

# Media and Information Literacy

## Quarter 3 – Module 1: Introduction to Media and Information Literacy



**Media and Information Literacy– Grade 12**  
**Alternative Delivery Mode**  
**Quarter 3 – Module 1: Introduction to Media and Information Literacy**  
**First Edition, 2019**

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# **Media and Information Literacy**

## **Quarter 3 – Module 1: Introduction to Media and Information Literacy**

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](mailto: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 into guided and independent self-learning activities at their own pace and time. Furthermore, this also aims to help learners acquire the necessary 21<sup>st</sup>-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 learning. Furthermore, you are expected to encourage and assist the learners as they perform 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 introduce you to Media and Information Literacy as an important subject in the 21st Century learning for the students to be able to maximize the use of modern technologies and be a responsible user and capable producer of media and information.

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!

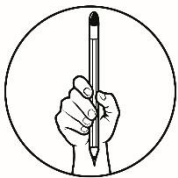


## ***What I Need to Know***

This module was designed to introduce you to media and information literacy as an important aspect of building human society by being a responsible user and capable producer of media and information. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary levels 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 how communication is influenced by media and information (MIL11/12IMIL-IIIa-1)
2. identify the similarities and differences between and among media literacy, information literacy, and technology literacy (MIL11/12IMIL-IIIa-2)
3. discuss responsible use of media and information (MIL11/12IMIL-IIIa-3)



## ***What I Know***

Multiple Choice: Read each question carefully and choose the letter of the correct answer. Write your answer on a separate sheet of paper.

1. Which of the following describes the capacity to read and write associated with the knowledge to determine, comprehend, explain, generate, communicate, and calculate using printed materials?
  - a. Media
  - b. Literacy
  - c. Computer
  - d. Information
2. Which of the following is a tool or platform used to convey information or means of communication?
  - a. Media
  - b. Literacy
  - c. Computer
  - d. Information

3. What do you call the knowledge acquired from someone or something?
  - a. Media
  - b. Literacy
  - c. Computer
  - d. Information
4. Which of these is characterized by an individual's ability to understand the functions of media and determine the relevant use and worth of media platforms?
  - a. Media Literacy
  - b. Computer Literacy
  - c. Technology Literacy
  - d. Information Literacy
5. Which of the following describes an individual who knows how to manipulate technology independently or with the assistance of others in using the technology efficiently and suitably?
  - a. Media Literate
  - b. Computer Literate
  - c. Technology Literate
  - d. Information Literate
6. Which of the following refers to the ability to transmit communication or acquiring data or facts that relate to the use of media information?
  - a. Media Literacy
  - b. Computer Literacy
  - c. Technology Literacy
  - d. Information Literacy
7. What do you call the equipment or method that is useful to people's daily activities?
  - a. Media
  - b. Internet
  - c. Computer
  - d. Technology
8. Which are the necessary skills that let a person interact using different kinds of media and access information around the globe?
  - a. Media and Information Literacy
  - b. Computer and Technology Literacy
  - c. Information and Technology Literacy
  - d. Information and Communication Literacy
9. What electronic machine is used to store and work with a large amount of information?
  - a. Media
  - b. Internet
  - c. Computer
  - d. Technology
10. What do you call the globally connected network system that uses TCP/IP to transmit data via various types of media?
  - a. Media
  - b. Internet

- c. Computer
  - d. Technology
11. What do you call the present time when technological advancement is inevitable, and access to information is easy with the aid of technology?
- a. Industrial Age
  - b. Electronic Age
  - c. Prehistoric Age
  - d. New Information Age
12. Which of the following is not a form of social media?
- a. Twitter
  - b. Google
  - c. Facebook
  - d. Instagram
13. What do you call a person who has gained many subscribers and followers, and is being paid by YouTube through advertisements and commercials placed in their Vlogs or YouTube Channels?
- a. Netizen
  - b. Blogger
  - c. Media Influencer
  - d. Internet Sensation
14. Which of the following statements is NOT true about the communication today?
- a. We now have access to fast and easy form of communication services.
  - b. Communication in the modern period is susceptible to media and information.
  - c. Social media forms of communication always have a positive effect to a person in terms of personal relationship.
  - d. Media users and contributors must be mindful in taking advantage on the use of communication technology in appropriate ways.
15. "Media and information literacy are important skills that we need to develop for us to take advantage of the use and benefits of technology in the modern society." The statement is \_\_\_\_\_.
- a. belief
  - b. factual
  - c. opinion
  - d. fallacious

# Lesson 1

# Introduction to Media and Information Literacy

In the present time, technological advancement is inevitable, and the access of information is very much available with the aid of technology. *Media and Information Literacy* accentuate an individual's capability to exercise his/her fundamental human rights, specifically the right to express his/her opinion using any kind of media platform and the right to access information responsibly.



## *What's New*

### **MIL Framework Design**

Think that you are a blogger. Complete the MIL framework design of your blog by providing the needed information in the table below.

| <b>Component</b>  | <b>Blog</b> |
|-------------------|-------------|
| Name of your Blog |             |
| Target Audience   |             |
| Purpose           |             |
| Key Content       |             |
| Form/Style        |             |
| Medium/ Platform  |             |

### **Guide Questions:**

1. What do you intend to do or show in your blog?
2. Which media platform do you intend to use?
3. Why did you choose that kind of media platform?
4. How can you make people or netizens watch or subscribe to your blog?





## ***What is It***

### **Introduction to Media and Information Literacy**

*Media and Information Literacy* involves necessary skills that let a person interact using different media platforms and get access to information around the globe. These should be learned because we are now living in the information age when the media have a significant role in our society towards disseminating information, connecting people, and acting as an agent of change in our society.

#### **A. Communication and Media Information**

Communication is affected by media and information because of the advancement of technology and the availability of different communication services. These allow us to have access to fast and easy forms of communication through the use of different media platforms and social media sites like *Facebook*, *Messenger*, *Instagram*, *Twitter*, among others. However, this form of communication may have a negative effect on people in terms of personal relationships that may be strained by the over-reliance on social media that are fertile grounds for fake news and hoaxes. Therefore, we should always be mindful in taking advantage of the use of communication technology in appropriate ways. We must keep in mind the principle of “Think before you click”.

#### **B. Media Literacy, Information Literacy, and Technology Literacy**

**Media literacy** highlights the capacity of an individual to understand the functions of media and determine the relevant use and worth of media platforms. This means that an individual knows how to use or manage media accounts or media platforms. Meanwhile, **information literacy** is the communication or acquiring of data or facts that relate to the use of media information. This involves a careful and thoughtful way of gathering information legally, avoiding such pitfalls as violating intellectual property rights and plagiarism. **Technology literacy**, on the other hand, is the skill of an individual to manipulate technology independently or with the assistance of others in using the technology in an efficient and suitable way. These skills are needed to access knowledge and communicate information in a legal and ethical manner. Information and media literacy enable people to become a responsible user and producer of media and information.

#### **C. Responsible Use of Media and Information**

The 21st Century is known as the information age. Now, people are highly dependent on technology in different aspects of their lives such as for communication, entertainment, and work-related activities. Responsible use of media and information is encouraged especially in education. Teachers and students use reliable internet sources in acquiring information as well as in researches. Others

use different media platforms for information dissemination and for social awareness and advocacy purposes.

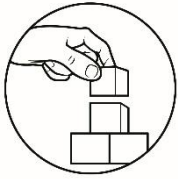
The value of media information literacy is undeniable across all nationalities around the globe. For example, modern Good Samaritans use media platforms through various ways like video blogging to help people in need. These platforms also have economic value to their users. Media influencers who have gained many subscribers and followers are paid by *YouTube* through the advertisements and commercials inserted in their videos. Also, networking businesspersons and online sellers use different media platforms as an important tool to recruit members, advertise, and sell their products, respectively.

Some social media are agents of change. Users who want to increase awareness or elicit public response to issues flock to social media where they can freely write their opinions, textually or through “memes”, on their advocacies. There is, at present, little guarantee on the truth of what is being shared, but people react to it, sometimes getting involved in conflicts online or offline. Therefore, social media users, especially influencers, must be responsible for what they post on their platforms. They have to make sure that the information they share are factual and come from reliable sources.

The ease of getting information via media also has its disadvantage: the risk of invasion of privacy. Many users are unaware that their personal information can also be taken from their media accounts without their knowledge, resulting in effects ranging from annoyance due to too many targeted ads to legal problems from identity theft.

Certainly, media and information literacy is an essential skill that we need to develop for us to take advantage of the use and benefits of technology in the modern society, while avoiding its pitfalls. Here are some tips for the responsible use of media and information.

1. *Ensure personal information safety* – Do not display or give away your personal information on your social media account. When you are using applications and websites, read first the “terms of use”. It’s wise to take a close look and read all the sections thoroughly.
2. *Get permission* – When posting videos or pictures of other people on your social media account, do not forget to ask for the owner's approval and of the people who appeared in the video or picture.
3. *Think before you click* – When posting or sharing on social media, think first if the information you are going to post or share is accurate, helpful, informative, nice, and kind to others. Avoid posting or sharing inappropriate, uncomfortable, or rude insights on your account.
4. *Keep your password safe* – Keep an eye on your account; do not let others know your password. Update your password often to avoid your account from being hacked or used by a poser.
5. *Spread positivity* – Share positive and uplifting posts to your friends. As much as possible, avoid negativity and hate in your account because what you post on social media becomes a reflection of yourself.



## What's More

### Activity 1.1. Mind Mapping

Show your creativity and critical thinking skills by creating a mind map about the influence of media and information in communication. Then write a short explanation or description of the mind map that you created. Use a short bond paper for this activity.

*Below is an example of a mind map showing the factors that affect information literacy.*

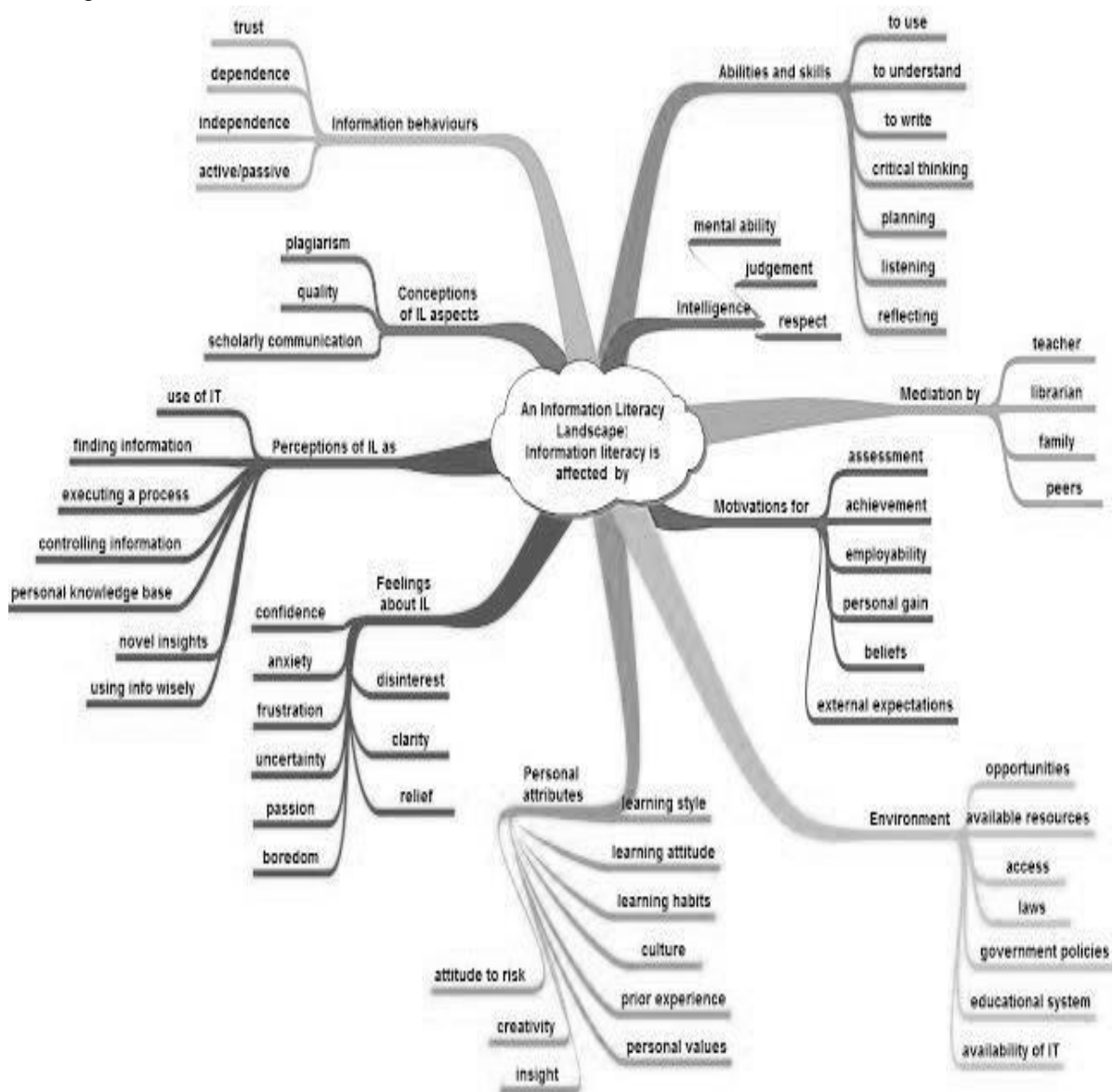


Figure 1: Information Literacy Landscape c. Moira Bent, (2008) Retrieved from <https://www.pinterest.co.uk/pin/115475177920307553/>

Your output will be graded based on the following rubrics:

| Criteria        | Needs Improvement   | Meets Expectations   | Exceed Expectations   |
|-----------------|---|--|---|
| Score           | 5   | 10   | 15  |
| Content         | Present insufficient ideas, facts, and information                | Present sufficient level of ideas, facts, and information. | Present high level of ideas, facts, and information.                |
| Creativity      | Show minimal level artistry and attractiveness                    | Show adequate level artistry and attractiveness            | Show high level artistry and attractiveness                         |
| Labels Accuracy | No more than five label errors                                    | No more than two label errors                              | No label errors   |
| Originality     | Output created shows other people's ideas and not originally made | Output created shows some originality and uniqueness       | Output created shows large amount of original ideas and uniqueness. |

## Activity 1.2. Compare and Contrast

Identify the similarities and differences between and among media literacy, information literacy, and technology literacy by completing the triple Venn diagram below. Then, answer the guide questions that follow. Do this activity on a separate sheet of paper.

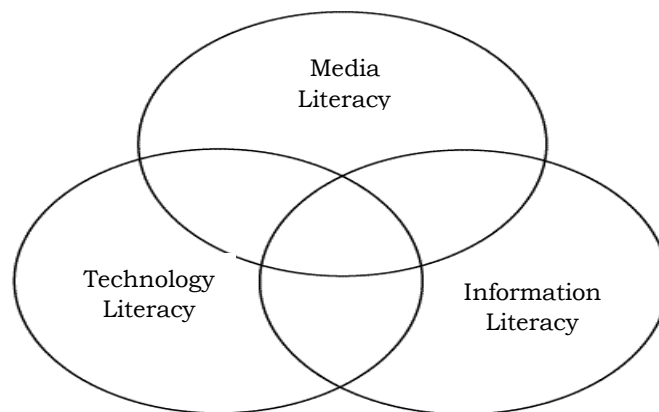


Figure 2: Venn diagram. Retrieved from [https://commons.wikimedia.org/wiki/File:Venn\\_diagram\\_ABC\\_BW.png](https://commons.wikimedia.org/wiki/File:Venn_diagram_ABC_BW.png)

### Guide Questions:

1. What are the similarities of media literacy, information literacy, and technology literacy?
2. How would you differentiate the media literacy, information literacy, and technology literacy?

Your answer will be graded based on the following rubric.

| Score    | Description  |
|----------|--|
| 2 points | Includes little essential information and one or two facts                             |
| 3 points | Includes some essential information with a few citations and facts                     |
| 4 points | Includes essential information and facts to give viewers an understanding of the topic |
| 5 points | Covers the message completely and in depth with a variety of resources                 |



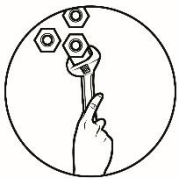
## What I Have Learned

Answer the following questions and start your answer with the statement, “I believe...”

1. Why is it essential to be a media and information literate?  
I believe \_\_\_\_\_
2. How can you become literate in media and information technology?  
I believe \_\_\_\_\_
3. What do you think of the reliability and truth of information circulated in different social media platforms?  
I believe \_\_\_\_\_

Your answer will be graded based on the following rubric.

| Score    | Description  |
|----------|--|
| 2 points | Includes little essential information and one or two facts                             |
| 3 points | Includes some essential information with a few citations and facts                     |
| 4 points | Includes essential information and facts to give viewers an understanding of the topic |
| 5 points | Covers the message completely and in depth with a variety of resources                 |



## What I Can Do

### Editorial Cartoon Analysis

In a piece of paper, write your analysis of the editorial cartoon shown below. How are you going to relate this to responsible use of media and information in a democratic society?

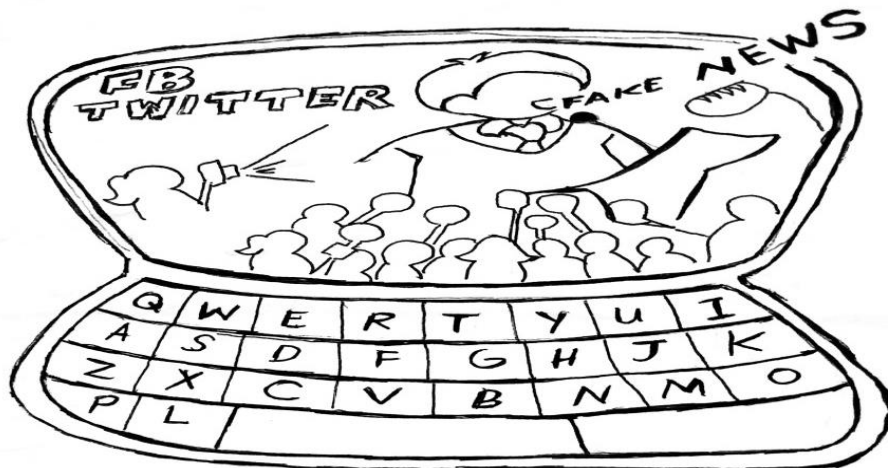
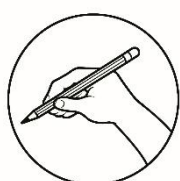


Figure 2: Fake News illustrated by Pastora B. Berondo (2019)

Your written output will be graded based on the following rubrics:

| <b>Criteria</b>         | <b>Needs Improvement</b>   | <b>Meets Expectations</b>   | <b>Exceeds Expectations</b>  |
|-------------------------|--|---|--|
| <b>Score</b>            | <b>10</b>  | <b>15</b>   | <b>20</b>  |
| Depth of Analysis       | Demonstrate a minimal level of reflection and internalization of the given material. | Demonstrate a sufficient level of reflection and internalization of the given material. | Learners provided new and creative insights resulting from a profound reflection and internalization of the given material |
| Organization of Thought | The thoughts were expressed in an incoherent manner.                                 | The thoughts were expressed in a coherent manner.                                       | The thoughts were expressed in a coherent manner. Writing is very clear and organized.                                     |
| Grammar and Spelling    | No more than five spelling and grammar errors.                                       | No more than two spelling and grammar errors.   | No spelling and grammar errors.  |



## **Assessment**

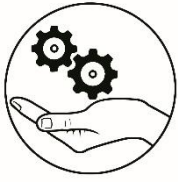
Multiple Choice: Read each question carefully and choose the letter of the best answer. Write your answer on a separate sheet of paper.

1. Which of the following is true about literacy?
  - a. a knowledge acquired from someone or something
  - b. an equipment or method that is useful to people daily activities
  - c. the ability to read and write associated with knowledge
  - d. the platform used to convey information or means of communication
2. Which of the following describes media?
  - a. a knowledge acquired from someone or something
  - b. an equipment or method that is useful to people daily activities
  - c. the capacity of being able to read and write associated with knowledge
  - d. the platform used to convey information or means of communication
3. Which of the following tells about information?
  - a. a knowledge acquired from someone or something
  - b. an equipment or method that is useful to people daily activities
  - c. the capacity of being able to read and write associated with knowledge
  - d. the platform used to convey information or means of communication
4. Which of the following denotes the meaning of media literacy?
  - a. the ability to manipulate technology independently or with the assistance of others
  - b. the capacity of an individual to understand the functions and relevant uses of media platforms
  - c. the skills that allow a person to interact and access information using different kinds of media
  - d. transmitting communication or acquiring facts that relate to the use of media information

5. Which of the following describes a person who is considered as technology literate?
  - a. He/she communicates and acquires facts that are related to the use of media information.
  - b. He/she can manipulate technology independently or with the assistance of others.
  - c. He/she can understand the functions and relevant uses of media platforms.
  - d. He/she has the skills that allow a person to interact and access information using different kinds of media.
6. Which of the following define the meaning of information literacy?
  - a. the ability to manipulate technology independently or with the assistance of others
  - b. the capacity of an individual to comprehend the functions and relevant uses of media platforms
  - c. the skills that allow a person to interact and access information using different kinds of media
  - d. transmitting communication or acquiring facts that relate to the use of media information
7. Which of the following describes a person who is skilled in media and information?
  - a. He/she communicates and acquires facts that are related to the use of media information.
  - b. He/she can manipulate technology independently or with the assistance of others.
  - c. He/she has the capacity of an individual to comprehend the functions and relevant uses of media platforms.
  - d. He/she has the skills that allow a person to interact and access information using different kinds of media.
8. Which of the following statements is true about communication today?
  - a. It is difficult to communicate with people abroad.
  - b. Communication through social media always has a positive effect
  - c. We now have access to fast and easy form of communication services.
  - d. Most people today still use letters, also colloquially known as snail mail, to communicate with their families.
9. Which of the following best describes a computer?
  - a. an electronic device used only for computation
  - b. a wireless connection that transmits and processes data
  - c. a globally connected network system that transmits data
  - d. an electronic machine that can store and process large amounts of information
10. Which of the following is true about the Internet?
  - a. an electronic device used only for computation
  - b. a wireless connection that transmits and processes data
  - c. a globally connected network system that transmits data
  - d. an electronic machine that stores and works a large amount of information

11. Which of the following best describes the new information age?
  - a. production of growing industrial companies
  - b. the use of electronic devices in people's daily activities
  - c. the popularity of mails and letters sent via the postal system
  - d. information accessibility and availability with the aid of technology
12. Which of the following is NOT true about *Media and Information Literacy*?
  - a. MIL is a core subject in Senior High School.
  - b. MIL involves important skills that we need to develop.
  - c. MIL involves basic skills that everybody is knowledgeable about.
  - d. MIL can be developed through the integration of ICT in education.
13. Which of the following states the value of *Media and Information Literacy*?
  - a. People use media for the spread of fake news.
  - b. Some criminals use media to locate their victims.
  - c. People use media platforms to create social awareness.
  - d. Media influencers use media platforms for their own interest.
14. Which of the following does NOT state the value of *Media and Information Literacy*?
  - a. People use media platforms to hurt others.
  - b. People use media for information dissemination.
  - c. Some people use media platforms as a source of income.
  - d. Other people use media platforms to create social change.
15. "Nowadays, all of the people are highly dependent on technology in different aspects of their lives." The statement is \_\_\_\_\_.
  - a. belief
  - b. fallacy
  - c. factual
  - d. opinion



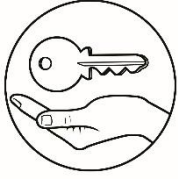


## ***Additional Activities***

### **Media Habits and Lifestyle**

Complete the table below by providing the time, kind of media platforms, and the activities you do to show your media habits and lifestyles.

| <b>Time</b>                          | <b>Media Platforms</b> | <b>Activities</b>   |
|--------------------------------------|------------------------|---|
| <i>Example:</i><br>8:00 am - 9:00 am | Facebook               | ✓ Check on friends' status<br>✓ Post and Share in my timeline |
|                                      |                        |   |
|                                      |                        |   |
|                                      |                        |   |
|                                      |                        |   |



# Answer Key

|  |  |  |
|--|--|--|
| <p style="text-align: center;"><b>Assessment</b></p> <p>1. c<br/>2. d<br/>3. a<br/>4. b<br/>5. b<br/>6. d<br/>7. d<br/>8. c<br/>9. d<br/>10. c<br/>11. d<br/>12. c<br/>13. c<br/>14. a<br/>15. b</p> <p style="text-align: center;"><b>Additional Activities</b></p> <p style="text-align: center;">Answers may vary</p> | <p style="text-align: center;"><b>What's More</b></p> <p>Activity 1.1<br/>Answers may vary</p> <p>Activity 1.2<br/><i>Media Literacy</i><br/>- capacity of an individual to comprehend the functions of media<br/><i>Information Literacy</i><br/>- acquiring of data or facts with the use of media information.<br/><i>Technology Literacy</i><br/>- Skills to manipulate technology with or without assistance<br/><i>(Note: Teacher me consider other answers related to the concepts)</i></p> <p style="text-align: center;"><b>What I Have Learned</b></p> <p>Answers may vary</p> <p style="text-align: center;"><b>What I Can Do</b></p> <p>Answers may vary</p> | <p style="text-align: center;"><b>What I Know</b></p> <p>1. b<br/>2. a<br/>3. d<br/>4. a<br/>5. c<br/>6. d<br/>7. d<br/>8. a<br/>9. c<br/>10. b<br/>11. d<br/>12. b<br/>13. b<br/>14. c<br/>15. b</p> <p style="text-align: center;"><b>What's New</b></p> <p>Answers may vary</p> |
|--|--|--|

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