

# English

## Quarter 1 – Module 2: Genres of Viewing



**English – Grade 7**  
**Alternative Delivery Mode**  
**Quarter 1 – Module 2: Genres of Viewing**  
**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***

Literary Genres are classified under various formats. Genre covers not only written, but also spoken, audio or visual which are formed by conventions that change over time as there are new ones invented.

According to a recent survey, young people between 8 and 11 years old spend an average of 19 hours and 49 minutes a week watching televisions or using the internet. If you're average, that means you spend nearly 20 hours a week of viewing something. That's a lot of time! ([k12.thoughtfullearning.com](http://k12.thoughtfullearning.com))

So, because viewing plays such an important role in your life, you need to know and understand the different materials you viewed. In this lesson, I want you to explore and have fun discovering the genres of viewing. After going through this module, you are expected to:

### Learning Objectives

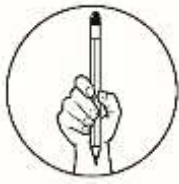
After working on the activities in this module you will be able to:

1. identify the different viewing genre.
2. describe the features of each genre.
3. determine the message conveyed of a material viewed
4. discuss how viewed materials differ from each other (documentary, movie clip, trailer, news flash, video, internet-based program, etc) and;

### Most Essential Learning Competencies (ELCs)

EN7VC-I-e-6:

At the end of this learning module student acquires skill in identifying the genre of a material viewed such as movie clip, trailer, news flash, internet-based program, documentary, video, etc.



## ***What I Know***

### **Task 1 : True or False**

On a half-sheet of paper, write T if the statement is true according to what you know and F if it is false. Be ready to explain your answer with a partner.

- \_\_\_\_\_ 1. Genre organizes literature into categories.
- \_\_\_\_\_ 2. Genre comes in similar formats and is limited to written or spoken.
- \_\_\_\_\_ 3. “National Geographic” is an educational formatted television program.
- \_\_\_\_\_ 4. Youtube is an internet –based platform which provides viewing of shows, movies and documentaries.
- \_\_\_\_\_ 5. Genre remains the same as the time passes by.
- \_\_\_\_\_ 6. Genres are constantly changing and evolving in new forms.
- \_\_\_\_\_ 7. Learning about the features of different viewing genres helps viewers identify what they are viewing.
- \_\_\_\_\_ 8. Viewing genres have the same intended purpose.
- \_\_\_\_\_ 9. The audience for each viewing genre varies entirely according to purpose.
- \_\_\_\_\_ 10. Television is the only gadget and medium for viewing various viewing genre.



## What's In

### Task 2: The Genre Challenge

Copy the Grid below in your notebook. Recall the titles of the story you have read and have them listed on the chart below. You can include two titles in your example. Are you ready to revisit your memory? Come on! Start Recalling.

Genre	Title	Why did you choose this story? (Answer must be in a complete sentence.)	Did you enjoy it?		Why did you classify the story under this particular genre?
			Yes	No	
Science Fiction	1. The Time Machine 2. 3.				
Fable	1. The Monkey and The Turtle 2. 3.				
Legend	1. The Story of Piña 2. 3.				
Fantasy	1. Abadeha: The Philippine Cinderella 2. 3.				



### Notes to the Teacher

If the student responded correctly to all the tasks, then it would imply their understanding of the genres of literature. Their responses will aid them to distinguish viewing genre from literary genre. Thus, help them connect the previous knowledge to the new lesson. Otherwise, the teacher shall give another set of activity similar to this, so that the learners would be followed up of their comprehension of the previous literary genre lesson. However, the Teacher should emphasize the difference between literary to a viewing or TV genre so that students will have focus only to the types of materials viewed.

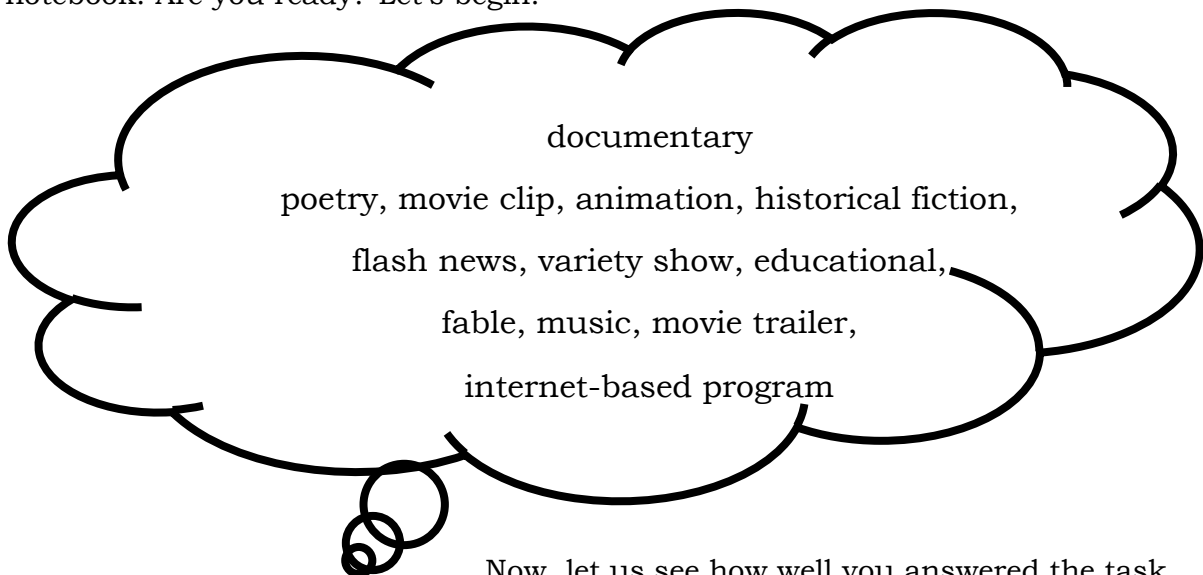


The literary genres you listed above are only few of the many examples of written genre. Remember genres are not only in written or spoken form. They can come in Visual as well. This is what we call the VIEWING GENRE. This type of genre is what you usually seen on television, internet and other media.

Now, for your next task, pick out from the list of genres which you think belongs to the Viewing Genre. Write your answer in your note book.

### Task 3. Genre Cloud

On the Genre Cloud, pick out all the Viewing Genre and write them on your notebook. Are you ready? Let's begin.



Now, let us see how well you answered the task. Kindly refer your answer on the next page for the list of Viewing Genre. Did you get all the answers correctly? How did you come up with the right answer? What made other genres listed above differ from the viewing genre? Now, let us find out more to better comprehend this lesson.

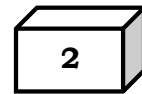
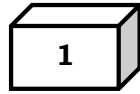


## ***What's New***

**Task 3 :** Group together the pictures with the same genre. Once the pictures are sorted out, study carefully and decide what are common features observed to these pictures. Complete the table below for your answer.

Viewing Genre	Picture (just write the picture number only)	Common features Observed (It must be in a complete sentence.)
<b>1. Movie trailer</b>		
<b>2. Documentary</b>		
<b>3. Movie/Video Clip</b>		
<b>4. Variety Show</b>		
<b>5. News Flash</b>		
<b>6. Animation</b>		





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4



5



6



7-9





Did you sort correctly all the pictures? What have you observed with each of the common feature of the material viewed? How are they different from one another? Now, be ready to take off to explore deeper the features of each genre. Try to check whether your answers and observations on the previous activity match with the answers below.



## ***What is It***

**Viewing Genre** is another type of genre which is in a form of visual. Meaning, something that it is seen or viewed especially that of found in television screen or in an internet-based programs. We have learned in the introductory part of this lesson that most of our activities, especially with the advent of the internet, gadget and digital revolution, are spent on watching TV, surfing net and watching videos on Youtube, Netflix, and the like. Remember, we do not simply watch or view these materials to be entertained or merely because we want to watch them. More importantly, an understanding of the material viewed help us navigate the information we want to find. Also, through learning the different features, purpose and intended audience for each particular genre, help us learn the needed information easily and efficiently.

Like any other genre, the materials we view on screen come in different forms, purpose and intended audience. Learning about these features and forms helps the viewers understand what they are viewing and adjust how they will process the information presented in the material. This will allow the viewer to become actively engage, think critically and creatively on the material viewed.

**Analysis** : An analysis is an examination of the details of the material viewed, a critical study of its influence, effect or implication to the viewer, to a specific audience or to the society.

**Genre Analysis** : A genre analysis seeks to identify the category of the material viewed. This is followed by a careful examination of how the message and the purpose of the viewed material creates impact to him.

### ***Example :***

**Matanglawin** by Kuya Kim Atienza on Philippines' Growing Problem on Plastic

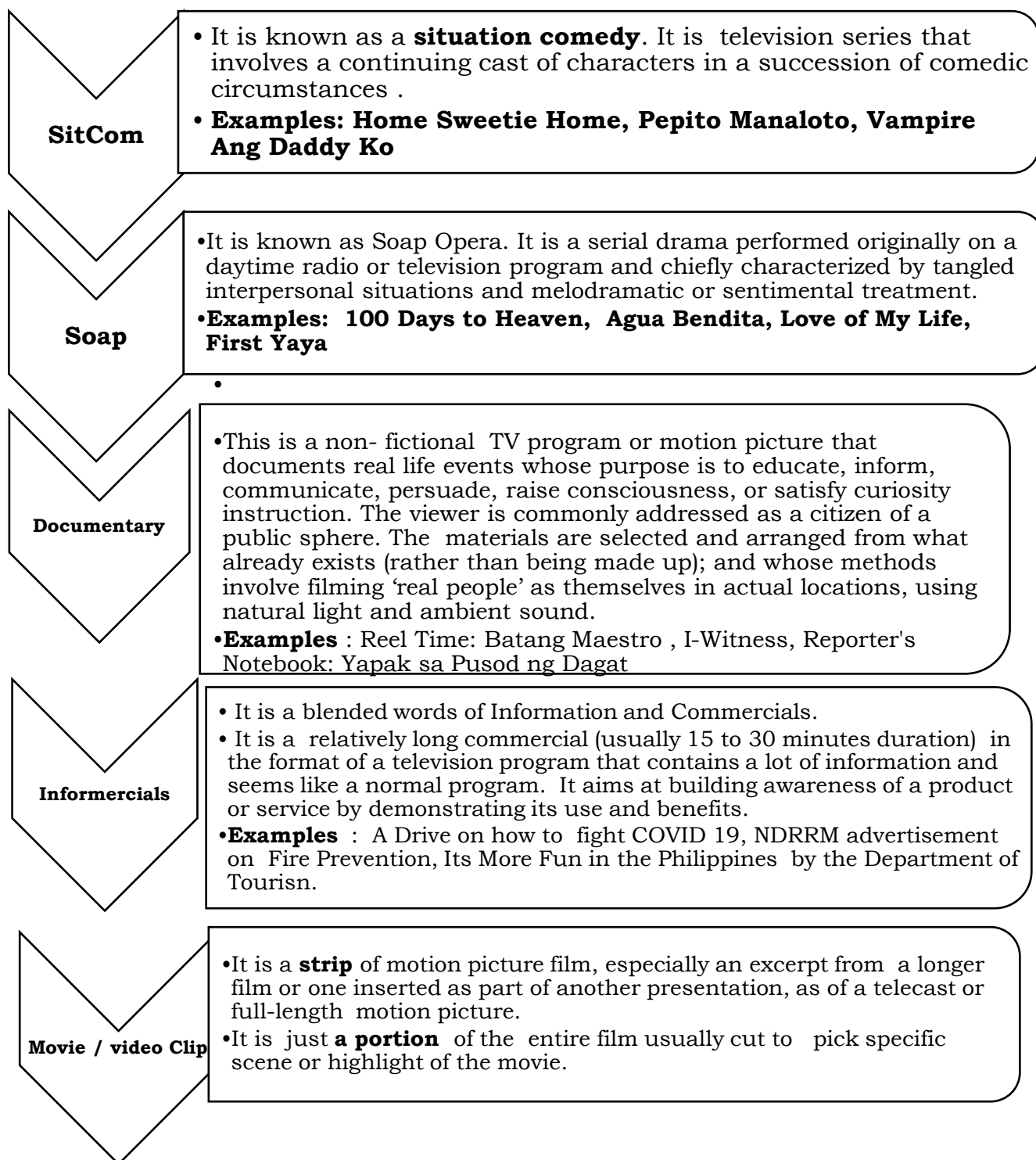
**Genre: Educational Program**

**Genre Analysis** : Matanglawin is an Award Winning and a science-environmental educational program, hosted by Kim Atienza discussing various topics. One of the issues aired in 2018 discussed the Philippines' Growing Problem on Plastic. It gave the viewers an information of the volume of plastic and waste that are being used and contributed by the Filipinos every year. It presented facts which allow viewers to know that the country is the third's largest waste producer around the world. With the problem on waste presented, the Filipinos, therefore, are highly encouraged to observe waste segregation and recycling to help alleviate the fast-growing problem on plastic. The solutions to this problem according to the information presented are unlimited which implies that the Filipinos have a lot of things to do, to contribute ways of addressing the problem, thus help reduce the volume of waste produced every day. This would mean a better country and a better place to live in.



## The Genre of Viewing

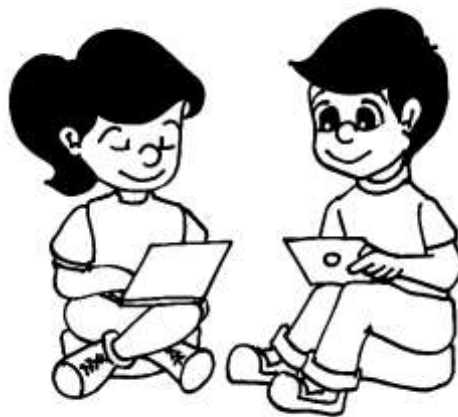
<b>Animation</b>	<ul style="list-style-type: none"> <li>• These are the cartoons we see on screen. Inanimate objects (such as puppets) or drawings appear to move in motion pictures or computer graphics. Their themes vary as well as the target age group. Some are for toddlers, kids while some are for teenagers.</li> <li>• <b>Examples: The Lion King , Mulan, Ice Age , The Good Dinosaur etc.</b></li> </ul>
<b>Trailer</b>	<ul style="list-style-type: none"> <li>• It is known as a preview that gives highlights of the film that will be exhibited in the future at a cinema usually to attract viewers to watch the movie. It is An advertisement for a feature-length motion picture, generally consisting of short extracts of the film, and shown either in conjunction with another feature film or on entertainment television.</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• These are programs which have coherent set or sequence of educational activities designed and organized to achieve pre-determined learning objectives or accomplish a specific set of educational tasks over a sustained period. The Main audience is mostly children. Sometimes they come in episodes focusing on particular theme. Some use demonstrations techniques such as shows which instruct viewers how to make crafts, arts etc.</li> <li>• <b>Examples: Animal Atlas, Sineskwela, Mathenik, Mind-S Cool TV</b></li> </ul>
<b>Variety Show</b>	<ul style="list-style-type: none"> <li>• It is a theatrical entertainment of successive separate performances (as of songs, dances, skits, and acrobatic feats). Its main purpose is to entertain the viewers. It is called variety because it presents the viewers varied performances.</li> <li>• <b>Examples: ASAP, Eat Bulaga, Pilipinas Got Talent</b></li> </ul>
<b>News/ News Flash</b>	<ul style="list-style-type: none"> <li>• These are informative shows shown regularly on television or internet to bring relevant information on the current situation and updates in the community, country and around the world. This is where a viewer can be updated on what is happening around like that of Health, Education ,Economy,Politics, Sports and other issues affecting the community.</li> </ul>

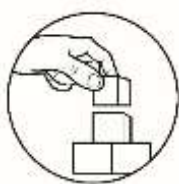




Awesome ! More than this awareness on viewing genre, I learned how to be selective on the materials I have to view only.

Yes. As viewers, we need not only to be aware of the materials we viewed on screen but also, we have to be discreet and careful whether or not these materials provide relevant and reliable information to us. Not all of the programs on media platforms are suited to students like us. So, we must be a responsible viewers and digitally responsible users too.





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

In this part of the lesson, it is your task to practice what you have learned from the previous activities and discussions. Be sure to read all the instructions carefully and answer correctly what is being asked in each of the task. Be ready with your paper and pen.

### **Task 4: Genre Match**

This time, you have to study the titles of the materials in Column A and decide or simply match the title to the appropriate genre used. Write the Letter only.

Column A	Column B
1. TV Patrol	A. Infomercial
2. Kilos Na! Environmental Conservation	B. Documentary
3. Battle of Manila 1945	C. Animation
4. I-Witness: Lake Sebu	D. Variety Show
5. Finding Nemo	E. News/Flash News
6. Math Tinik	F. Education
7. All- Out Sundays	G. Trailer
8. Amazing Earth	
9. Snow White and the Seven Dwarfs	
10. The History of Philippine Television	

### **Task 5 : Genre Analysis**

This activity requires you to focus and watch a material from two (2) of your chosen Viewing Genre. Only two genres are needed for this activity. After you have already decided which genre you prefer to work on with, explore the internet thru media platforms like YouTube to find example (only 1 sample) of the chosen genre. For the benefit of those who do not have access on Television and Internet, a pre-chosen material with a picture and a synopsis are provided for you on the Annex . Once you have viewed the material, fill up the log sheet below. Do this in a whole sheet of paper.

Name \_\_\_\_\_

Year & Section \_\_\_\_\_ Score \_\_\_\_\_

Title of the Material Viewed	Genre of the Material Viewed	Message Conveyed (What is it all about)	How is the message of the material relevant to you as a student?

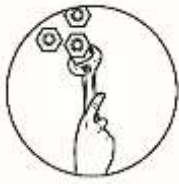


## ***What I Have Learned***

**CONGRATULATIONS!** You are almost ready to perform application of the things you have learned from our lesson. But before going on, list down on the umbrella the learnings or activities you have enjoyed most. How did it help you understand and appreciate the lesson?

**THE VIEWING GENRE**  
**What I learned.....**

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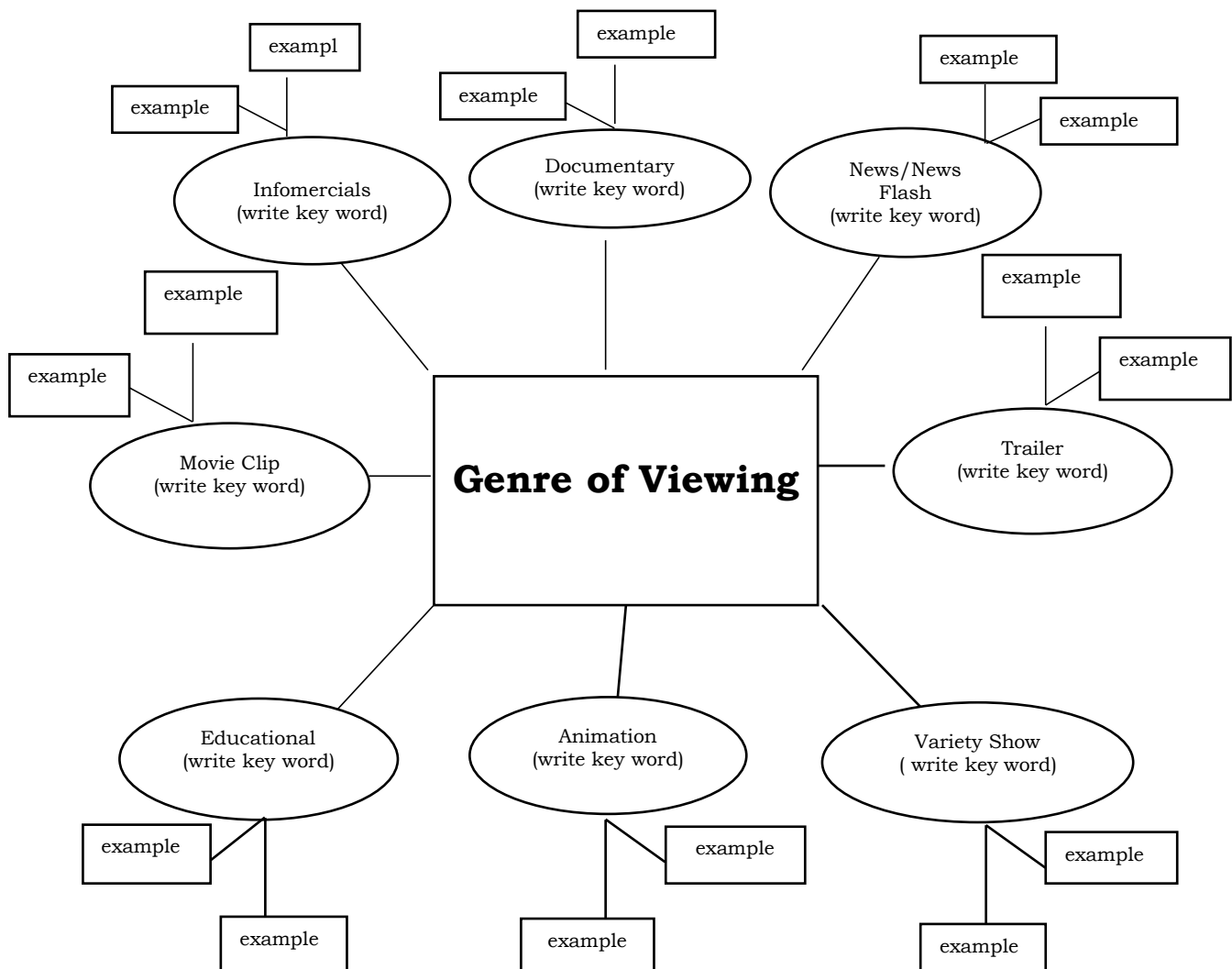


## ***What I Can Do***

This is it! Putting all you have studied and understood from our lesson is the most essential part of this module. It is now your chance to apply all of your understanding of the concepts of Viewing Genre.

### **Task 7: Name It and You Have It**

Using the graphic organizer below, write at least two keywords to define each of the Genre of Viewing. After this, think of two examples for each genre.





## **Assessment**

### **Task 8: Summing it up**

Excellent! You are now on the last stage of this lesson. Let us see how well you digested everything discussed. Be ready with a paper and pen.

Write True if you agree with statement below and False if you disagree.

1. Everyone needs to be a thoughtful viewer.
2. Documentaries are non-fictional genre.
3. Knowledge Channel is an example of Educational Program.
4. Genre does not change over time.
5. Animation is an excerpt of full-length film.
6. Drama genre can be both in writing and visual forms.
7. Inanimate objects or drawings appear to move in motion pictures or computer graphics are called animation genre.
8. Animation like cartoon programs can be educational.
9. Infomercials are entirely different from commercials.
10. A film clip that is seen on TV prior to its showing is a sample of a trailer.

Check your work!

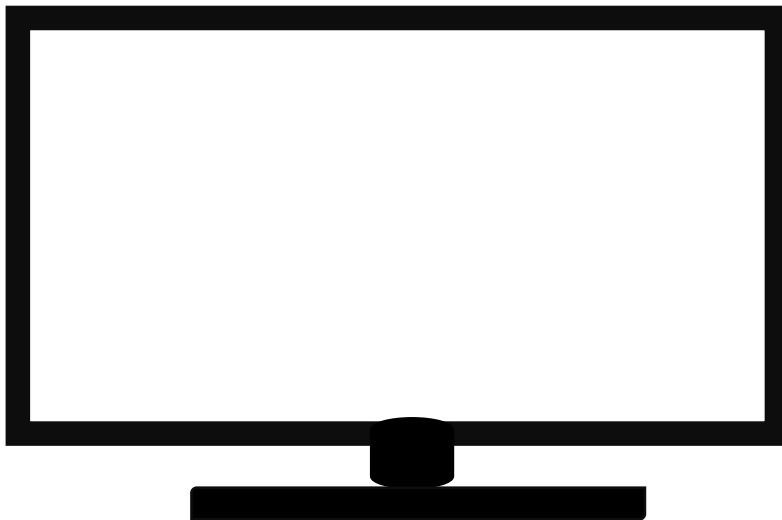


## ***Assessment***

### **Task 9. Watch It.**

Get ready to tune in your eyes on the video from the internet. Here is the link.  
<https://www.youtube.com/watch?v=xcIVPWnKiKY>. Click the link and watch the material. After viewing, answer the following questions:

If you can not access the link, please refer to the material script given on Annex at the last part of this Module .



*Source:*

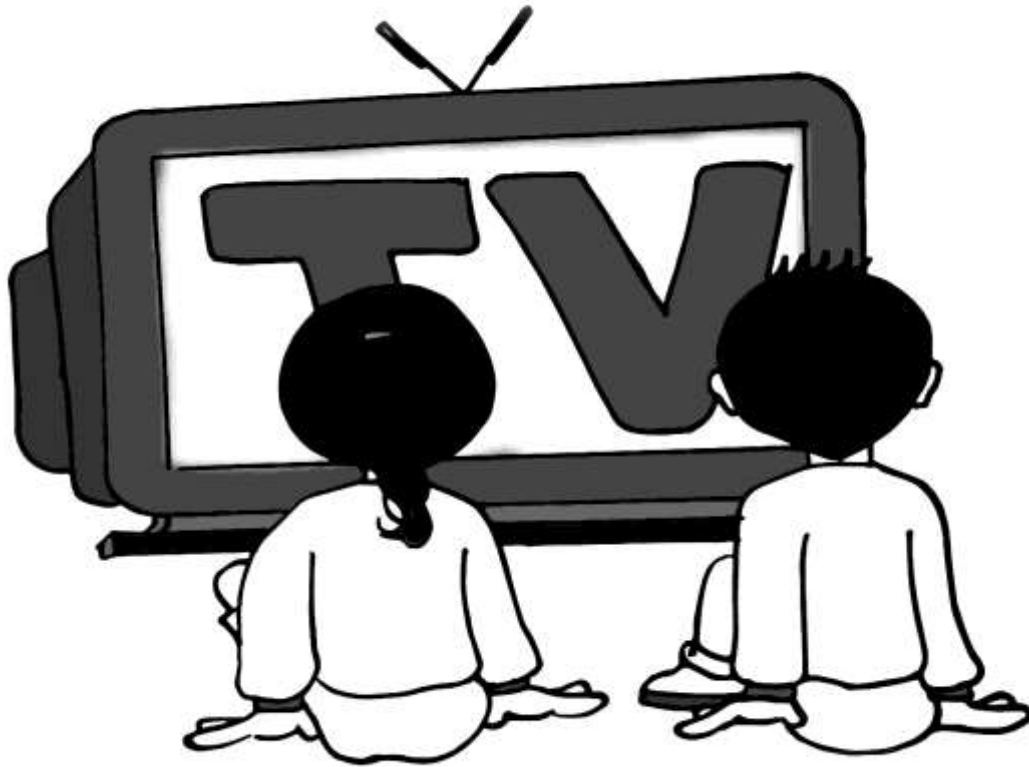
<https://www.youtube.com/watch?v=xcIVPWnKiKY>

1. What is the material all about?
2. What is the genre used in the material viewed?
3. What significant information did you get from the material?
4. Are these information essential to you as a student? Why?
5. How do these information affect the Filipino culture?



## ***Additional Activities***

### **Task 10: Practice Makes Perfect**



Sit down on your television and jot down Titles of the Program you viewed. Then, categorize each according to its genre. Easy right?

### **Task 10: Infomercials**

Look for the Department of Health infomercials on staying healthy to fight against COVID 19 on the television. Critique the infomercial and discuss the agenda of the material viewed. Do this in a one whole sheet of pad paper.

You've completed finally the module.  
**Great job!**



## ***Answer Key***

Viewing Genre	Picture (just write the picture number only)	Common features Observed (Answer must be in a complete sentence.)
<b>1. Movie trailer</b>	1	
<b>2. Documentary</b>	4	
<b>3. Video Clip</b>	7-9	
<b>4. Variety Show</b>	3,5	
<b>5. News Flash</b>	6	
<b>6. Animation</b>	2,10, 7-9	



Task 4. Picture Sort

What's More  
Genre Match

1. E  
2. A  
3. B  
4. B  
5. C  
6. F  
7. D  
8. F  
9. C  
10. B

Assessment

1. T  
2. T  
3. T  
4. F  
5. F  
6. T  
7. T  
8. T  
9. F  
10. T

20

What I Know  
Pre-Test

1. T  
2. F  
3. T  
4. T  
5. F  
6. T  
7. T  
8. F  
9. F  
10. F

## Annexes

### Task 5: Genre Analysis



**Synopsis:** The movie explores Cinderella's "happily ever after" life as a princess in three stories, with help from the Fairy Godmother. First, Cinderella's awkward first days at the palace, when she tried so hard to fit in that she forgot to be herself. Second, how Jaq felt so left out that he wished to be a human. Third, how Cinderella taught one of her nasty stepsisters how to smile which leads to her own true love.



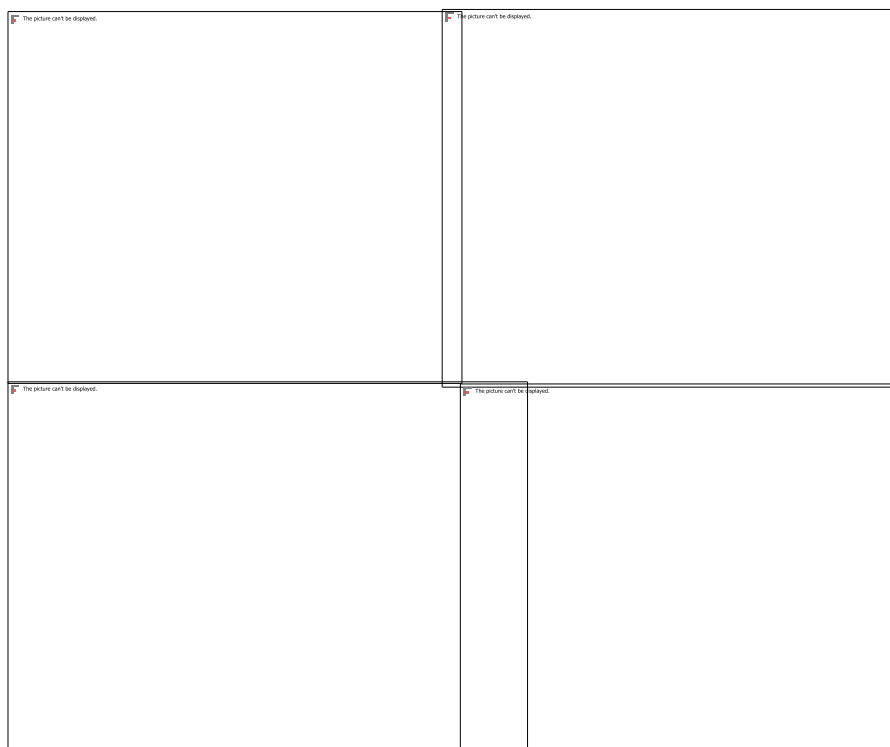
### Script:

In the world an estimate of 1. 1 Billion people are having mental health disorder. Comprising of 16% male and % Female. Five of the Most common mental health problems include depression, anxiety, eating disorders, suicidal tendency and game addiction. But first, what is mental health? Mental health affects how we feel, think and act. It is important to maintain our well- being. Did you know that in the Philippines, 1 out 5 people suffers from a mental health problem? The study in 2015 revealed that 2.5 % male and 1.7 % female per 100,000 Filipinos are depressed. The World Health Organization by then has estimated 300 Million people globally are experiencing depression. 275 million are suffering from anxiety disorder in 2016. Around 62 % or 170 million were females which is relative to 105 million males Eating disorder have the highest rate among all of the mental health illnesses. For every 62 minutes, at least 1 person dies from an eating disorder. According to the International Association for Suicide Prevention 3000 people die everyday by suicide or an estimate of 1 million per year. In 2012, as many as 7 Filipinos took their own lives in a day. Just recently the World Health Organization recognized video game addiction as a disorder. Globally, 2.5 billion people or 1 out of 3 are playing games. Reports have shown extreme cases that lead to death and violence. Now, why should we talk about Mental Health and not fear it? Talking about Mental Health helps us acknowledge its importance because it is as vital as physical health. We can raise awareness about the mental illnesses which are barely noticed. We will gain a better understanding of how we think, feel and act. That way, we will be able to eliminate the stigma and the biases that surround mental health, prevent social isolation and withdrawal while boosting one's self esteem. We can help each other to accept ourselves and improve ourselves, thus, reducing the risk of suicide. Mental health is nothing to be

Source: <https://www.youtube.com/watch?v=MWCB9FuDw4M>

### **Task 9: Watch It**

Below are a group of pictures and a script taken from the link provided in the task. Refer to this material for you to answer the Assessment Stage.



#### **Script:**

#### **Heal the Earth, Heal the Future**

Now, more than water our planet needs our help. We have the tools it takes to make a difference, to make a real difference. Now is the time to be bold. Let's do it together.

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