

Media and Information Literacy

Quarter 4 – Module 9:
Media and Information
Literate Individual



Media and Information Literacy– Grade 12
Alternative Delivery Mode
Quarter 4 – Module 9: Media and Information Literate Individual
First Edition, 2019

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Media and Information Literacy

Quarter 4 – Module 9: Media and Information Literate Individual

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 help you understand the implication of media and information to an individual and the society.

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*.

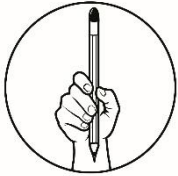
To enjoy learning about the lesson, you must set aside all other tasks that will disturb you while answering the module. Use the module with care. Do not put unnecessary mark/s on any part of the module. Follow carefully all the contents and instructions indicated on every page of this module. Take note 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 in finding the overall implication of media and information to an individual and the society as a whole. 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 be able to discuss the implication of media and information to an individual and the society (MIL11/12MILI-IIIj-29)



What I Know

Choose the letter of the best answer. Write the letter that corresponds to your answer on a separate sheet of paper.

1. Which of the following statements is NOT beneficial to an individual about the use of media and information literacy?
 - a. It makes studying convenient for students.
 - b. It keeps the individual updated on current events.
 - c. It connects people easily.
 - d. It distracts people from being productive.
2. It concerns the overall impact of media and information to individuals and society.
 - a. Media and Information Literacy
 - b. Media and Information Literate Individual
 - c. Media Legislation and Regulation
 - d. Media to Its Audience and Stakeholders
3. The following media and information programs improve the students' learning environment EXCEPT ____
 - a. Discovery Channel
 - b. Sine Eskuwela
 - c. Math Tinik
 - d. O-Shopping
4. Ma. del Carmen learned the benefits of organic foods from a television program and started using them. This shows that media and information _____.
 - a. improve a person's lifestyle
 - b. can entice people to change their habits
 - c. become inappropriate to people
 - d. lead people to confusion
5. Ejhay Ashley wants to talk to his mother abroad through a video call. He may use_____.

- a. Skype
 - b. Wikipedia
 - c. Twitter
 - d. YouTube
6. Mr. Reyes wanted to expand his network and manage his professional identity. Which of the following can he use?
- a. LinkedIn
 - b. Kalibrr
 - c. Pinterest
 - d. Instagram
7. Kyle Gabriele wanted to keep updated with what is happening around the world. What cable channel would he watch?
- a. CNN
 - b. PBO
 - c. Movie Central
 - d. Sports Channel
8. A media and information literate individual should know how to use ____.
- a. television
 - b. AM and FM Radio
 - c. social media
 - d. different media platforms
9. Janine Lyka, a STEM student in senior high school, was able to gather information about her research on herbal medicine through a website. This shows the impact of media and information on ____.
- a. education
 - b. politics
 - c. economy
 - d. society
10. Zyril created a social media account to advocate for fighting global warming. It shows the media and information impact on ____.
- a. education
 - b. politics
 - c. economy
 - d. society
11. Kiesha Miel, a student, uses her spare time to sell different accessories online. It helps to augment her expenses in school. This shows ____ impact of media information literacy to individual.
- a. educational
 - b. political
 - c. social
 - d. economic
12. A study claims that almost a quarter of world population is on Facebook. People are now exposed to different cultures and practices. This shows the ____ impact of media and information literacy.
- a. educational
 - b. political
 - c. economic
 - d. social
13. A candidate for national election uses different media platforms to promote his candidacy resulting in a landslide win against his opponent. It shows the ____ impact of media and information literacy.
- a. educational
 - b. political
 - c. economic
 - d. social
14. Vernice Gabriele became more interested in the lesson because the teacher used audio-visual materials in the discussion. This shows that media and information literacy can be applied to ____.
- a. education
 - b. politics
 - c. economy
 - d. society
15. Zyra sends her visa documents to her fiancé through electronic mail. It shows the ____ impact of media and information literacy.
- a. educational
 - b. personal
 - c. economic
 - d. professional

Lesson 1

Media and Information Literate Individual

What is the impact to you when you are using different media platforms? In this lesson, you will be gaining knowledge on the basic media and information which can be beneficial to an individual. Literacy in using different media platforms would help you utilize its purpose.



What's In

In the previous lesson, you were taught about current and future trends in media and learning, specifically the massive open online courses. Based on what you have learned, write TRUE if the statement about massive open online is correct, or FALSE, if not.

1. It teaches with modern video formats, not just text like those that you'd find in other e-learning courses.
2. Not all content is fully accessible.
3. It mainly uses paper-based study materials like those required in traditional distance learning.
4. It requires online interaction between learners and teachers via discussion forums.
5. The learning material or video content used in an MOOC is always created by an educational institution.



What's New

How well do you know?

As a young individual, you tend to trust and believe popular opinion. You can be influenced by the information you read or hear. Share your views on the information you might get from different media.

Headline from a tabloid



POSITIVE EFFECTS:

NEGATIVE EFFECTS:

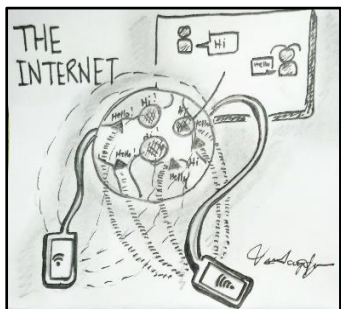
News from a TV Station



POSITIVE EFFECTS:

NEGATIVE EFFECTS:

Information from the Internet

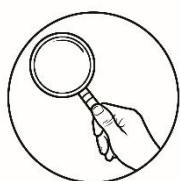


POSITIVE EFFECTS:

NEGATIVE EFFECTS:

Your answer will be graded based on the following rubric.

Score	Description
2 points	Includes limited essential information and one or two facts
3 points	Includes some essential information with a few citations and facts
4 points	Includes adequate amount of 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 is It

Implication of Media and Information

Media and information literate individuals have the ability to find, evaluate, and use reliable information, and communicate it through various formats and media. Such literacy is important for learning, making sound decisions and solving problems. The following are some of its effects on the individual and society:

Personal

- It improves the quality of life.
- Communication has been made easier.
- Information has become widely accessible.
- Conducting research has become more convenient
- Long-distance communication between family members have become possible through video calls or instant messaging.
- It provides entertainment through various cable channels and internet access.

Political

- It] generates greater political participation.
- In the fields of public service, the media and the government have a long-standing relationship.
- Media keep the public and even the government informed on what is happening in the country, helping both sectors make political decisions.
- Through media reports of government activities and issues, the public are informed of the political affairs in the country and are further encouraged to take a more active role in the government.

Economic

- It promotes economic opportunities.
- The new media have made it possible for ordinary individuals to offer their materials for consumption, whether free or paid.
- YouTube, a free video host, is also an advertising medium. Advertisers pay to display their ads with the videos. YouTube then pays video contributors if their videos get enough views or if their channels have a high subscriber rate.
- It creates new job opportunities. For example, new positions like social media managers or multimedia specialists are now in-demand. Likewise, programmers for various platforms can easily find projects or permanent jobs. More specialized jobs lead to higher pay and therefore result in a better economy.

Educational

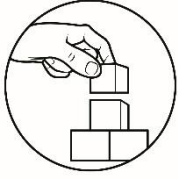
- Media and information literacy improves learning environment through different interactive media platforms.
- Reinvention of learning modalities makes knowledge accessible to more people.
- Information can be easily accessed and assessed, thus, making studying convenient for students.
- Learning resources can be easily improvised and customized to suit the aptitudes of different types of learners.

Social

- Media and information-literate individuals form groups that are said to be more cohesive units than those formed by people who are not, creating a bond that does not only have relational implications but also create social impact.
- People are being connected in ways that were possible before.
- Media and information literate people would rarely, if ever, fall victim to fake news and consequently react to it in a way that would destroy social relationship.
- It allows people to develop camaraderie and interaction.
- Different social networks sites like Facebook and Instagram can be used to build support groups engaging in different advocacies.

Professional

- It builds professional networks.
- Looking and applying for a job becomes easy by checking different websites.
- Job hunting becomes convenient for applicants who can share their personal profiles and other credentials to prospected companies.
- An individual can conveniently work from home through the use of different media.



What's More

Activity 1

You have learned that different media have shaped our personal and social life. How do information and media improve life in the following situations?



On-line business



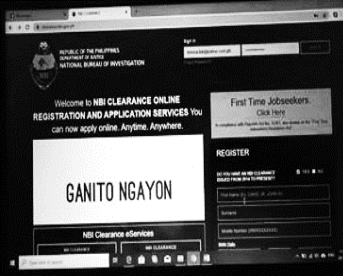
Television campaign about fighting climate change



Live State of the Nation Address of the President



Celebrity cooking show



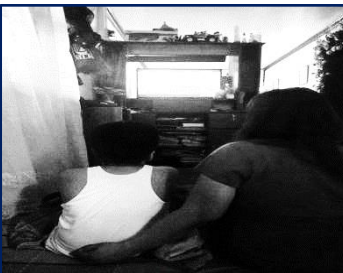
Online NBI application and tax filing



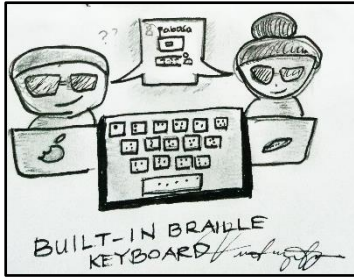
Social media network as a way to connect people



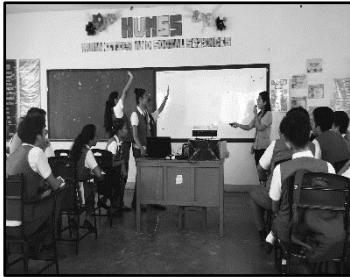
Students conducting research



Television program as learning environment for children



People with visual impairment using Braille



A teacher uses audio-visual materials to discuss the lesson

Your answer will be graded based on the following rubric.

	Developing (2 points)	Accomplished (3 points)	Exemplary (5 points)
Topic	The answer is remotely related to the topic.	The answer is fairly related to the topic.	The answer is directly related to the topic.
Organization	The points in the answer are logically ordered.	The points in the answer are somewhat logically ordered.	The points in the answer are logically ordered.
Quality of Information	Most details do not support the discussion.	Some details support the discussion.	Most details support the discussion.
Grammar & Mechanics	Answer has more than two errors.	Answer has one or two errors.	Answer has no errors.

Activity 2

You have long been taught that technology has contributed to society in meaningful ways for the common good. Engage yourself in answering the following questions. Use a separate sheet of paper.

1. What is a media and information-literate individual?
2. How does a media and information literate individual contribute to improve the quality of life in terms of:
 - a. Educational
 - b. Economic
 - c. Personal
 - d. Professional
 - e. Political
 - f. Social
3. Identify some disadvantages of media and information in terms of:
 - a. Economic
 - b. Personal
 - c. Professional
 - d. Political
 - e. Social



What I Have Learned

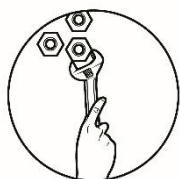
Share your knowledge on media and information literacy as a means to improve lives.



I am a media and information-literate individual. I will use different media platforms to _____

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


You are asked to use social media as platform to encourage people to plant trees as a means to fight climate change. Write a post on your social media account to support this campaign.

Create post




Photo/Video


Tag friends


Feeling/Activ...

...

Rubric for Assessment

4	The information and ideas presented in social media are appropriate, interesting and well organized.
3	The information and ideas presented in social media sound good and interesting.
2	The information and ideas presented in social media shows some potential but lack clarity and organization.
1	The information and ideas presented in social media need improvement.



Assessment

Multiple Choice. Analyze the following situations. Identify the implication of media- and- information literacy to the individual and to the society. Write only the letter of the best answer. Use separate sheet of paper for your answer.

a. POLITICAL

b. PERSONAL

c. EDUCATIONAL

d. ECONOMIC

e. SOCIAL

f. PROFESSIONAL

1. Jun and Leny advertised their street food stall in different media platforms. After a year, it became a profitable business.
2. Riza made new friends and reconnected with old pals using social media.
3. A Grab driver uses the Waze app to reach destination.
4. Shiela and Cas find it convenient to order their foods using an online app.
5. A mayor uses social media to update the public of the city's activities, projects, and programs to encourage people to take active role in beautifying the city.
6. The university uses a website portal as a learning management system (LMS), which both the teacher and the student can access and can serve as an essential tool for e-Learning.
7. Carmen, an environment advocate, uploaded her global warming vlog on YouTube. After a month, it got thousands of shares.
8. A senate hearing was aired live in broadcast media.
9. An accountant gets hired through LinkedIn.
10. Janine and Jackie use trusted websites to gather related literature for their research.
11. Randy James, a candidate for local election, created social media accounts to post his campaign online and be more interactive with the people.
12. An advocate to clean the Ilog-Pasig uploaded his blog on social media and was "trending" soon after. He has encouraged people with the same interest and advocacy to support his endeavor.
13. Lyn, an Overseas Filipino Worker, uses Skype to have a video call with her son, EJ.
14. Peter watches cable channels to entertain himself during his days-off.
15. Teacher Jeric used audio-visual materials to discuss the lesson.



Answer Key

<p>Assessment</p> <p>1. d 2. b 3. d 4. b 5. a 6. c 7. a or b 8. a 9. f 10. c 11. a 12. a or e 13. b 14. b 15. c</p>	<p>What's More</p> <p>1. Answers may vary</p>	<p>What I Know</p> <p>1. d 2. a 3. d 4. b 5. a 6. a 7. a 8. d 9. a 10. d 11. d 12. d 13. b 14. a 15. b</p> <p>What's In</p> <p>1. TRUE 2. TRUE 3. FALSE 4. FALSE 5. FALSE</p>
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