special or general interest. The individual parts are listed chronologically or numerically and appear frequently, usually at least once a week but sometimes fortnightly or monthly.

#### **Magazine**

A publication that is issued periodically, usually bound in a paper cover, and typically contains essays, stories, poems, etc., by many writers, and often photographs and drawings, frequently specializing in a particular subject or area, as hobbies, news, or sports.

Poster

A large printed notice or picture that you put on a wall for decoration or to announce or advertise something

#### **Billboard**

A flat surface or board, usually outdoors, on which large advertisements or notices are posted.

#### **Flyers**

A small piece of paper advertising a product or event, which is given to a lot of people

## **Broadcast media**

### **Television**

a device shaped like a box with a screen that receives electrical signals and changes them into moving images and sound, or the method or business of sending images and sound by electrical signals

### **Radio**

A piece of electronic equipment used for listening to radio broadcasts

## **Online streaming**

The activity of listening to or watching sound or video directly from the internet

### **Website**

A set of pages of information on the internet about a particular subject, published by a single person or organization

### **Podcast**

A radio program that is stored in a digital form that you can download from the internet and play on a computer or on an MP3 player

### **Blog**

A regular record of your thoughts, opinions, or experiences that you put on the internet for other people to read

## **Activity 6**

Identify the following whether they belong to print media, broadcast media or both. Write **PM** for Print Media, **BM** for Broadcast Media and **PBM** for Print and Broadcast Media. Write your answers on your test bank or on a separate sheet of paper.

1. TV Patrol \_\_\_\_\_
2. Editorial Page \_\_\_\_\_
3. FRONTLINE Pilipinas \_\_\_\_\_
4. Forbes \_\_\_\_\_
5. National Geographic \_\_\_\_\_
6. YES Magazine \_\_\_\_\_

- 7. 24 \_\_\_\_\_
- 8. Sport illustrated \_\_\_\_\_
- 9. Manila Bulletin \_\_\_\_\_
- 10. BalitangHali \_\_\_\_\_

### Activity 7

Based on the given text above, explain in your own words the uses of the following samples of media. Write your answers on your test bank or on a separate sheet of paper.

1.Newspaper

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2.Magazine

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3.Flyers

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4.Brochures

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5.Leaflets

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6.Posters

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7.Books

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8.Billboards

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9.Radio

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10.Televisions

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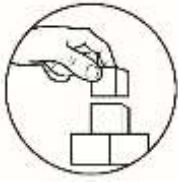
### TEXT 3

In the previous activity, your understanding on the types of print and broadcast media was tested. This time, you will learn more about the similarities and differences between the two media.

Read the table below, and answer the questions that follow:

## SIMILARITIES AND DIFFERENCES BETWEEN PRINT AND BROADCAST MEDIA

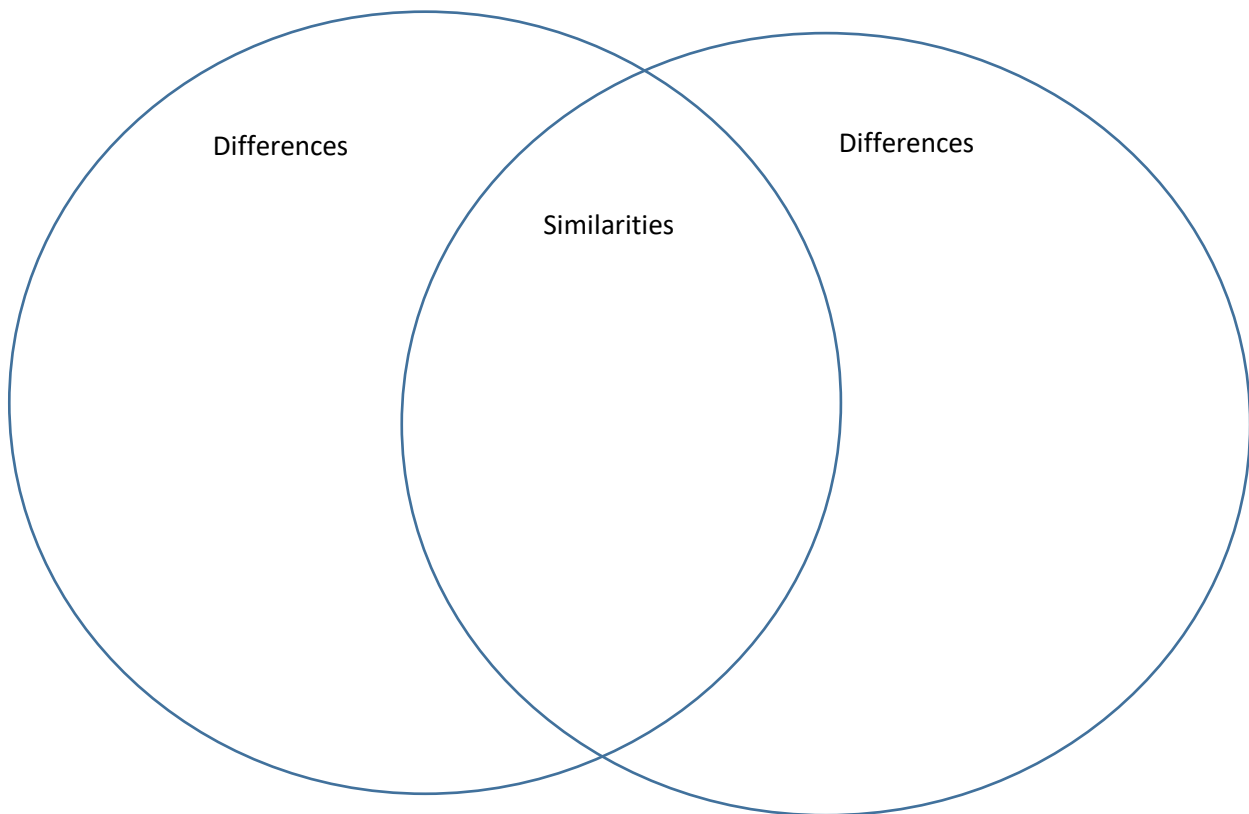
DIFFERENCES		SIMILARITIES
PRINT	BROADCAST	
<ul style="list-style-type: none"> <li>-Print news is tangible and meant to be read</li> <li>-Print news uses AP writing style</li> <li>-It prefers using active voice sentences</li> </ul>	<ul style="list-style-type: none"> <li>-Broadcast news is made for listeners and viewers</li> <li>- Broadcast news can be heard and viewed</li> </ul>	<ul style="list-style-type: none"> <li>-Both types adhere to the principles of prominence, proximity, timeliness, human interests, etc. in news programs</li> </ul>
<ul style="list-style-type: none"> <li>-Print news considers the newspaper space</li> <li>- Considers the length of the sentences</li> </ul>	<ul style="list-style-type: none"> <li>-Broadcast news considers the number of minutes or the time in making news</li> </ul>	<ul style="list-style-type: none"> <li>-They use leads.</li> </ul>
<ul style="list-style-type: none"> <li>-Print news uses inverted pyramid writing format (this format begins with the most important part of the news to the least important)</li> </ul>	<ul style="list-style-type: none"> <li>-Broadcast news are usually shorter than written news</li> <li>-Passive and active voice sentences can be used freely.</li> </ul>	<ul style="list-style-type: none"> <li>-They both provide consumers with news within their society on a daily basis.</li> </ul>
<ul style="list-style-type: none"> <li>-News writing uses lead that answers the Ws (who, what, when, where, why/how) parts of the news)</li> </ul>	<ul style="list-style-type: none"> <li>-In broadcast news, inverted pyramid format is not followed</li> </ul>	<ul style="list-style-type: none"> <li>-both media follow almost the same principles and guidelines of journalism</li> </ul>
	<ul style="list-style-type: none"> <li>-Broadcast news uses sounds, videos and photos that appeal to viewers' and listeners' emotions and interests</li> <li>Broadcast leads do not always include the Ws parts</li> </ul>	<ul style="list-style-type: none"> <li>-while print can use sounds to attract audience, both can use photos/images to appeal to people's emotions.</li> </ul>
	<ul style="list-style-type: none"> <li>-Broadcast media offer more programs including entertainment and variety shows</li> </ul>	<ul style="list-style-type: none"> <li>-both media may offer programs for all age levels, genders, or groups of people</li> </ul>



### ***What's More***

#### **Activity 8**

Using a Venn diagram, give the similarities and differences between print and broadcast media.



### ***What I Have Learned***

Now, it's time for you to prove that you understand the lesson in Print and Broadcast Media.

On your test bank or on a separate sheet of paper, give examples of specific news agency for both formats of media. Answers can be local, national, or international.

PRINT MEDIA	BROADCAST MEDIA
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.



### ***What I Can Do***

#### **Activity 9**

On your test bank or on a separate sheet of paper, write a short paragraph of your reflection on the questions below.

1

2

1. What is the importance of media in your life? Give at least two reasons.
  
  
  
  
2. For you, what is the most effective form of media? Explain your answer.



### **Assessment**

#### **Activity 10**

In this activity, you are going to make use of your learnings from our previous discussion in this module.

Make a comparison between Print Media and Broadcast Media using all the similarities and differences in meanings, samples, and uses.

On your test bank or on a separate sheet of paper, draw a just like the one provided. Put your answers inside the assigned boxes. Make sure to answer in complete sentences.

PRINT MEDIA		BROADCAST MEDIA
	MEANING	
	USES	

	<b>SAMPLES</b>	

### Activity 11

What type of media is more appropriate to be used for each situation or scenario? Give at least two reasons. Explain your answers in 7-10 sentences. Write your answers on your test bank or on a separate sheet of paper.

1. You live in a flood-prone barangay. There is a rumor that a super typhoon will soon hit the place. What media would you refer to know what must be done? What information do you and your family need?

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2. You want to know the current scores of your favorite game being played but you happen to be in a family picnic in a far-flung area that has no internet signal. What media would be the best for you to get the information you need?

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3. Your classmate sent you a text message saying that classes tomorrow have been cancelled by the mayor. Unfortunately, you run out of internet data so you cannot open your Facebook account. What media can you use to verify if the information that he gave is true?

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4. Someone on Facebook announced that Grade 7 students like you are now allowed to go to the malls even without parents. You do not know the person who made the announcement. Now, your friends are asking you whether the information is true. What advice can you give them to check if the news source is reliable?

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### ***Additional Activities***

Give at least 2 ways to verify if the information on social media is true.

\*\*\*\*\*000\*\*\*\*\*

### **Congratulations!**

You have just accomplished Module 5 of Quarter 2 for Grade 7 learners! As you continue answering the succeeding modules, it is with hope that you will apply what you have learnt from this lesson. Be inspired to continue your quest for knowledge and truth. GOOD LUCK!





## Answer key

ACTIVITY 4	1. T	ACTIVITY 1	1. C	WHAT I CAN DO?
2. T	3. F	TEST A	2. C	1. BM
4. T	5. F	1. C	3. A	2. PM
ACTIVITY 5	1. E	TEST B	4. D	3. BM
2. E	3. B	5. B	1. B	4. PM
3. B	4. B	1. B	2. P	5. PBM
4. B	5. C	3. B	4. P	6. BM
5. C		4. P	5. B	7. BM
				8. PM
				9. PM
				10. BM

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