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Media and Information Literacy

Quarter 3 – Module 3:
Types of Media

ALTERNATIVE DELIVERY MODE

ADM

Media and Information Literacy– Grade 12
Alternative Delivery Mode
Quarter 3 – Module 3: Types of Media
First Edition, 2019

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Quarter 3 – Module 3:
Types of Media

Department of Education • Republic of the Philippines

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 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 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 help you acquire and apply knowledge about the types of media for you to be able to decide in the future the appropriate media to read the audience and the strategies on how to deliver its content more effectively.

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 for you to obtain the knowledge on assessing the effectivity of different media and how it is presented. 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 **compare and contrast how one particular issue or news is presented through the different types of media (print, broadcast, online)**
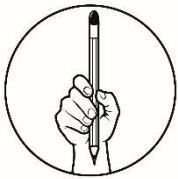
What I Know

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

1. This is an image created by light captured on a light-sensitive surface.
   - a. Graphic designs
   - b. Photograph
   - c. Information graphics
   - d. Cartoons

2. This allows media texts to be produced and distributed on multiple media devices.
   - a. Broadcast media
   - b. Print media
   - c. Media convergence
   - d. Multimedia

3. These media use paper and ink. The information is reproduced in a printing process that is traditionally mechanical.
   - a. Visual media
   - b. Print media
   - c. Text media
   - d. Audio media

4. It is a visual representation of information to understand high-volume and complex data easily.
   - a. Infographic
   - b. Graphic design
   - c. Photography
   - d. Cartoons

5. These media reach target audiences using airwaves as the transmission medium. Examples of these are radio and television.
   - a. Visual media
   - b. Broadcast media
   - c. Text media
   - d. Multimedia

6. It has textual designs that create an illusion and convey meaning.
   a. Print media
   b. Infographics
   c. Text media
   d. Typography
7. A sketch or drawing intended as satire, caricature, or humor.
   a. Graphic designs
   b. Photography
   c. Comic strip
   d. Book
8. These are teaching-learning devices that appeal to the auditory sense.
   a. Visual media
   b. Audio media
   c. Broadcast media
   d. Multimedia
9. This is a synergy of communication, computing, and content in the digital world.
   a. Media convergence
   b. New media
   c. Technological convergence
   d. Multimedia
10. A combination of different technologies emerging in one digital platform to organize and distribute content.
    a. Multimedia
    b. New media
    c. Print media
    d. Visual media
11. It is the art and technique of arranging the visual component of the written word.
    a. Typography
    b. Infographics
    c. Calligraphy
    d. Graphic Design
12. Pictures with text are also considered as _____.
    a. text media
    b. print media
    c. new media
    d. visual media
13. Which of the following media can be used for live presentation?
    a. Print media
    b. Multimedia
    c. Broadcast media
    d. All of these may be used.
14. It is also known as technological convergence.
    a. New media
    b. Multimedia
    c. Media convergence
    d. None of the choices provided
15. The process of developing visual media like food labels and billboards.
    a. Caricatures
    b. Text media
    c. Photography
    d. Graphic design

Lesson 1	# Types of Media

In the age of digital technology where information can be easily accessed, the question of what media is appropriate from reaching the audience to delivering its content effectively has great significance. In this lesson, you will learn about the types of media and media convergence.

What's In

Let's recall what you have learned from the previous lesson about the evolution from traditional to new media.

True or False

Directions: Write **T** if the statement is true and **F** if it is false. Then, underline the word that makes it incorrect.

_____1. Some examples of forms of media during the electronic age are typewriter, photography, and printing press.

_____2. Transistors are used in electronic equipment like computers, radios, and television sets.

_____3. The Prehistoric Age refers to the time up to about five thousand years ago, before writing was developed.

_____4. The Prehistoric Age is defined by the substitution of handy tools with electrical machines like the power loom and the steam engine.

_____5. The development of the transistor powered the rise of the electronic age.

What's New

How well do you know?

Direction: Identify the following types of media by writing "**P**" for print media, "**B**" for broadcast media, and "**N**" for new media.

____1. Philippine Star newspaper

____2. "7 Years", a song by Lukas Graham played on 90.7 Love Radio

____3. *Star Wars* movie shown in theaters

____4. *Kapuso Mo, Jessica Soho* uploaded on YouTube

____5. Media and Information Literacy textbook

____6. Promotional poster uploaded in Facebook

____7. *ABS- CBN TV Patrol* aired on channel 2

____8. *Harry Potter Complete Series Boxed Set Collection*

____9. Twitter

____10. Cellphone

What is It

PRINT MEDIA

This type of media paper and ink is reproduced in a printing process that is traditionally mechanical such as books, newspapers, magazines, journals, newsletters, and brochures. Print media may include text, graphics, or a combination of both.

Text Media

A type of print media which is a simple and flexible format for conveying ideas, whether handwritten or printed. Not all text media are print media. Text media may also be displayed on-screen as part of broadcast media, multimedia, or new media.
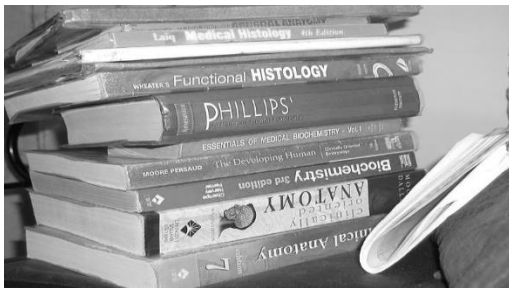
https://en.wikipedia.org/wiki/File:Books_Books.JPG

https://pixabay.com/illustrations/social-media-media-board-networking-1989152/

Figure 1. Examples of text media

An important feature of text media is **typography**. T*ypography* is the art and technique of arranging the visual component of the written word. It features textual designs with optical illusions that improve readability and help convey meaning. Fonts and alignment are parts of typography.

Visual Media

A type of print media that refers to pictures, photos, images, and graphics used to channel communication using the sense of sight. Visuals combined with text are also considered as visual media. Like text media, visual media are not limited to print media, however. "Visual media" is a general term for any medium that mainly makes use of sight as a channel to receive the message.

An important feature of visual media, in print or elsewhere, is **graphic design.** It is the process of visual communication that organizes and presents information developed through a creative process for a particular purpose. Graphic design is part of your daily life. From things like candy wrappers to huge things like billboards to the T-shirt you are wearing, graphic designs inform, persuades, organizes, stimulates, locates, identifies, attracts attention, and provides pleasure.
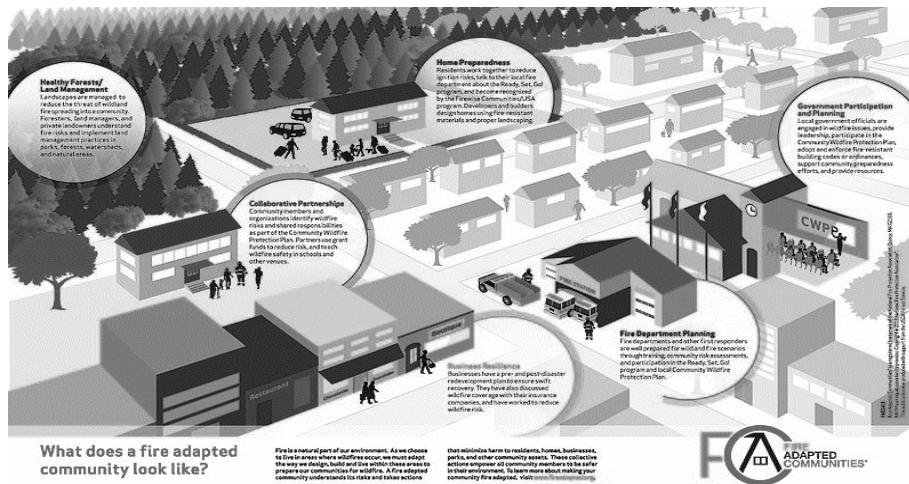

Figure 2. Examples of graphic designs

Examples of Visual Media

1. **Informational Graphics** (Infographic) – is a visual representation of information to understand the high-volume and complex data easily, e.g., graphs, charts.

https://en.wikipedia.org/wiki/File:Fire_Adapted_Communities_infographic.jpg

Figure 3. An example of Infographic

2. **Cartoons** – a sketch or drawing intended as satire, caricature, or humor, e.g., comic strip, editorial cartoons in newspapers and magazines.

PHOTO SOURCE: https://www.flickr.com/photos/uhmlibrary/6463130693
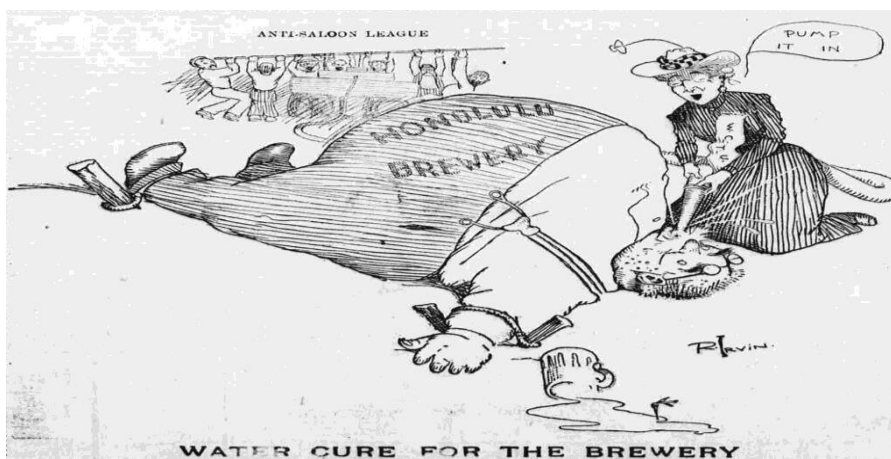
Figure 4. An example of editorial cartoon in newspaper

3. **Photography** – A photograph is an image created by light captured on a light-sensitive surface, which is usually photographic film. Nowadays, few people use photographic film. The advent of digital photography via digital cameras and cellular phones has made taking photographs easier and less expensive.
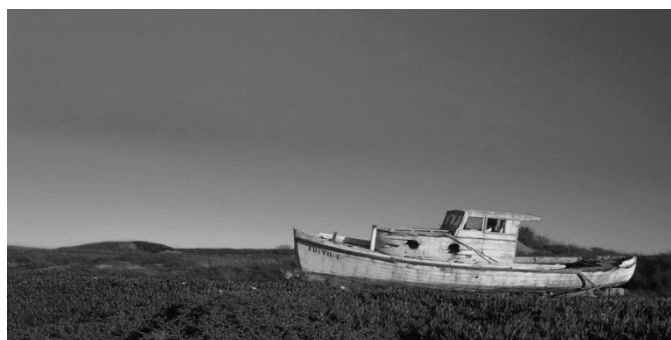
Figure 5. An example of photography

BROADCAST MEDIA

A type of media that reaches target audiences using airwaves as the transmission medium. Examples of broadcast media are radio and television.

Audio Media

A type of broadcast media that uses audio or voice recording as a medium in the delivery of information. These are devices that appeal to the auditory sense.
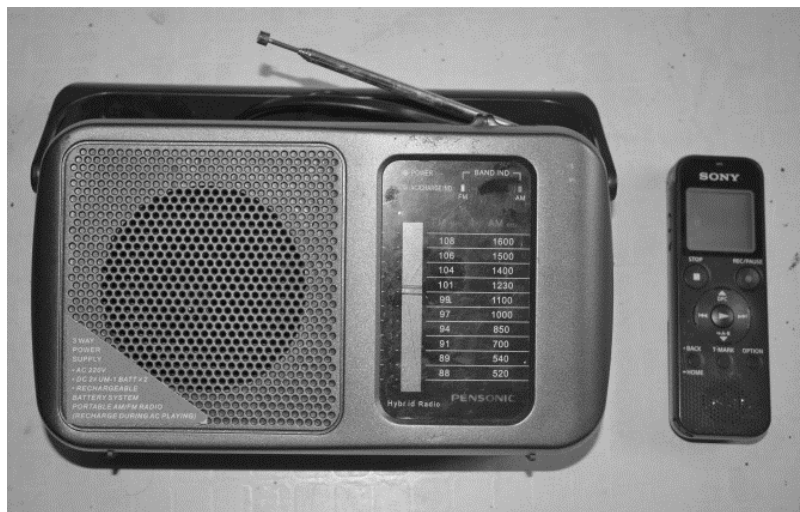

Figure 6. Radio and voice recorder as audio media

Multimedia

A type of broadcast media concerned with the computer-controlled integration of text, graphics, drawings, still and moving images (video), animation, audio, and any other media where every type of information can be stored, communicated, and handled digitally. Multimedia can be recorded and played, displayed, interacted with or accessed by information-processing devices, such as high-tech and automated devices, but can also be part of a live presentation. Multimedia devices are electronic media equipment used to store and play or display multimedia content. In the early years of multimedia, "rich media", a term with a similar concept was used in advertising. "Hypermedia" is an extension of multimedia, where photos or graphics are linked to other sources of information.

New Media

A term used to integrate the different technologies emerging on one digital platform to organize and distribute content. Some examples are podcasts, augmented reality, video games, blogs, and wikis. There are two common

characteristics of new media: disseminating the information to several receivers which is theoretically infinite, in customized ways, depending on the specification for endorsed categories.

MEDIA CONVERGENCE

Media convergence refers to the merging of different equipment and tools for producing and distributing news through digitization and computer networking. It allows media texts to be produced and distributed on multiple media devices. This is also known as technological convergence. Media convergence is the synergy of communication, computing, and content in the digital world. A smartphone that has a camera, radio, web browser, video, etc. is an example of converged media.

What's More

Activity 1

What simple yet functional media can you use? Present the usability of each type of media by completing the table below.

Type of media	Description	Examples

Your activity will be rated using this rubric:

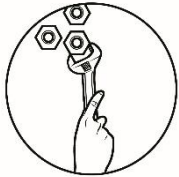| Score	Description
3 points	25% of the table filled with clearly stated, relevant answers.
6 points	50% of the table filled with clearly stated, relevant answers.
9 points	75% of the table filled with clearly stated, relevant answers.
12 points	100% of the table filled with clearly stated, relevant answers.

What I Have Learned

Answer the following questions:

1. Give an instance where it would be better to use broadcast media than print media.
2. How do the media affect you in your daily life?
3. Explain how a person could be portrayed in public in the age of media convergence.

Your answer will be graded using 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

Create My Own Media.

Directions: You are tasked to construct a specific sample of print media that delivers your message creatively and deliberately. Supply the needed information below and make an illustration in the box provided. Your produced output will be rated based on the rubric below.

Type of media: _____

My media message: _____

My audience: _____

My slogan/title: _____

RUBRIC ON SAMPLE PRINT MEDIA

Source: http://asterix.ednet.lsu.edu/~kfossey/4507/vidrubric.html.

| WORK	BEGINNER 1 POINT	NOVICE 2 POINTS	INTERMEDIATE 3 POINTS	EXPERT 4 POINTS
Purpose	Makes limited use of evidence in a simple statement	Make some use of evidence in a somewhat complex statement	Makes logical use of evidence to correctly identify the purpose	Makes through use of evidence to identify complex aspects of the purpose
Content	Includes little essential information and one or two facts	Includes some essential information with a few citations and facts	Includes essential information and facts to give viewers an understanding of the topic	Covers the topic completely and in depth with a variety of resources. Encourages viewers to know more
Organization	Audience cannot understand presentation because of weak organization	Presentation jumps around and audience has difficulty following Information presented in a logical sequence	Information presented in a logical and very interesting sequence	Information presented in a logical and very interesting sequence
Design	Shows poor selection of graphics, fonts, sound and video	Selection of media elements are adequate	Multimedia elements are appropriate and enhance the presentation	All multimedia elements work well together and demonstrate
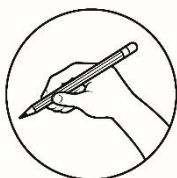
Assessment

Directions: Identify what is being asked. Write your answer on the space before each number.

_____1. It is a visual representation of information to understand high-volume and complex data easily.

_____2. These media reach target audiences using airwaves as the transmission medium.

_____3. A term used to integrate the different technologies emerging on one digital platform to organize and distribute content.

_____4. These media use paper and ink. Information is reproduced in a printing process that is traditionally mechanical.

_____5. A type of print media that refers to pictures, photos, and images or graphics.

_____6. It is the art and technique of arranging the visual component of the written word.

_____7. A sketch or drawing intended as satire, caricature, or humor.

_____8. It uses textual designs to provide optical illusions that improve readability and convey meaning.

_____9. This is a synergy of communication, computing, and content in the digital world.

_____10. These are media devices that appeal to the auditory sense.

_____11. It is also known as technological convergence.

_____12. Pictures with text are also considered as _____.

_____13. The process of visual communication that organizes and presents information developed through a creative process for a particular purpose.

_____14. Some examples of this type of media that store, communicate, and handle digitally are animation and computer-controlled integration of text.

_____15. A type of media that used text, numeric, and similar formats handwritten or printed.
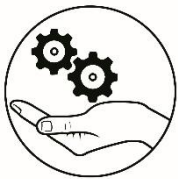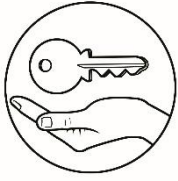
Additional Activities

Pick a news and show how it was presented using the print text, broadcast, and new media.

1. How was the news presented in print text, broadcast, and new media?

2. Does the way you receive the information on the news change?

Your answer will be graded using 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

Answer Key

Assessment	**What's New**
1. Infographics	1. P
2. Broadcast media	2. B
3. New media	3. N
4. Print media	4. N
5. Visual media	5. P
6. Typography	6. N
7. Comic strip	7. B
8. Typography	8. P
9. Media convergence	9. N
10. Audio media	10. N
11. Media convergence	
12. Visual media	
13. Graphic design	
14. Multimedia	
15. Text media	

What's In

1. F, electronic
2. T
3. T
4. F, prehistoric
5. T

What I Know

1. b		11. a	
2. c		12. d & b	
3. b		13. b	
4. a		14. c	
5. b		15. d	
6. d			
7. c			
8. b			
9. a			
10. b			

References

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