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Media and Information Literacy

Quarter 4 – Module 7:
Opportunities, Challenges and Threats in Media and Information

ALTERNATIVE DELIVERY MODE

ADM

Department of Education • Republic of the Philippines

Media and Information Literacy– Grade 12
Alternative Delivery Mode
Quarter 4 – Module 7: Opportunities, Challenges and Threats in Media and Information
First Edition, 2019

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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 discover the opportunities, challenges and threats in Media and Information Literacy. It will help you understand how media can influence the economy, education, society, and everything around us.

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 and written to help you understand various opportunities, challenges and threats in media and information. It can 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 cite an example of an issue showing the power of media and information to effect change (MIL11/12OCP – lllh25)
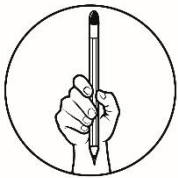
What I Know

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

1. What is associated to a global computer network providing a variety of information and communication facilities?
    a. email
    c. you tube
    b. internet
    d. information

2. Which of the following is not a traditional method in getting the needed data and information?
    a. Government Document
    c. Journalistic Writings
    b. Eyewitness Account
    d. Yahoo

3. In the education sector, the use of technology is vital due to the following reasons except _____.
    a. It creates convenience in sharing and receiving information.
    b. It supplements lessons.
    c. It allows holding online lectures.
    d. It increases sales of products and services.

4. What is referred to as a discipline in the curriculum of the senior high school that fosters equitable access to information and knowledge?
    a. Media and Information Literacy
    c. Personality Development
    b. Philippine Politics and Governance
    d. Oral Communication

5. Which of the following is not a malicious threat of an internet?
    a. Virus
    c. Spyware
    b. Spam
    d. Digital Communication landscape

6. What is meant by Media Innovation?
   a. Change in several aspects of media.
   b. Development in media platforms.
   c. Technological changes and advancements.
   d. All of the above.
7. Which does not belong to the group in the context of media innovation?
   a. Website games
   b. Computer animation
   c. Computer-human interface
   d. Typewriter
8. What is referred to as the collection, dissemination and analysis of news information by the general public?
   a. Online Shopping   c. Citizen Journalism
   b. Phishing   d. Media Innovation
9. Which of the following must obtain sensitive information?
   a. Usernames   c. Credit Cards
   b. Passwords   d. All of the above.
10. Who among the following are responsible in human trafficking as one challenge of media and information?
   a. thieves   c. drug lords
   b. traffickers   d. IT specialists

B. Write **A** if the statement is true, and **B** if the statement is false. Write your answer on a separate sheet.
   11. Everyone has the right to freedom of opinion.
   12. An opinion is a self-report of feelings and personal judgement accompanied by responsibility of thought.
   13. Libel can be committed in the form of writing.
   14. Piracy has become more rampant.
   15. Cybercrime law includes laws related to computer crimes, internet crimes, Information crimes, communications crimes and technology crimes.

Lesson 1
Opportunities, Challenges and Threats in Media and Information

Do you ever wonder what makes technology in business, education and other sectors so important? The answer to this question is evident – technology saves time and effort, and most importantly, it improves communication.

Technology refers to the knowledge and utilization of tools, techniques, and systems to serve a bigger purpose like solving problems or making life easier and better.

Technology, particularly the use of internet, is vital in achieving any business goal as it renders every transaction / activity efficient, i.e;, achieving maximum productivity with minimum wasted resources.

What's In

Recall what you have learned during the previous discussion about the following terminologies.

1. fake news
2. copyright
3. intellectual property
4. fair use
5. netiquette
6. digital footprint
7. data privacy
8. trademark
9. cyberbullying
10. computer addiction

What's New

How well do you know?

Write **Y** if the statement conveys a positive attitude and **X** if otherwise. Use separate sheets.

1. Maria uses the Internet as the major source of his school research and other academic activities.
2. Mrs. Diaz, an English teacher does not allow her students to go to the library to gather data and information needed for the presentation.
3. Cora believes that development is always accompanied by some risks and threats.
4. The school principal encourages the teachers to use technology in the daily presentation of lessons.
5. Zenaida bought some pirated CDs and DVDs as her gift to her father this Christmas.
6. Carlo shops online without double checking the credibility of the store website.
7. Parents of some students refuse to accept media innovation due to lack of technology skills training and awareness.
8. Mrs. Santos uses the traditional methods of teaching despite advancements in technology.
9. Dado shares his FB account passwords to his friends.
10. Some people use the internet to recruit workers for non-existent jobs.
11. Mr. Cruz welcomes the opinions and personal judgements of his students during class discussions.
12. A group of campus journalists published a false article in the school paper.
13. Millennials believe in the power of media and technology.
14. The School Management always respects the feelings and sentiments of the workers.
15. The boss sends the memo online despite the limited online access by the workers.

Processing:

1. Why are media studies important?

2. What type of media content should you share?

3. How often should you post media content?

What is It

A Powerful Tool

Media and information literacy, an essential component of the Senior High School Curriculum, fosters equitable access to information and knowledge, which, in turn, open up opportunities. It is a field that deals with the effects of various mass media.

Media and information are a powerful voice of the people to express feelings and thoughts. People nowadays are already media and information literate, but to engage in a digital society, one needs to be able to use these tools, and inquire, understand, communicate, and think critically.

A. Opportunities, Challenges, Threats and Risks in Media and Information

Modern professionals, students and adults use online materials to gather the needed information for any research work. The Internet has made research work easier. Is this a sign of progress? Some would say that the use of technology is not always a sign of progress. For them, the use of traditional methods such as government documents, minutes of the meeting, journalistic writings, eyewitness accounts and other information sources is more effective than the use of modern technology specifically the "internet".

UNESCO recognizes that the internet holds enormous potential for development. It provides an unprecedented volume of resources for information and knowledge that opens up new opportunities and challenges for expression and participation.

The principle of freedom of expression and human rights must apply not only to traditional media but also to the internet and all types of emerging media platforms, which will contribute to development, democracy and dialogue.

Digitalization and the accessibility of information through a wide range of devices have enormously increased the information resources available to people. The internet provides numerous and diverse opportunities towards attaining our goals and objectives in life. It has positive effects in education and in economic growth.

For example, online marketing has become vital to business success, as it has a wider audience reach. A wider audience reach leads to increased product awareness, which, in turn, results in higher sales.

In education, the use of technology is vital. It makes information sharing convenient. In addition, educators use it to supplement lessons and to conduct online classes.

Opportunities

Online Shopping. Through online shopping and by using a web browser, consumers can directly buy goods over the internet. Consumers may visit the website of the retailer directly or search alternative vendors' websites using a shopping search engine.

Citizen Journalism. It is the collection, dissemination and analysis of news and information by the general public, especially by means of internet.

Suggested definition of Citizen Journalism from International Media Support, which references to "untrained" citizens, on page 4 of the document on this link: https://www.mediasupport.org/wp-content/uploads/2018/03/Zim_IMS-Citizen-Journalism-1-1.pdf)

Online Education. With internet connection, anyone can earn a degree without having to attend face-to-face class sessions.

Challenges

Age-inappropriate content. With the unabated spread of media, one has to be very careful about access. There is a wealth of information one can gain from the Internet, but there is also content that is unfit for children and young people like pornography and violence.

Illegal content. The Internet has also been, and continues to be, used by unscrupulous people to further their illegal activities, like *human trafficking,* the use of force, force, fraud, or coercion to obtain a commercial sex act or labor, and *child pornography.* Some groups also use the internet to further the ideas of *racism* and *discrimination.*

Privacy invasion and identity theft. Data posted on the Internet may be accessed and used for illegal activities. Personal information may be willing shared as pictures or text on social media or inadvertently given by users as part of such offerings as games or surveys. It is important for users to be aware of the risks before they decide to share their personal data. A way to get sensitive personal information is *phishing.* It is the fraudulent attempt to obtain sensitive information such as username, passwords and credit card details by disguising oneself as a trustworthy entity in an electronic communication.

Threats and Risks of Media and Information

It is stated in the Philippine Constitution that each person has the right to freedom of opinion and expression. This right includes freedom to hold and express opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.

With this right, we can negotiate, chat, and express our opinions and ideas, provided that we show respect to persons whose opinions differ from ours. Showing respect means listening to others as they explain their respective sides and trying to understand their perspective and why. We do not have to agree with them. Instead of dismissing them, we can engage them in a discussion and avoid being aggressive. We can disagree peacefully.

Furthermore, this simply tells us that we should never abuse and misuse our freedom of speech. Always remember that an opinion is a self-report of feelings or personal judgement accompanied by responsibility of thought.

These are some laws against the abuse and misuse of media and information, which violate the rights of others and threaten them in some ways.

Libel / Slander

A person commits libel if he/she, with malice, publishes a false statement that is damaging to another person's reputation, office, trade, business or means of livelihood. n the Philippine constitution, libel is a violation of Article 355 of the Revised Penal Code. As stated in this article, libel can be committed in the form of writing, printing, and other similar means. If the hurtful statement is spoken, the statement is *slander.*

General example of libel/slander: Spreading false rumors about someone having an extra-marital affair, damaging the person's reputation.

Piracy

Piracy refers to the unauthorized duplication of copyrighted content that is then sold at substantially lower prices in the black market. It is illegal under the Cybercrime Law, which states that acquiring any digital copy of any copyrighted material is punishable by fine from Php 200,000 to Php 500,000 and six to twenty years in prison. The Intellectual Property Code and the Anti–Camcording Law were previously in place to combat piracy in the country.

Piracy is a form of theft as it takes away from the producers and artists the rightful compensation due them such as patent/royalty fees, product sales revenues, etc . In 2011, the Washington-based office of the US Trade Representative (USTR) as one of the world's listed Quiapo in Manila among the 21 most "notorious markets" for pirated and counterfeit goods. It was removed from the list in 2012, but over the years, piracy has proliferated via the Internet, aided mainly by the ease of access to technology.

Cybercrime Law

The Cybercrime Prevention Act of 2012 (Republic Act No. 10175) covers all other online anomalies such as identity theft, child pornography, data misuse, cybersquatting and other computer-related and internet facilitated practices. This law became controversial in 2012-2013 since it also criminalizes libel in the online world, limiting certain exercises of freedom of expression.

B. Education, Economic, Social and Political Aspects and Influences of Media and Information Literacy

Media Innovation

What is innovation? It is the process of developing a new method or process or product that better serves existing uses or start to serve a previously unidentified need. When we talk about media innovation, it includes the change in several aspects of the media landscape – from the development of new media platforms to new business models, to new ways of producing media texts changes in other areas such as education, society, economy and politics.

Over time, there are always areas for improvement and advancement in media. Innovation in media would mean new media associated with telephones and communications, computers and internet, virtual worlds, website games, human-computer interface, computer animation and other related media improvements and advancements.

Influence of Media on Education

Nowadays, media plays a crucial role in strengthening society as it helps us to know the current societal issues not only locally but also globally. It also enhances the teaching and learning processes inside the four walls of the classrooms. Media comes in different forms and each form affects the way people learn and interpret information.

Some platforms can be employed to reinforce concepts and spark discussions, such as short films, written articles, blog postings, and other digital media. Teachers can use modern technology, such as an interactive Smart Board, to deliver the lessons and activities. However, a piece of chalk, blackboard, Manila paper and other non-digital or non-interactive interactive instruments like CDs and DVDs can still be used to aid teachers in conducting lessons if the resources are limited.

Various media can be used in the classrooms to hone critical thinking and problem-solving skills. For instance, a teacher can start and facilitate a discussion on an opinion article in a blog, asking students whether they agree on the position taken by the author and why / why not. Indeed, media's power should be harnessed to educate people – enlightening people's minds and training people to form opinions and find solutions to societal problems.

Influence on Society

Media's power appears unstoppable. Almost everyone is exposed to countless media images, advertisements, magazines, etc. With the advent of social media like *Facebook, Instagram, Messenger, Twitter*, email and the like, we are connected in ways that were not possible before. The communication line is always open. Because of these, necessary societal interactions, camaraderie, and development of friendships are facilitated.

The way we now deal with people with different personalities, opinions, and ideas, the way we access information about human life, relationships, education, careers, entertainment, and others, and the way we do business to promote products and services online are all conducted with modern media. These interactions are very different from before, when the most prominent forms of media were magazines, newspapers and books.

Economic Influence

The new media has made it possible for any individual to offer products and services online. The various media platforms are a means to augment people's income. It is indeed true that the new media affect the economic progress and stability of the country.

Innovation in media has likewise created new online jobs opportunities such as tutorials in various subjects, airline booking, art selling, product reviews on *YouTube*, blogging, photography and other IT related jobs.

Social media was once an expensive platform for businesses to advertise their products/services. But nowadays, any media-literate person and business entity can set up his / her/ its own brand to reach people and sell products and services easily.

Political Influence

With the wider internet reach in the Philippines and the corresponding increase in Filipino social media users, political individuals and parties and government agencies have realized the effectiveness and power of social media platforms in terms of public communication.

Digital Diplomacy, also called E-diplomacy or Digi diplomacy is a government's use of social media and information technology to communicate to the public, especially foreign public. Foreign ministries, embassies and other government agencies have social media accounts especially on *Twitter* and *Facebook*.

Spreading information through social media enables to directly send messages quickly and cost-effectively to the target audiences, without convening a press conference or sending a press release to news agencies. Because of this, people now have greater participation on issues facing the country and the world.

People have become informed about the subjects they need or want. Through media reports focusing on the government programs, activities, and issues, the public is informed about the political affairs and functions of the country.

Not all media effects are positive. One of the current issues about social media on political affairs is the spread of fake news, both locally and abroad. The difficulty of confirming whether social media news reports are true has led to the abuse of the medium by interest groups who share half-truths or outright lies, which has led Facebook and Twitter to remove fake accounts and purveyors of untruths.
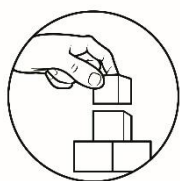
What's More

A. Using a separate sheet of paper, write an essay focusing on one of the following topics: Choose one topic only. Be guided by the essay rubrics below where 3 gets the highest point and 1 is the lowest.

    A. The Influence of Media on Violence
    B. Effects of Media on Socio-Economic Dimensions
    C. Role of Media in Crime Prevention

*This output will be graded using this rubric.*

Rubric for Essay

	Organization	Style	Conventions	Contents
	Paragraph formation which includes introduction, body, and conclusion	Choice, use and arrangement of words, and sentence structure	Grammar, spelling, and sentence formation	Presence of ideas developed through facts, details, and opinions.
3	Advanced arrangement of content	Precise use of a variety of words and sentence structure to create consistent ideas	No spelling, punctuation or grammatical errors	Substantial and specific contents demonstrating sophisticated ideas
2	Functional arrangement of content that	Limited word choice and control	Few spelling and punctuation	Limited content with inadequate explanation

	sustains a logical order	of sentence structure	errors, minor grammatical errors	
1	Minimal control of content arrangement	Minimal control of word choice and sentence structure	Many spelling, grammatical errors that interfere with the meaning	Superficial and minimal content

B. Determine in which sector the following situations can be categorized. Write the letter of your answer in a separate sheet of paper.

      A. EDUCATION   C. POLITICAL

      B. ECONOMIC   D. SOCIAL

1. Media enhances the learning and teaching processes inside the classroom.
2. Teacher makes use of the technology in lesson execution.
3. Teacher makes use of the Manila paper, chalk and board as aids for teaching.
4. School head encourages the teachers to consider films and documentaries and other interactive lessons in the teaching activity.
5. Michael opens a "lechon-manok" store and promotes his products in the city FB group account.
6. Company employers create various IT-related jobs.
7. Government figures carry out the web for some diplomatic objectives.
8. The mayor addresses issues in his social media account instead of holding a press conference.
9. Residents of the community question the legality of a city councilor's funding of the construction of flower boxes in the center of the barangay sidewalks.
10. The Philippines is a republic with a presidential form of government wherein power is equally divided among its three branches.
11. Teacher considers the use of written articles and blog postings as some teaching methodologies.
12. The company manager accepts the idea that technology is unavoidable.
13. Nelly always opens her communication line with relatives abroad using Facebook messenger.
14. The Santos Family tries to develop connection and interaction among family members using the higher version of technology.
15. Sally makes a lot of money from her online business, where she promotes services and products on her Facebook account.
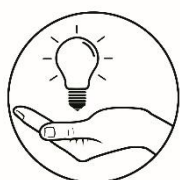
What I Have Learned

      Ponder on the following questions and answer them. Be guided by the rubrics below. Use separate sheets.

1. What situations demonstrate the power of media and information?
2. What opportunities can be gained if people use media and information properly?

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	Needs Improvement	Fair	Good	Excellent
Correctness (The ideas use correct grammatical rules)				
Clearness (The ideas are presented well)				
Unity (The ideas have a single complete thought)				
Emphasis (The ideas have relative importance)				
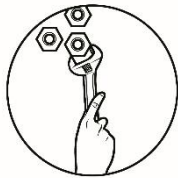
What I Can Do

You are challenged to conduct an interview with at least five vloggers/ social media influencers. Explore the various reasons why they engage in vlogging. Ask what they consider as the pros and cons of vlogging. The results of the interview could be shared at once. Use various communication gadgets to gather needed data and information. Be guided by the following rubrics in conducting an effective interview.

|	**Use of gadget** *(In getting the needed information)*	**Interviewer's Skills - Communication**	**Interviewer's Skills – Data gathering**
3	Two or more interview gadgets are used	He/she speaks effectively with the good pronunciation	The needed information is gathered systematically
2	Only one interview gadget is used	He/she speaks effectively enough	Only little information is gathered
1	No interview gadget is used	He/she does not speak effectively	The needed information is failed to gather.

Assessment

Complete the sentences below by choosing the right word/s inside the box. Use separate sheets.

a. freedom	f. DVDs	k. producers
b. expression	g. CDs	l. artist/artists
c. nicely	h. copyrighted	m. abuse
d. politely	i. printing	n. misuse
e. slander	j. writing	o. false

1-2. As citizens of the country, we are entitled to _____ of _____.

3-4. Our opinions are to be expressed _____ and _____.

5. The action of making a false spoken statement damaging to a person's reputation
    Is _____.

6-7. Libel can be committed in the form of _____ and _____ and
     other similar means.

8. Piracy is referred to as an unauthorized duplication of _____ content.

9-10. Ordinary people prefer pirated copies of _____ and _____
       because these are cheaper.

11-12. This simply tells us that we should never _____ and _____ our
freedom of speech.

13. A person commits libel if he/she publishes _____ statement.

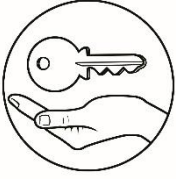14-15. Piracy is a form of plagiarism for it steals the compensation of the
_____and _____.
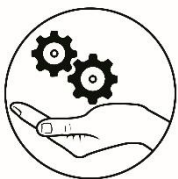
Additional Activities

Explain the following concepts of media literacy in few sentences. Be guided by the rubrics below. Use separate sheets.

    1. All media messages are constructed.

    2. Media messages are constructed using a creative language with its own rules.

    3. Different people experience the same media message differently.

    4. Media have embedded values and points of view.

    5. Most media messages are organized to gain profit and/or power.

Criteria	Needs Improvement 1	Fair 2	Good 3	Excellent 4

Correctness (The ideas use correct grammatical rules)		17		
Clearness (The ideas are presented well)				
Unity (The ideas have single complete thought)				
Emphasis (The ideas have relative importance)				

Answer Key

What I Know

1. b
2. d
3. d
4. a
5. d
6. d
7. d
8. c
9. d
10. b

What's In

Answers may vary

What's New

1. X	6. X	11. Y
2. X	7. X	12. X
3. Y	8. X	13. Y
4. Y	9. X	14. Y
5. X	10. X	15. X

What's More

A. Answers may vary

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

Assessment

1. a
2. b
3. c
4. d
5. e
6. j
7. i
8. h
9. g
10. f
11. m
12. n
13. o
14. l
15. k

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