

Media and Information Literacy

Quarter 4 – Module 12: Audio Information and Media



Media and Information Literacy – Grade 12
Alternative Delivery Mode
Quarter 4 – Module 12: Audio Information and Media
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Media and Information Literacy

Quarter 4 – Module 12: Audio Information and Media

This instructional material was collaboratively developed and reviewed by educators from public and private schools, colleges, and or/universities. We encourage teachers and other education stakeholders to email their feedback, comments, and recommendations to the Department of Education at action@deped.gov.ph.

We value your feedback and recommendations.

Introductory Message

For the facilitator:

This module was collaboratively designed, developed, and reviewed by educators to guide you, the teacher or facilitator, in helping the learners meet the standards set by the Department of Education. This module primarily aims to help the learners understand the lessons in Media and Information Literacy based on the *Most Essential Learning Competencies* and see their relevance to real-life through a fun-filled learning experience. This module hopes to engage the learners in guided and independent self-learning activities at their own pace and time. Furthermore, this also aims to help learners acquire the necessary 21st-century skills while considering their needs and circumstances.

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 Media and Information Literacy Grade 12 Alternative Delivery Mode (ADM) Module. 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 module while being an active learner.

Specifically, this module aims to help you acquire and apply knowledge about the different dimensions of audio information and media.

This module contains the following parts: a. *What I Need to Know* (Introduction and Learning Objectives), b. *What I Know* (Pretest), c. *What's In* (Review), d. *What's New* (Introductory activity), e. *What Is It* (Content Discussion), f. *What's More* (Enrichment Activities), g. *What I Have Learned* (Generalization), h. *What I Can Do* (Application), i. *Assessment* (Posttest), *Additional Activities*, *Answer Key*, and *References*.

To enjoy learning about the lesson, you must set aside all other tasks that will disturb you while answering the module. Use the module with care. Do not put unnecessary mark/s on any part of the module. Follow carefully all the contents and instructions indicated on every page of this module. Take note of the significant concepts you find in the lesson, which you may use for future references. Keep in mind to USE SEPARATE SHEETS OF PAPER in doing all the provided activities to meet all the lesson's objectives. If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your facilitator. After accomplishing all the activities, let your facilitator/guardian assess your answers. The success in accomplishing this module depends on your will and grit. Keep going and enjoy learning!

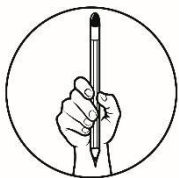


What I Need to Know

This module aims to help learners like you get well-acquainted with key concepts of media and information and use this knowledge to communicate using the technology in your hands. 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.

After going through this module, you are expected to:

1. describe the different dimensions of audio information and media (MIL11/12AIM-IVd-11)
2. comprehend how audio information and media are formally and informally produced, organized, and disseminated (MIL11/12AIM-IVd-12)
3. evaluate the reliability and validity of audio information and media and their sources using selection criteria (MIL11/12AIM-IVd-13)
4. produce and evaluate a creative audio-based presentation using design principle and elements (MIL11/12AIM-IVd-14)



What I Know

Choose the letter of the best answer. Write the chosen letter on a separate sheet of paper.

1. Which of the following principles of sound design refers to the balance, combination, and control of numerous sound elements?
 - a. dialogue
 - b. mixing
 - c. pace
 - d. publisher
2. What term refers to an episodic series of digital audio or video file or recording that can be downloaded by a user from a website to a media player or computer to listen?
 - a. audio podcast
 - b. music
 - c. radio broadcast
 - d. sound recording
3. What storage medium refers to a small, flat flash drive used to save data such as audios, pictures, texts, and videos for use on small, portable, or remote computing devices?
 - a. compact hard drive
 - b. memory card
 - c. tape
 - d. USB drive

4. What element of sound design refers to the complete absence of noise or sound?
 - a. mixing
 - b. music
 - c. pace
 - d. silence
5. What do you call the Microsoft audio file format standard used for the storage of digital audio data on personal computers?
 - a. M4A
 - b. MP3
 - c. WAV
 - d. WMA
6. What type of audio file refers to an instrumental or a vocal sound that conveys emotions and ideas in significant forms through the elements of color, harmony, melody, and rhythm?
 - a. audio podcast
 - b. dialogue
 - c. music
 - d. sound clip
7. What do you call the sound, aside from dialogue and music, artificially made to create an effect in a movie, play, or another broadcast production?
 - a. audio podcast
 - b. radio broadcast
 - c. silence
 - d. sound effect
8. What term refers to a coding format for consumer audio, as well as a means of sound sequence compression for the transmission and playback of music on most digital audio players?
 - a. M4A
 - b. MP3
 - c. WAV
 - d. WMA
9. What storage medium refers to a plastic-fabricated, circular tool on which audio, video, and other digital information is recorded, stored, and played back?
 - a. compact disc
 - b. internet
 - c. memory card
 - d. tape
10. Which of the following resources of media and information is defined as anything connected to sound, specifically when received, recorded, transferred, or duplicated?
 - a. digital text
 - b. digital font
 - c. text style
 - d. typeface

Lesson

1

Audio Information and Media

Have you ever listened to a radio drama? Most of the time, people tune in to this type of radio program because of the story. But there is more to the story that they narrate and the characters who put life to the story: it is how the sound designers insert background music perfectly and use sound effects appropriately. In this lesson, you will be learning how audio information can be an influential form of media and how it can be used and applied for you to learn and absorb ideas and concepts better.



What's In

Choose the letter that best describes the statement in each number.

- | | |
|--|------------------------------|
| ___ 1. These are materials, programs, and applications elements that teachers and students use to formulate new information to aid learning. | A. Visual design |
| ___ 2. These are the building blocks or basic units in the movement construction of a visual image. | B. Balance |
| ___ 3. It will be the product when the placement of dark and light areas can move your attention through the format. | C. Visual media |
| ___ 4. These are the objects, values, colors, textures, shapes, and forms used in creating a visual composition. | D. Directional |
| ___ 5. This area is more significant compared to the other objects or elements in a composition. | E. Center of interest |



What's New

Watch the trailer of “A Woman of Paris” by accessing the link below and answer the following questions once you are done watching.

Video link: <https://vimeo.com/charliechaplin>



Video screenshot from: <https://vimeo.com/charliechaplin>

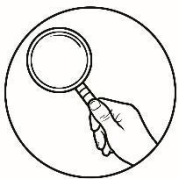
1. How did you find your experience in watching the video clip of a silent movie?

2. Do you think most media consumers would enjoy this type of media? Why or why not?

3. What suggestions can you make to improve this video?

Each justification will be graded using the following rubric.

Score	Description
2 points	The justification covered little essential information required and one or two facts.
3 points	The justification covered some essential information required with a few citations and facts.
4 points	The justification covered all essential information required and facts.
5 points	The justification covered the topic extensively and comprehensively with a variety of resources.



What is It

Audio Information and Media

Audio

Audio is defined as anything connected to sound, specifically when received, recorded, transferred, or duplicated (HarperCollins, n.d.). It is anything related to the documentation and transmission of sound (Cambridge University, n.d.). Audio is one of the resources of media and information, along with text, visual, and motion.

Audio Media and Audio Information

Audio Media refers to the media communication that uses audio equipment to report, document, and deliver information through the means of sound. It may also refer to audio formats such as analog tape cassettes, digital compact discs, and computer files containing audio. On the other hand, **audio information** is the file or sound created and transferred by using high fidelity waves that are heard through certain audio tools.

Types and Categories of Audio Information

There are several types of audio file:

- ❖ **Radio Broadcast** – the act of sending a live or recorded audio through radio waves meant for a large group of listeners
- ❖ **Music** – an artistic form of auditory communication incorporating instrumental or vocal tones in a structured and continuous manner
- ❖ **Sound Recording** – the encoding of any sound from the surroundings; the act or procedure of making a record of a certain sound (Merriam-Webster, n.d.)
- ❖ **Sound Clip/Sound Effect** – the sound, aside from dialogue and music, artificially made to create an effect in a movie, play, or other broadcast production (Oxford University, n.d.)
- ❖ **Audio Podcast** – an episodic series of digital audio or video file or recording that can be downloaded by a user from a website to a media player or computer to listen

Aside from knowing the various types of audio information, you must also learn the different ways of storing audio files:

- ❖ **Tape** – a magnetic tape sound recording format on which sound can be documented
- ❖ **Compact Disc** – a plastic-fabricated, circular tool on which audio, video, and other digital information is recorded, stored, and played back
- ❖ **USB Flash Drive** – an external hard disk drive, small enough to fit on a keychain, that can be plugged into the computer's USB port
- ❖ **Memory Card** – a small, flat flash drive used to save data such as audio files, pictures, texts, and videos for use on small, portable, or remote computing devices
- ❖ **Computer Hard Drive** – a secondary data storage device for saving digital data
- ❖ **Internet/Cloud** – a wide network of remote servers in the internet meant to operate as storage and retrieval of audio files and other computer data

Now, before we save our audio files, we need to consider first the numerous audio file formats:

- ❖ **MP3 (MPEG Audio Layer 3)** – a coding format for consumer audio, as well as a mean of sound sequence compression for the transmission and playback of music on most digital audio players
- ❖ **M4A/AAC (MPEG-4 Audio/Advanced Audio Coding)** – a file extension for lossy digital audio compression

- ❖ **WAV (Waveform Audio File Format)** - the Microsoft audio file format standard used for the storage of digital audio data on personal computers
- ❖ **WMA (Windows Media Audio)** - a file extension developed by Microsoft and used with Windows Media Player

A Friendly Reminder: Hearing vs. Listening

“Hearing is simply the act of perceiving sound by the ear. If you are not hearing-impaired, hearing simply happens. Listening, however, is something you consciously choose to do. Listening requires concentration so that your brain processes meaning from words and sentences. Listening leads to learning.”
(University of Minnesota Duluth, 2011; Rosenblat, 2009)

Characteristics of a Sound

The following are the characteristics of sound:

- ❖ **Volume** - the force of a sound
- ❖ **Tone** - the musical or vocal sound of a definite quality (Merriam-Webster, n.d.)
- ❖ **Pitch** - the degree of highness or lowness of a sound (Oxford University, n.d.)
- ❖ **Loudness** - the feature of a sound that determines the degree of the auditory sensation produced (Merriam-Webster, n.d.)

Purposes of Using Sounds or Audio Media

Audio media have a vital role when it comes to the teaching and learning process. Some learners are auditory learners. These are learners who better understand lessons by listening to the content and concepts that they need to grasp. This is the reason why it is important to use audio media along with text and visual media since these will make the lessons more motivating for learners. The following are some of the purposes of using sounds or audio media in facilitating learning:

- ❖ These enable the learners to listen to the ideas and views of the experts and other reliable people;
- ❖ These allow learners to listen to learning materials, like speeches;
- ❖ These serve as alternative guides for the learners when they are doing their tasks, such as experiments; and
- ❖ These grant the learners audio files of important past events or sounds from the settings that the learners cannot personally visit.

Elements and Principles of Sound Design

Nowadays, sound is an essential part of any movie, play, or broadcast production. A well-created soundtrack makes the audience enjoy any dramatic presentation. Therefore, it is a must for us to know the elements and principles of sound design. It is important to get an understanding of what makes up an entire production soundtrack.

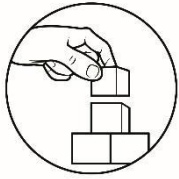
Sound Design is the vivid use of sound during a production in connection to the images and contents of the story to create an emotional response. These are the

elements of sound design or the elements that one must work with to produce soundtracks:

- ❖ **Dialogue** – a composition in the form of conversation between two people
- ❖ **Sound Effect** - the sound, aside from dialogue and music, artificially made to create an effect in a movie, play, or broadcast production (Oxford University, n.d.)
- ❖ **Music** - an instrumental or a vocal sound that conveys emotions and ideas in significant forms through the elements of color, harmony, melody, and rhythm
- ❖ **Silence** – the complete absence of noise or sound

Aside from these elements that one must work with in creating a soundtrack, principles of sound design, or the audio techniques for merging the various elements or objects of sound design, should also be considered:

- ❖ **Mixing** – the balance, combination, and control of numerous sound elements
- ❖ **Pace** – the editing and the time control of sound design; it has numerous categories:
 - **Linear** – the sounds that are permanent, used once, and will be in the same place
 - **Non-Linear** – the sounds that are much more open in comparison to linear sounds
 - **Multi-Linear**
- ❖ **Transition** – the process of getting from one element or fragment of sound design to another; it has various types:
 - **Segue** – an uninterrupted movement from one piece of music to another
 - **Cross-Fade** – the smooth transition of a sound between two side by side audio files on the same track
 - **V-Fade** – a switch from one volume level to another softer or louder level
 - **Fade to Black** – a type of V-Fade which has some silence between the elements of sound design
- ❖ **Stereo Imaging** - the feature of sound documentation and duplication concerning the supposed spatial locations of the sound sources, both sideways and in depth.



What's More

Activity 1.1

Create a podcast about a community problem in your area that you want to solve. Be sure to record your podcast using any recording device and/or computer software. As a guide for your podcast, you must answer the following questions below:

1. What is the aim of your podcast?

2. Who are the intended listeners of your podcast?

3. What is your opening line to make your podcast interesting to listeners?

4. How would you relay to your listeners the solutions to your community problem?

5. What would be your closing statement to encourage the listeners to join you in solving the problem?

The podcast will be graded using the following rubric.

Criteria	Expert (5)	Advanced (4)	Intermediate (3)	Novice (2)	Beginner (1)
Content	The content was precise and all essential information required was presented coherently.	The content was precise, but some essential information required was missing and/or not presented coherently. Still, it was generally easy to understand.	The content was precise, but some essential information required was missing and/or not presented coherently. Thus, it was difficult to understand.	The content was uncertain. Some essential information required was not presented coherently, making it difficult to understand.	The content was imprecise. All essential information required was not presented coherently, making it difficult to understand.
Presentation of Information	The presentation ran properly and coherently. The presentation displayed the extensive use of tools creatively. Each member's information	The presentation ran properly. Tools were utilized precisely. Each member's information was represented and identified with their	The presentation ran properly. Some tools were utilized to exhibit acceptable understanding. Each member's information was represented	The presentation was not organized. The tools were not utilized appropriately. Some of the members' information was missing and/or	The presentation had no flow. Information was inadequate and some of the member's information was missing.

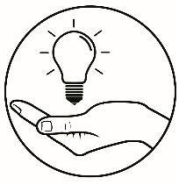
	was represented and identified with their complete name.	complete name. The overall presentation was impressive.	and identified with their complete name.	information was not identified.	
Use of Elements of Visual and Sound Design	The use of audio design elements was suitable. The layout was delightful to see.	Audio design elements were suitable. The layout was a little bit messy.	Most audio designs were suitable.	Audio design elements were unsuitable and/or the layout was messy.	No audio design elements utilized.
Use of Principles of Visual and Sound Design	The use of audio design principles was utilized properly.	An audio design principle was disregarded.	Two audio design principles were disregarded.	Many audio design principles were utilized improperly.	No effort was made to use suitable audio design principles.
Mechanics	There were no grammar lapses. The author exhibited originality.	There were a few grammar lapses. The author exhibited originality.	There were some grammar lapses. The author exhibited originality.	There were some grammar lapses. The author did not exhibit originality.	There were plenty of grammar lapses. The author did not exhibit originality.

Activity 1.2

Listen to the audio clip by accessing the link provided below. After listening, complete the table by supplying the appropriate description for the indicated elements of sound design.

Audio link: <https://www.youtube.com/watch?v=VGRtovmOP2I&list=PLODQoPsF-a2fEyJKjp10CDARz6rKqDPVm&index=5>

Audio Design Elements and Principles	Your Description and Observation
1. Dialogue	
2. Sound Effect	
3. Music	
4. Mixing	
5. Pace	
6. Transition	



What I Have Learned

Answer the questions briefly based on your objective insight and critical thinking.

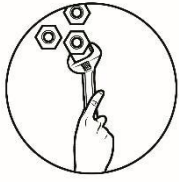
1. What are the aspects that you must look at to regard an audio information as valid and reliable?

2. How would a student like you benefit from the various audio information and media available online?

3. What is the importance of audio or sound in media production?

Your answers will be graded based on the following rubric.

Score	Description
2 points	Is unable to or infrequently uses deductive and inductive reasoning skills
3 points	Uses deductive and inductive reasoning skills inconsistently and weakly
4 points	Uses deductive and inductive reasoning skills competently
5 points	Uses deductive and inductive reasoning skills consistently and with ease



What I Can Do

You will take on the role of a filmmaker. Create a 10-minute short film about the podcast you have produced in the previous activity. Be sure to combine all the design elements and principles of visual information and media and audio information and media in doing your work.

The short film will be graded using the following rubric.

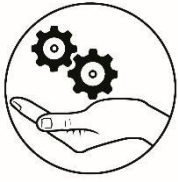
Criteria	Expert (5)	Intermediate (4)	Novice (3)	Beginner (2)
Organization	All essential information required was presented coherently and impressively.	All essential information required was presented coherently.	The presentation jumped around, making it difficult for the audience to understand.	The audience can hardly understand the presentation.
Design	All visual and audio design elements worked properly together and exhibited an exemplary combination.	Visual and audio design elements were proper and improved the presentation.	The selection of visual and audio elements was enough.	The selection of graphics, fonts, and sound was inadequate.
Content	The topic was covered extensively and comprehensively with a variety of resources. The audience was encouraged to know more.	All essential information required and facts to give the audience an understanding of the topic were covered.	Some essential information required, with a few citations, and facts to give the audience an understanding of the topic were covered.	Little essential information required and one or two facts to give the audience an understanding of the topic were covered.
Graphics	The graphics explained and strengthened the message of the presentation.	The graphics varied and are connected to the presentation.	The graphics that were utilized rarely support the presentation.	No graphics were utilized, or the use of graphics was inadequate.
Sound	The use of sound and music to strengthen the message was great.	Sound and music were utilized to communicate the message. The audio was clear.	The sound was utilized, but its quality was inadequate. Thus, it was difficult for the audience to understand.	No sounds were utilized, or the use of sounds was inadequate.



Assessment

Modified True or False: Read each statement carefully. Write **True** if the statement is correct, but if it is false, change the underlined word or group of words to make the whole statement true.

- _____ 1. Mixing refers to the balance, combination, and control of numerous sound elements.
- _____ 2. Radio Broadcast is an episodic series of digital audio or video file or recording that can be downloaded by a user from a website to a media player or computer to listen.
- _____ 3. USB Drive is a small, flat flash drive used to save data such as audios, pictures, texts, and videos for use on small, portable, or remote computing devices.
- _____ 4. Silence refers to the complete absence of noise or sound.
- _____ 5. WMA is the Microsoft audio file format standard used for the storage of digital audio data on personal computers.
- _____ 6. Sound Clip is an instrumental or a vocal sound that conveys emotions and ideas in significant forms through the elements of color, harmony, melody, and rhythm.
- _____ 7. Audio Podcast is the sound, aside from dialogue and music, artificially made to create an effect in a movie, play, or other broadcast production.
- _____ 8. M4A is a coding format for consumer audio, as well as a means of sound sequence compression for the transmission and playback of music on most digital audio players.
- _____ 9. Compact Disc refers to a plastic-fabricated, circular tool on which audio, video, and other digital information is recorded, stored, and played back.
- _____ 10. Visual is defined as anything connected to sound, specifically when received, recorded, transferred, or duplicated.



Additional Activities

Inside the box below, write a short script for a radio advertisement selling a moisturizing soap for the face and body. You may create your own product name. Be sure to incorporate the principles and elements of sound design in your radio commercial.

Name of the Soap Product: _____

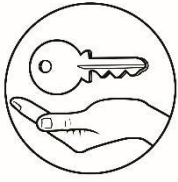
Tagline / Hook: _____

Script for Radio Advertisement:

The radio commercial will be graded using the following rubric.

Criteria	Expert (5)	Intermediate (4)	Novice (3)	Beginner (2)
Script	The script included several original descriptions and/or details that contributed to the listener's satisfaction. The author has utilized their creativity.	The script included a few original descriptions and/or details that contributed to the listener's satisfaction. The author has utilized their creativity.	The script included a few original descriptions and/or details, but they diverted from the presentation. The author has attempted to utilize their creativity.	There is little evidence of originality in the script. The author did not seem to have utilized much creativity.

Content	The content was precise and all essential information required was presented coherently.	The content was precise, but some essential information required was missing and/or not presented coherently. Thus, it was difficult to understand.	The content was uncertain. Some essential information required was not presented coherently, making it difficult to understand.	The content was imprecise. All essential information required was not presented coherently, making it difficult to understand.
Quality	The presentation was completed and had all the required audio elements. The audio and other augmentations were properly utilized.	The presentation was completed and had all the required audio elements. However, the sound was somewhat choppy. The audio and other augmentations were utilized, but not for the best result.	The presentation was made but had very little refinement. The sound was choppy with little to no audio support.	The presentation had no audio support of any kind.
Speaking Skills	The presenter utilized a clear voice and spoke gently so the audience could understand the presentation.	The presenter's voice was clear. However, the speech pace was a little slow or fast at times. Most of the audience can understand the presentation.	The presenter's voice was a little low in volume. The speech pace was much too slow or rapid, making it difficult for the audience to understand the presentation.	The presenter whispered and spoke much too slow or fast, making it difficult for the audience to understand the presentation.
Mechanics	There were no grammar lapses. The author exhibited originality.	There were some grammar lapses. The author exhibited originality.	There were some grammar lapses. The author did not exhibit originality.	There were plenty of grammar lapses. The author did not exhibit originality.



Answer Key

What I Know	What's More	Assessment
B A B D C C D B A A	Answers may vary.	True Audio Podcast Memory Card True WAV Music Sound Clip/ Sound Effect MP3 True Audio

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