



# English

## Quarter 1 - Module 3: Identifying the Purpose, Intended Audience, and Features of Materials Viewed



**English – Grade 7**

**Alternative Delivery Mode**

**Quarter 1 – Module 3: Identifying the Purpose, Intended Audience and Feature of Materials Viewed**

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# English

## Quarter 1 - Module 1: Identifying the Purpose, Intended Audience, and Features of Materials Viewed

# Introductory Message

For the facilitator:

Welcome to the **English 7** Alternative Delivery Mode (ADM) Module on **Identifying the Purpose, Intended Audience and Features of Materials Viewed!**

This module was collaboratively designed, developed and reviewed by educators both from public and private institutions to assist you, the teacher or facilitator in helping the learners meet the standards set by the K to 12 Curriculum while overcoming their personal, social, and economic constraints in schooling.

This learning resource hopes to engage the learners into guided and independent learning activities at their own pace and time. Furthermore, this also aims to help learners acquire the needed 21st century skills 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. Furthermore, you are expected to encourage and assist the learners as they do the tasks included in the module.

## For the learner:

### Welcome to the **English 7** Alternative Delivery Mode (ADM) Module on **Identifying the Purpose, Intended Audience and Features of Materials Viewed!**

The hand is one of the most symbolized part of the human body. It is often used to depict skill, action and purpose. Through our hands we may learn, create and accomplish. Hence, the hand in this learning resource signifies that you as a learner is capable and empowered to successfully achieve the relevant competencies and skills at your own pace and time. Your academic success lies in your own hands!

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 resource while being an active learner.

This module has the following parts and corresponding icons:



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

This will give you an idea of the skills or competencies you are expected to learn in the module.



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

This part includes an activity that aims to check what you already know about the lesson to take. If you get all the answers correct (100%), you may decide to skip this module.



#### ***What's In***

This is a brief drill or review to help you link the current lesson with the previous one.



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

In this portion, the new lesson will be introduced to you in various ways such as a story, a song, a poem, a problem opener, an activity or a situation.



#### ***What is It***

This section provides a brief discussion of the lesson. This aims to help you discover and understand new concepts and skills.



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

This comprises activities for independent practice to solidify your understanding and skills of the topic. You may check the answers to the exercises using the Answer Key at the end of the module.



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

This includes questions or blank sentence/paragraph to be filled into process what you learned from the lesson.



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

This section provides an activity which will help you transfer your new knowledge or skill into real life situations or concerns.



### ***Assessment***

This is a task which aims to evaluate your level of mastery in achieving the learning competency.



### ***Additional Activities***

In this portion, another activity will be given to you to enrich your knowledge or skill of the lesson learned. This also tends retention of learned concepts.



### ***Answer Key***

This contains answers to all activities in the module.

At the end of this module you will also find:

### ***References***

This is a list of all sources used in developing this module.

The following are some reminders in using this module:

1. Use the module with care. Do not put unnecessary mark/s on any part of the module. Use a separate sheet of paper in answering the exercises.
2. Don't forget to answer *What I Know* before moving on to the other activities included in the module.
3. Read the instruction carefully before doing each task.
4. Observe honesty and integrity in doing the tasks and checking your answers.
5. Finish the task at hand before proceeding to the next.
6. Return this module to your teacher/facilitator once you are through with it.

If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator. Always bear in mind that you are not alone.

We hope that through this material, you will experience meaningful learning and gain deep understanding of the relevant competencies. You can do it!



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

After going through this module, you are expected to identify the purpose, intended audience, and feature of the materials viewed.



## ***What I Know***

Select the best answer needed in each item. Use a separate sheet for your answer.

1. A class or category of artistic endeavour having a particular form, content, technique, or the like.
  - a. Media
  - b. Genre
  - c. Studio
  - d. Talent center
2. It is a single item of important news that is aired separately and often interrupts other programs.
  - a. Advertisement
  - b. Movie trailer
  - c. News flash
  - d. Documentary
3. It a form of media resource which informs the audience about the future climate expectations, and alert the people about weather disturbances.
  - a. PAGASA
  - b. NEWS FLASH
  - c. Weather report
  - d. Climate change
4. A program in which its purpose is to share and distribute information and broadcast programs via network computers.
  - a. Weather report
  - b. News Flash
  - c. Internet-based program
  - d. Documentary

## Lesson

# 2

## Identifying the Purpose, Intended Audience and Features of Materials Viewed



### *What's In*



Multi-media devices/resources

Have you wondered which of these multi-media devices can help you acquire knowledge even in the absence of a face to face learning?

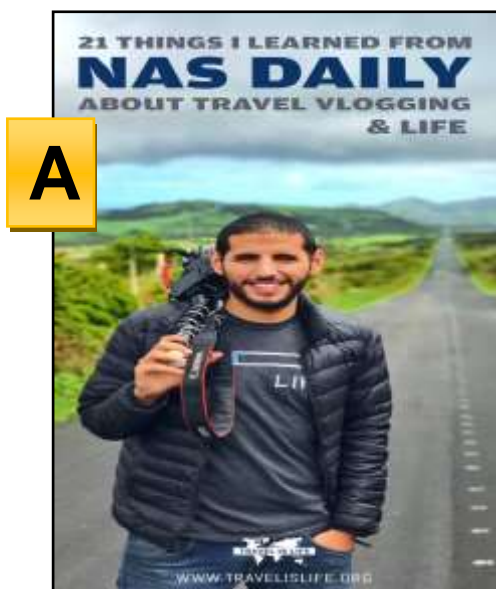
That's correct! Learning never stops with the help of programs on television, on radio or in the internet.



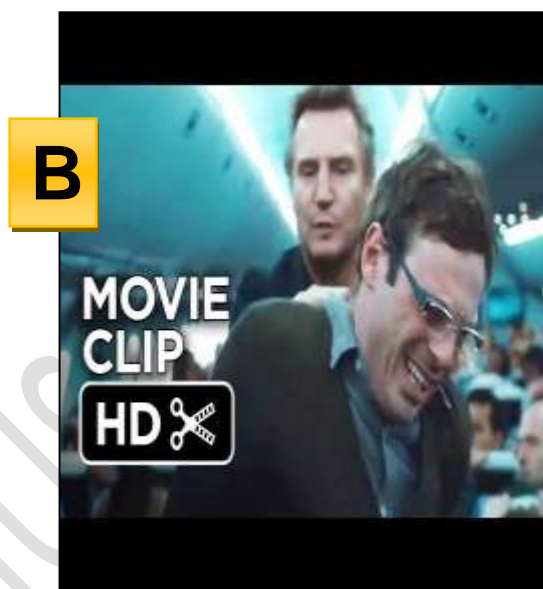


## What's New

Study the images below. Match each picture according to its purpose to the audience. Write the letter only on a separate sheet of paper.



Source: [www.travelislife.org](http://www.travelislife.org)



Source: <https://bit.ly/359BeGV>



Source: <https://bit.ly/3jOvjeu>



Source: <https://bit.ly/3h3LLpt>

- \_\_\_\_\_ 1. Its purpose is to share and distribute information and broadcast programs via network computers.
- \_\_\_\_\_ 2. It hooks the audience to the film and consists of series of interesting shots from the film to be released.
- \_\_\_\_\_ 3. Its purpose is to release non-fiction, well researched materials which reveal reality and facts to the public.
- \_\_\_\_\_ 4. It alerts viewer important information and feature current events that reporters feel warrants the interruption of scheduled TV. programs.



## What is It

**Genre** a class or category of artistic endeavour having a particular form, content, technique, or the like ( Dictionary.com,n.d.) The genre of literature that goes along with the competency of this lesson is *media genre*.

Any work that doesn't exist primarily as a written text can probably be considered as *media*, particularly if it relies on recently developed technologies. Media literature can serve a wide variety of purposes-among other things it can educate, entertain, advertise, and/or persuade (Study.com,n.d.)

Example of these are:

1. **Documentary**- a research-based reporting that deals with a specific topic and format. For example, the Reporter's Notebook that is broadcasted on Philippine television by GMA Network and was originally hosted by Jiggy Manicad and Maki Pulido. Another example is Failon Ngayon broadcasted by ABS-CBN Network and is hosted by Ted Failon.

**Purpose and feature:** Its purpose is to release non-fiction, well researched materials which reveal reality and facts to the public. It features observation, interview, dramatization, mise en scene (arrangement of scenery, stage properties).

2. **Internet-based Program**-a program that is informative and can be accessed through the website.

**Purpose and feature:** Its purpose is to share and distribute information and broadcast programs via networked computers. It is chiefly used to broadcast programs for entertainment, information, and education. It features e-learning, knowledge sharing, social connectivity, variety of media and communication.

3. **Movie Trailer**- a short clip from a film usually to advertise a feature film that will be exhibited in cinemas or television.

**Purpose and feature:** It hooks the audience to the film. It consists of series of interesting shots from the film to be released.





4. **News Flash**-a single item of important news that is aired separately and often interrupts other programs. It is also popularly known as breaking news.

**Purpose and feature:** It alerts viewer that is important information or “breaking news” will be broadcast. It features current events or “hot news” that reporters feel warrants the interruption of scheduled news or other TV programs.

5. **Weather Report-** is usually part of an entire program that tells and foretells weather conditions on a specific area.

**Purpose and feature:** It informs the audience about the future climate expectations, and alerts the people about weather disturbances. It features the predicted meteorological conditions over a particular area, usually includes humidity, dew point, direction and speed of wind, barometric pressure, rating of air quality and precipitation amount.

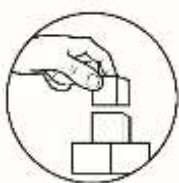
Study the pictures that follow, can you tell the purpose of it to its audience?

1. 
2. 
3. 
4. 

If your answer is ...

1. It informs the audience about the future climate expectations and alert the people about weather disturbances.
2. It alerts viewer that is important information or “breaking news” will be broadcast. It features current events or “hot news” that reporters feel warrants the interruption of scheduled news or other TV programs.
3. It hooks the audience to the film. It consists of series of interesting shots from the film to be released.
4. Its purpose is to release non-fiction, well researched materials which reveal reality and facts to the public.

Then you are correct!



## What's More

Since you have identified the genre, purpose and feature of the presented media resources, did you ask yourself who are its intended audience? At this time, we will identify it.

### Audience

An individual or collective group of people who read and consume any media text.

*Examples:* Radio listeners, TV watchers, Newspaper readers, Web traffic on websites.

### Intended Audience.

The media genres may consider the target group's demographics (location, age, gender, educational level, occupation), and psychographics (personality, interests, outlooks in life, values, lifestyles).

### Why audience is important?

- Without audience there would be no media
- Media organization use audience to make profit meaning No audience= no profit
- The mass media is becoming more competitive than ever using new ideas to attract audiences in many different ways.

### Types of Audience:

**Types of Audience**

- Mass audience – often termed 'broadcast audience'. Those who consume mainstream or popular texts such as soaps or sitcoms. Media and communication that targets a very large group of people (women, men, children, adults etc).
- Examples of media with mass audience...

**Types of Audience**

- Niche audience – much smaller but very influential. A niche audience is a small, select group of people with a very unique interest.
- Examples of niche publications...

(Picture is taken from slideshare alevelmedia)





## What I Have Learned

Identify the type of Audience in the picture that follow. Tell whether **Mass** or **Niche**



(Picture is taken from slideshare alevelmedia)

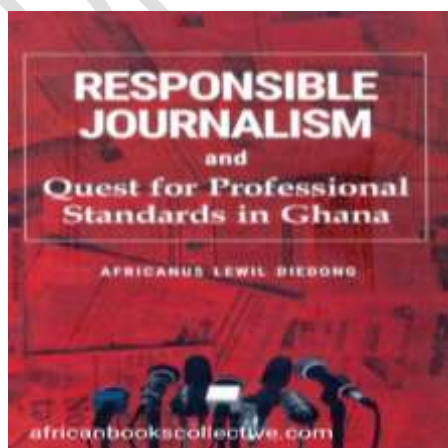
1.)



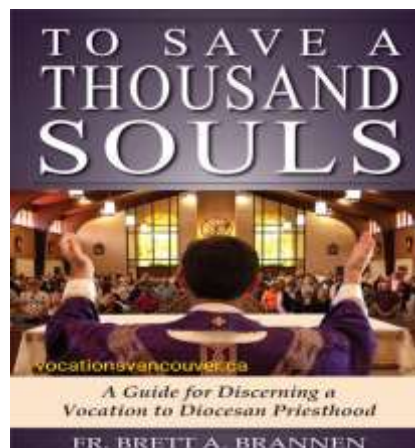
2.)

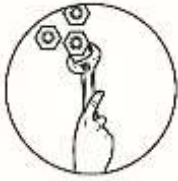


3.)



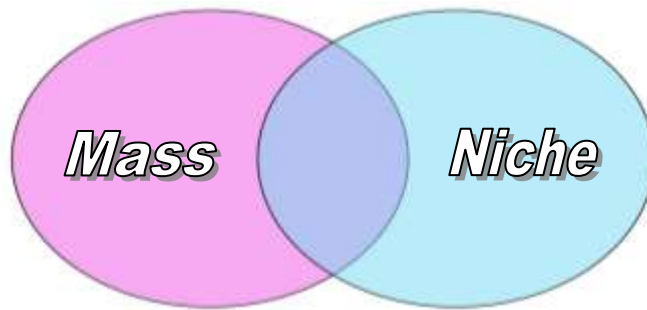
4.)





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

Make a Venn diagram showing the similarities and differences between ***Niche*** and ***mass*** audience. Write your answer on a separate paper.



## ***Assessment***

I. Identify the purpose, intended audience, and feature of the pictures that follow. Choose the correct letter that best describes on it.

1.



- a. to entertain
- b. to persuade
- c. to inform
- d. to educate

2.



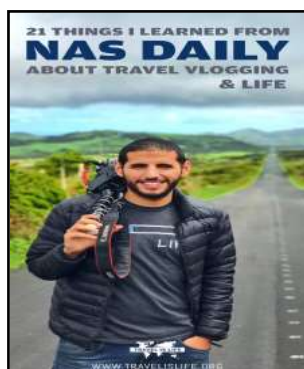
- a. to entertain
- b. to persuade
- c. to inform
- d. to educate

3.



- a. to entertain
- b. to persuade
- c. to inform
- d. to educate

4.



- a. to entertain
- b. to persuade
- c. to inform
- d. to educate

5.



- a. to entertain
- b. to persuade
- c. to inform
- d. to educate

## II. Using a ½ sheet of paper, answer the questions that follow:

1. What is the purpose of identifying the audience in a resource media? Explain it in 2-sentence paragraph.
2. Aside from earning a profit, why is audience important in a resource media?



## Additional Activities

Using your internet connection watch this video on youtube.com entitled **Responsible use of Social media**. After watching it, give your reaction of the video. Make sure to include in your reaction the intended audience in the video that you have watched whether it is **Mass** or **Niche** audience.



Title: **RESPONSIBLE USE OF SOCIAL MEDIA**

Video for PyP EXHIBITION (taking Action) Mentari School Jakarta SY:2015-2016



## ***Answer Key***

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

1. *B*
2. *C*
3. *C*
4. *C*

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

1. *A*
2. *B*
3. *C*
4. *D*

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

1. *Mass*
2. *Mass*
3. *Niche*
4. *Niche*

### ***What I can Do***

#### ***Scoring Guide***

*Perfect score 20 points*  
*12 points content*  
*5 points grammar*  
*3 points neatness*

### ***Assessment***

#### ***I.***

1. *A*
2. *D*
3. *C*
4. *D*
5. *C*

#### ***II.***

#### ***Scoring Guide***

*10 points each number*  
  
*5 points content*  
*3 points grammar*  
*2 points neatness*

### ***Additional Activity***

#### ***Scoring guide***

#### ***Perfect Score 50***

*-30 content*  
*-10 grammar*  
*-5 style*  
*-5 neatness*



## References

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