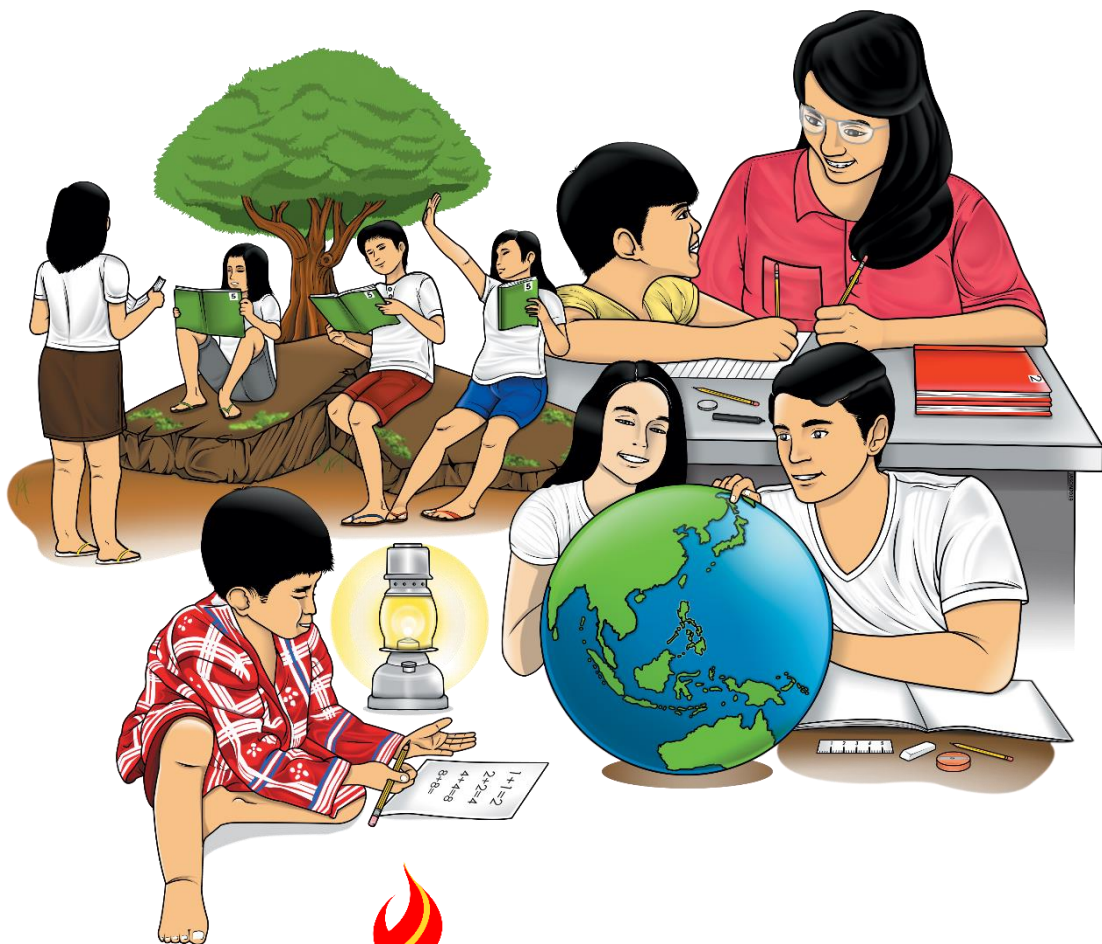


English

Quarter 2 – Module 3: Getting Immersed with Multimedia Information



English – Grade 6
Alternative Delivery Mode
Quarter 2 – Module 3: Getting Immersed with Multimedia Information
First Edition, 2020

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English

Quarter 2 – Module 3:

Getting Immersed with

Multimedia Information

Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



What I Need to Know

This module was designed and written in consideration of you, the learner, and your level of knowledge as well as your capacity to learn and apply the skills in English. It was made to immerse yourself in different sources of information and to analyze the informational content of materials viewed using comparison and contrast.

To further enhance your thinking skills in relation to the topic, this module offers different activities that are contextualized and simplified to suit your level of language and reading skills.

There are three lessons covered by the module.

- Lesson 1 – Distinguishing Print Media from Viewing Materials
- Lesson 2 – Distinguishing Broadcast Media from Printed Sources of Information
- Lesson 3 – Distinguishing Online Sources from Viewing Materials

Each lesson leads to the mastery of one another through interrelated discussions and activities. After going through this module, you are expected to develop the Most Essential Learning Competency (MELC) which is to **compare and contrast the content of materials viewed to other sources of information (print, broadcast, and online)**.



What I Know

It's time to check the previous knowledge you have before you proceed with the next lessons.

Identify what is asked in each item. Write your answers on a separate sheet of paper.

1. What can you say about the statement below?
Visual materials cover the whole range of non-text and non-audio materials, everything from original art, prints, photographs, and films.
A. True B. False
2. Which of the following is NOT an online source of information?
A. Podcast B. Blog C. Magazine D. Social Media
3. Which text structure discusses the similarities and differences of two or more concepts, persons, places, animals, or things? A Venn diagram is appropriate to be used for this text structure.
A. Illustrate C. Identify
B. Compare and Contrast D. Create
4. Which is not a characteristic of broadcast media?
A. It is often used for daily news reports on television and radio broadcasts.
B. It offers live discussion and live programming.
C. It is a lightweight, portable, and disposable publication printed on paper.
D. It has a wider range of audience locally and even internationally.
5. What is common between viewing materials and printed sources of information?
A. They use dialogues and scripts for characters.
B. They use reading skills to get the message of the text.
C. They use still pictures or images to support the text.
D. They tackle different themes and topics.
6. Which among the sources of information are not time-bound because readers may read them back and forth for as long as they want?
A. Broadcast sources of information
B. Online sources of information
C. Printed sources of information
D. All of the above

7. Trina loves to watch the television show “Entertainment Live.” As her hobby, she also collects limited editions of “People Magazine.” What do you think is common between these television show and the magazine?

- A. Both are viewed on television.
- B. Both are interactive to their consumers.
- C. Both use still pictures and images.
- D. Both feature well-known personalities.

8. To which sources of information do Facebook, Twitter, Blog, Podcast, and the like belong?

- A. Printed sources of information
- B. Broadcast sources of information
- C. Online sources of information
- D. All of the above

9-11. Which statements below indicate similar characteristics of a television news program and a newspaper? Choose only three letters for your answers.

- A. They appeal to the sense of sight.
- B. We use viewing and listening skills to get the message.
- C. They give up-to-date information.
- D. They use moving pictures or images.
- E. They use reading skills to get the message of the text.
- F. They tell or inform viewers about recent happenings around.
- G. They are time-bound.

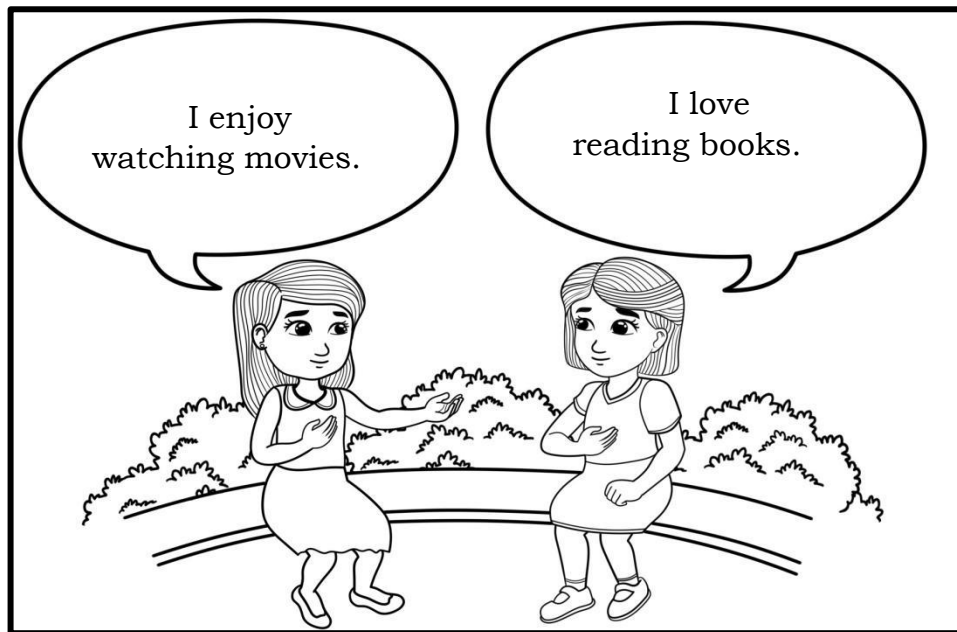
12-15. Which statements below indicate the distinct characteristics of a movie and a storybook? Put a check mark (/) in the appropriate column.

Characteristics	Movie	Storybook
A. It appeals only to the sense of sight.		
B. We use viewing and listening skills to get its message.		
C. It uses moving pictures or images.		
D. We use reading skills to get its message.		
E. It requires shooting with pre-production, during production, and post-production.		
F. It is time-bound.		

Lesson

1

Distinguishing Print Media from Viewing Materials



What's In

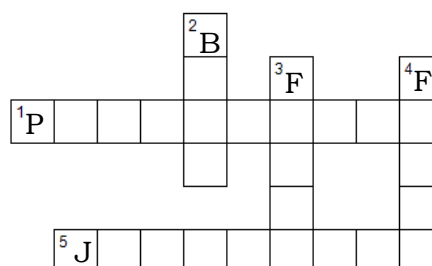
Recall the terms that you encountered from the previous lesson. Complete the crossword puzzle below by identifying the term described in each item. Write your answers on a separate sheet of paper.

Down

2. It is a prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair.
3. It means incorrect or not true.
4. It is something known to be true.

Across

1. It is information especially of a biased or misleading nature, used to promote or publicize a particular agenda, cause, or point of view.
5. It is the ability to make considered decisions or come to sensible conclusions.





Notes to the Teacher

You may ask the learners to watch videos, movies, or television shows appropriate for them.



What's New

Mrs. Rivera conducted a quick survey in her English Class. She asked her pupils to choose between watching movies and reading books as their preferred activity during their leisure time. The result of her survey is shown in the table below.

	Watching Movies	Reading Books	Total
Boys	15	5	20
Girls	8	12	20
Total	23	17	40

Mrs. Rivera found out that 15 out of 20 or 75% of the boys love watching movies for their leisure time while 5 out of 20 or 25% love reading books.

On the other hand, she found out that 8 out of 20 or 40% of the girls love watching movies for their leisure time while 12 out of 20 or 60% love reading books.

With these results, Mrs. Rivera concluded that most of her pupils who are boys are into watching movies while most girls among his pupils are into reading books during their leisure time.

If you were Mrs. Rivera's pupil, what activity would you prefer to do for your leisure time? Would it be watching movies or reading books?

Watching movies and reading books are activities that make use of our sense of sight. Movies are classified as viewing materials.

Viewing materials are created or developed based on different aspects. They undergo processes and stages of production (pre, during, and post) before they are shown to people. The production staff like the director, producer, scriptwriter, editor, cinematographer, etc. takes charge of the whole process of filmmaking. Movies or films also have different genres; television shows and videos have different topics or themes for different age groups.

Printed materials are written materials like books, newspapers, magazines, journals, pamphlets, and the like. They serve different purposes and give various information to the readers. Each has distinct characteristics and purposes.

In the succeeding discussions, you will learn more about the similarities and differences between viewing materials and printed sources of information.



What is It

Viewing materials are visual in nature. These cover the whole range of non-text and non-audio materials, everything from original art, prints, and photographs. Visual materials encompass various forms, including photographs, video films, videotapes, paintings, drawings, cartoons, prints, designs, and three-dimensional art such as sculpture and architecture. In this lesson, we will focus on viewing materials that contain moving pictures or images like films, movies, television shows, and videos.

A **film**, also known as a “**movie**” or a “**motion picture**,” is a series of moving images shown on a screen, usually with sound, that make up a story. It is a form of entertainment that enacts a story by sound and a sequence of images giving the illusion of continuous movement. Films are similar to novels or short stories since they also tell a story or show real situations. They are recorded so they can be shown at the cinema or on television. *(Retrieved from <https://www.vocabulary.com/dictionary/film>)*

A **television program**, also called a **television show**, is a segment of content intended for broadcast on television. It may be a one-time production or part of a periodically recurring series. A single program in a series is called an episode. A television series that is intended to comprise a limited number of episodes is usually called a miniseries or serial. *(Retrieved from <https://www.definitions.net/definition/television+program>)*

Television shows are most often scheduled for broadcast ahead of time and appear on electronic guides or other TV listings, but streaming services often make them available for viewing anytime.

Television shows can be viewed: live (real-time); be recorded on home video using a digital video recorder for later viewing; be viewed on-demand via a set-top box or streamed over the internet.

A **video** is a program, movie, or other visual media product featuring moving images, with or without audio, that is recorded, reproduced, broadcasted, and saved digitally in a flash drive, external drive, CD, or in the computer. *(Retrieved from <https://www.lexico.com/definition/video>)*

On the other hand, **printed materials** consist of all written materials which convey planned course information. Many print have digital versions that can be accessed online. Examples of printed resources include, but are not limited to: textbooks, workbooks, reference books, magazines, newspapers, and journals.

A **book** is a set of written, printed, illustrated, or blank sheets, made of ink, paper, parchment, or other materials, fastened together to hinge at one side. Books contain information, stories, or poetry, for example. *(Retrieved from Collin's English Dictionary)*

Magazine, also called **periodical**, a printed or digitally published collection of texts (essays, articles, stories, poems, photographs, and advertisements), often illustrated, that is produced at regular intervals (excluding newspapers). *(Retrieved from The Editors of Encyclopaedia Britannica)*

A **newspaper** is a paper that is printed and distributed usually daily or weekly and contains news, articles of opinion, features, and advertising. It is usually printed on relatively inexpensive, low-grade paper such as newsprint. *(Retrieved from <https://www.merriam-webster.com/dictionary/newspaper>)*

In what ways do content of materials viewed and printed sources of information become similar and different from each other?

Study the table below to distinguish their characteristics.

Viewing Materials (films or movies, television shows, videos)	Printed Materials (books, newsletter, magazines, journals, etc.)
<ul style="list-style-type: none"> ➤ We use viewing and listening skills to understand their message. ➤ They use moving pictures or images. ➤ They are accompanied by sound effects. ➤ They have opening billboard, closing billboard, end credits, etc. ➤ They have a time duration. ➤ Characters have dialogues and scripts. 	<ul style="list-style-type: none"> ➤ We use reading skills to understand their message. ➤ They use still pictures or images to support the text. ➤ They have no sound effects. ➤ They have cover, title page, body, end page, etc. ➤ They have no time restriction. Readers may read them back and forth for as long as they want. ➤ They use printed text to deliver their message to the readers.

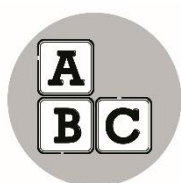
The table above provides distinct characteristics of viewing materials and printed sources of information.

Viewing materials and printed materials have similarities and differences. They are similar because:

- both have genres;
- both contain themes and topics;
- both provide meaningful information;
- both teach lessons; and
- both may tell or narrate a story, discuss, feature, persuade, and inform people about a certain topic.

Viewing materials mostly appeal to the senses of sight and hearing while printed materials appeal only to the sense of sight. In viewing, people are engaged in watching moving pictures and listening to the accompaniment of sound effects. In reading, people are engaged in understanding the text supplemented by still pictures or images.

A Venn diagram is ideally used to show similarities and differences between two objects.



What's More

It's time to explore more on the content of viewing materials and their similarities and differences with printed sources of information.

Have you tried watching a television show or reading a magazine or an encyclopedia that features the **earth and its biodiversity**?

If you have done both, then you are ready to answer this activity. If not, you may search it on YouTube or read any printed material about it.

Using the table below, compare and contrast the characteristics of the printed material that you read and the viewing material that you watched about earth and its biodiversity.

Write your answers on a separate sheet of paper.

Printed Material	Viewing Material
_____	_____
<i>Title</i>	<i>Title</i>



What I Have Learned

Recall the key concepts presented in this lesson by completing the following statements with the correct word. Write your answer on a separate sheet of paper.

- **V**_____ is an active process of attending and comprehending visual media, such as television, advertising images, films, diagrams, symbols, photographs, videos, drama, drawings, sculpture, and paintings.
(Canadian Common Curriculum Framework)
- **V**_____ **m**_____ appeal to the eyes and ears of its viewers. Examples of which are: films or movies, television shows, and videos.
- Sources of information can be **p**_____ **m**_____. This consists all written materials which convey planned course information.
- A **b**_____ is a set of written, printed, illustrated, or blank sheets, made of ink, paper, parchment, or other materials, fastened together to hinge at one side and contains information, stories, or poetry.
- A **m**_____ is a printed or digitally published collection of texts (essays, articles, stories, poems, photographs, and advertisements), often illustrated, that is produced at regular intervals (excluding newspapers).

- A **n**_____ is a paper that is printed and distributed usually daily or weekly that contains news, articles of opinion, features, and advertising.
- The use of **V**_____ **d**_____ is an effective graphic organizer to show similar and different characteristics of two concepts.



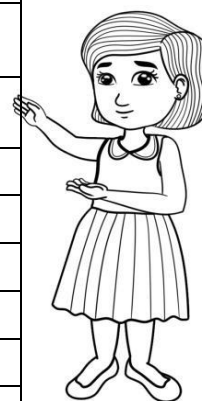
What I Can Do

Exploring the Skills

Have you read a fairytale with a movie adaptation? Compare and contrast the written story with its movie adaptation by putting a check mark (/) in the column that corresponds to its characteristics.

Copy the table and your answers on a separate sheet of paper.

Characteristics	Storybook	Movie
1. It uses moving pictures to aid understanding.		
2. It is told with audio narration and accompanied by sound effects.		
3. It has an opening billboard, closing billboard, end credits, etc.		
4. Its story is understood through reading.		
5. It gives lessons.		
6. It has songs or soundtracks.		
7. It can be repeatedly read in pages.		
8. It tells a story.		
9. It is written and published.		
10. It is handy.		



Based on the activity, can you now distinguish a movie from a storybook?



Assessment

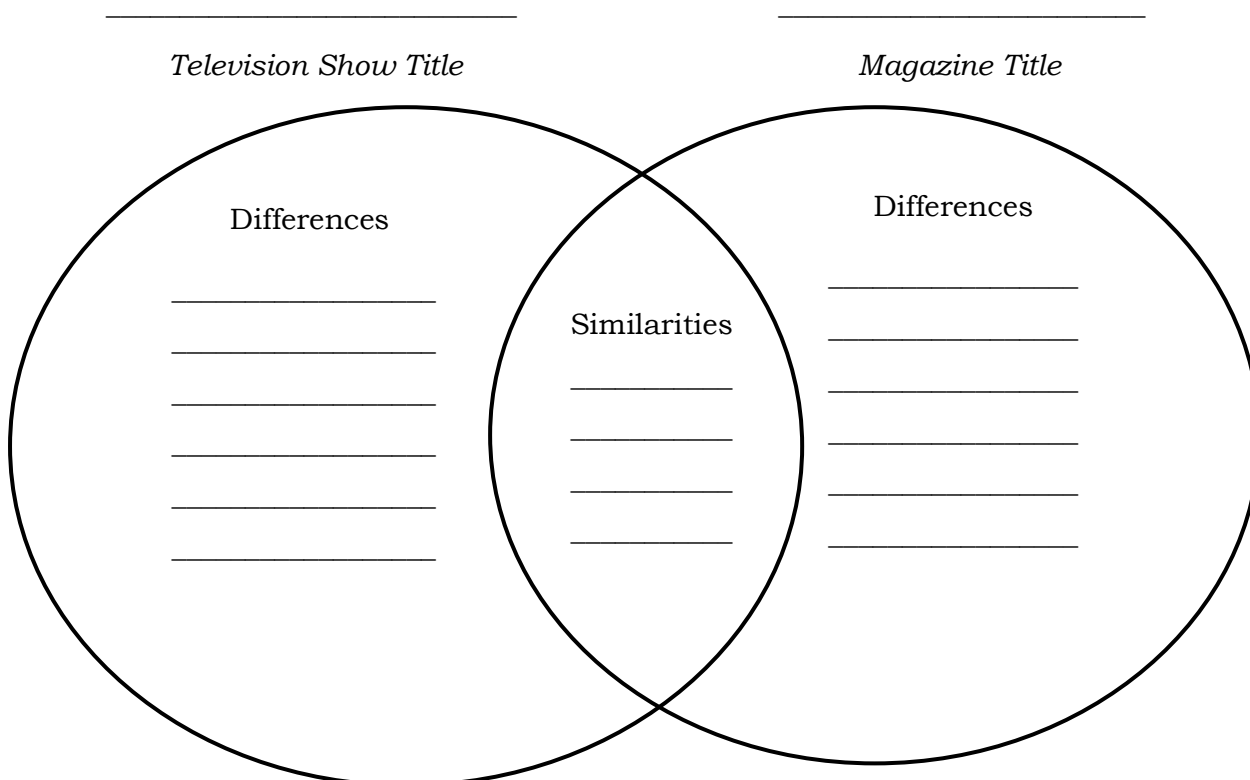
Mastering the Skill

Look for a television show and a magazine that feature health and wellness. Compare and contrast the content of both materials.

Use the information inside the box to fill in the Venn diagram with their similarities and differences.

Copy the Venn diagram and your answers on a separate sheet of paper.

- It gives practical tips for taking care of one's self.
- It provides information on diseases and other medical concerns.
- It contains valuable tips for healthy and safety living.
- It features live medical outreach programs conducted by a medical team.
- It is hosted by TV anchors.
- It discusses issues and solutions on making a better home and raising children.
- It is intended for a specific age group.





Additional Activities

Identify the characteristic of viewing and printed material described in each situation below.

Choose the correct answers inside the box and write them on a separate sheet of paper.

- A. We use viewing and listening skills to understand its message.
- B. It gives lessons.
- C. It is time-bound. It has a time duration.
- D. Characters have dialogues and scripts.
- E. Printed materials are not time-bound. Readers may read them back and forth for as long as they want.

1. Dina always carries with her the book that her mom gave her. She can sit anywhere and read it whenever she wants.
2. Ralph is all ears to hear the voice of the speaker and is looking intently at the images flashed on the screen.
3. Tammy learned to be kind to others after watching the educational show. Now, she is sharing her baon to her classmate.
4. “And that’s the latest news for this hour. I am Trina Perez, reporting.”
5. Mom usually sits down at 3 o’clock in the afternoon to watch her favorite drama show.

Lesson

2

Distinguishing Broadcast Media from Printed Sources of Information

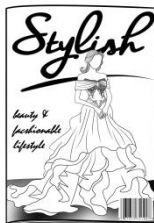


What's In

Fill in the blanks with the missing letters to complete each word. Write your answers on a separate sheet of paper.



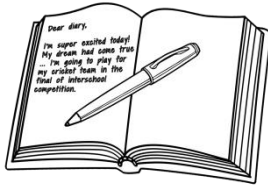
1. T__x__bo__k is a learning material used as a standard work for the study of a particular subject.



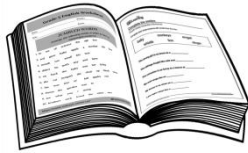
2. M__g__z__n__ is a periodical publication containing articles and illustrations, typically covering a particular subject or area of interest.



3. N__w__p__p__r is a printed publication that is usually issued daily or weekly consisting of folded unstapled sheets which contain news, feature articles, advertisements and correspondence.



4. Junl is a daily record of news and events of a personal nature; a diary.



5. Wrbo is a student's book containing instruction and exercises relating to a particular subject.



Notes to the Teacher

You may lead the learners to list down printed materials found at home and the television and radio programs their family watch and listen to.



What's New

Read the story. Then, answer the questions that follow on a separate sheet of paper.

THE BOY NAMED CESAR

In a remote place where there was no electricity and houses were far away from one another, people seldom saw each other. Children had no time to come together to play and to talk. They would walk for two hours in going to school. By the time they arrived home, it was already dusk and time for dinner. After dinner, Cesar and his siblings would start review their lessons. Then, they would listen to the radio.

The family loved to listen to the radio drama program. It was the best time for them to bond after a busy day. This was one of Cesar's hobbies, too. He understood and appreciated the drama program and he even remembered all the details of it. He had an excellent listening skill.



1. What is the name of the boy in the story?
2. What did Cesar and his siblings do after dinner?
3. Why did Cesar and his family listen to the radio?
4. Why did Cesar remember all the details in the radio drama program?



What is It

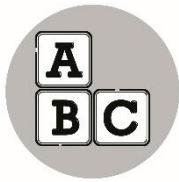
In the previous lesson, you have learned that viewing materials are visual in nature. They may be in the form of photographs, cinema and video films, videotapes, paintings, drawings, cartoons, prints, designs, and three-dimensional art such as sculpture and architecture. Moreover, you have also learned about the examples and characteristics of print materials.

In this lesson, you will learn how to compare and contrast viewing materials in print media from broadcast media.

Print Media is a means of mass communication in the form of magazines, newspapers, books, circulars, journals, pamphlets, and periodicals. It involves the usage of a physical medium, such as paper, and is printed and distributed by a publishing company. It contains local news, editorials, tabloids, articles, weather reports, and forecasts.

On the other hand, **broadcast media** transmits information immediately to a wide audience. This is considered as the most convenient and practical way of communicating information to a wide audience. It is often used for daily news reports on television and radio broadcasts. It can also be easily presented to a wide audience through the usage of wired/wireless communications. It covers different genres such as talk shows, advertisements, movies, daily news, interviews, and documentaries. Examples of broadcast media are television, radio, speaker, and telephone.

With the advent of technology nowadays, different ways of information dissemination to the masses has become possible. At present, many individuals use various social media platforms to search for information, to share it, or to communicate with one another. Information can now be shared not only through print media but also through broadcast media.



What's More

Compare and contrast print media and broadcast media by putting a check mark (/) in the column that corresponds to the given characteristics.

Copy the table and your answers on a separate sheet of paper.

CHARACTERISTICS	PRINT MEDIA	BROADCAST MEDIA
It can be distributed daily, weekly, monthly, quarterly, and even annually.	/	
It can convince the audience by appealing to the human senses of sight and hearing.		/
It requires reading.	/	/
It has a wider range of audience locally and even internationally.		/
Its tangible information is structured to be reread.	/	
It helps create awareness and share information on a larger scale.		/



What I Have Learned

Fill in the blanks with the missing words. Write your answers on a separate sheet of paper.

_____ is a means of mass communication in the form of _____, _____, books, circulars, journals, _____, and _____. It involves the usage of a physical medium, such as paper, and is printed and distributed by a publishing company.

_____ transmits information immediately to the wide possible audience. Classified as the most convenient and practical way of communicating information to a wide audience. It is often used for daily news reports on television and radio broadcasts. It can also be easily presented to a wide audience through the usage of wired/wireless communications. Examples of broadcast media are _____, _____, speaker, and telephone.



What I Can Do

The following are features of print media and broadcast media. Fill in the chart below to distinguish the similarities and differences between the two types of media. Draw the chart and write your answers on a separate sheet of paper.

FEATURES OF PRINT MEDIA AND BROADCAST MEDIA

- ❖ It is lightweight, portable, disposable publications printed on paper.
- ❖ It has no deadline for the collection of news and information, as it can be updated anytime.
- ❖ It has a time limit for the collection of news and other information.
- ❖ It is limited to a particular city, region or country.
- ❖ It offers live discussion and live programming.
- ❖ It provides the public with news on a daily basis.
- ❖ It gives the audience a variety of information.

COMPARE AND CONTRAST CHART

PRINT MEDIA

BROADCAST MEDIA

Differences	Similarities	Differences



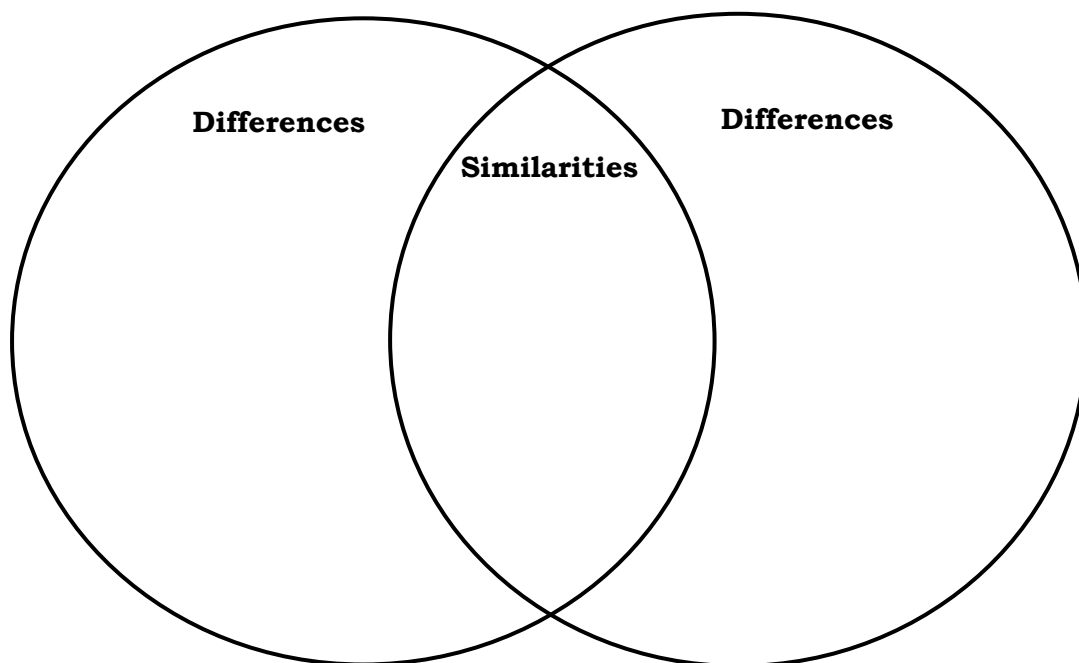
Assessment

Look for a Science lesson about animals. Then, try watching a TV show or a YouTube video which is related to the lesson that you have chosen. Compare and contrast the lesson in Science and the TV show of your choice using the Venn Diagram. Copy the Venn Diagram and write your answers on a separate sheet of paper.

VENN DIAGRAM

Lesson in Science

Title of TV Show/YouTube Video

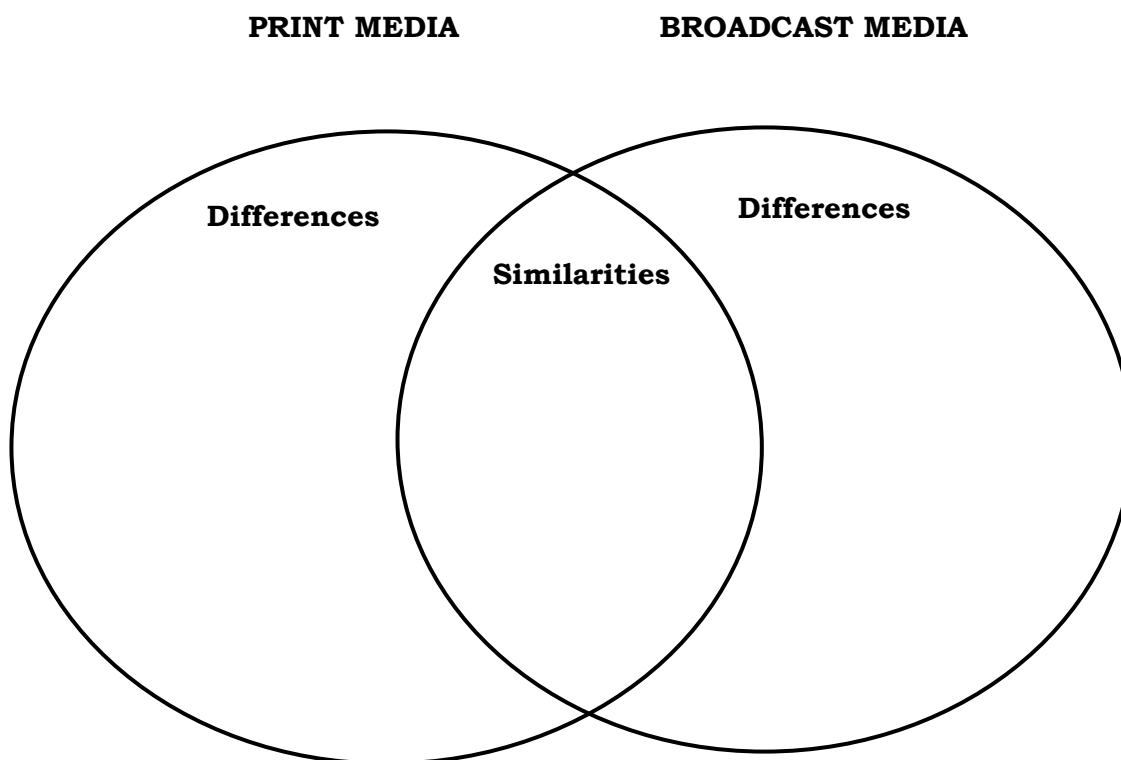




Additional Activities

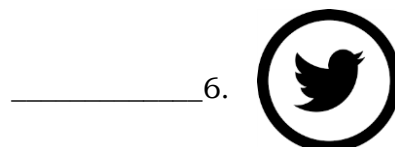
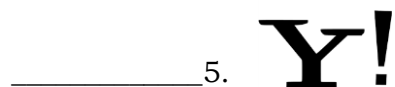
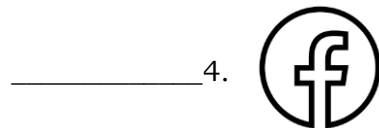
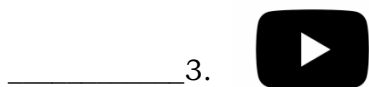
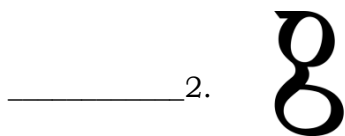
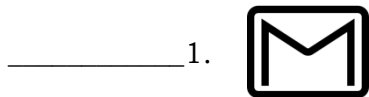
Compare and contrast print media from broadcast media according to their contents or examples using the Venn Diagram. Copy the diagram and write your answers on a separate sheet of paper.

advertisements	news	billboards	noontime shows
yellow pages	sports	telenovelas	entertainment
business	fashion	politics	health



Lesson**3****Distinguishing Online Sources from Viewing Materials*****What's In*****Trying Something New**

Guess the name of the following logos. Write your answer on a separate sheet of paper.





Notes to the Teacher

You may lead the learners to discover and manage the different online applications for familiarity of usage.

Likewise, to supplement the lesson, performance tasks on accessing different online sources may also be provided.



What's New

In the past, almost all information came in print form, but with the advent of technology, online information becomes the preference of the present generation.

How can you access information online? Look at the following illustration.



Nowadays, websites, blogs, video streaming, podcast, and social media have been people's ways of getting and sharing information. They have become their platforms to search for information and to express their thoughts, opinions, and experiences.

In this lesson, you will learn more about online sources of information and the similarities and differences of their contents with viewing materials.



What is It

As mentioned in the previous lessons, viewing materials are visual in nature and appeal to both senses like seeing and hearing. They are sources of information just like printed materials and broadcast media.

In today's society, people are more adept at using computers and the internet to easily access information.

Online sources of information are materials we can find online. It can be an online newspaper, magazine, or television website. *(Retrieved from <https://study.com/academy/lesson/online-sources-definition-citations-quiz>)*

Peer-reviewed journals, web pages, forums, and blogs are also online sources. Other terms for online sources are electronic sources, web sources, and internet sources. These online sources can be accessed through available technology like laptops and computers as well as gadgets like tablets and phones with the use of internet connectivity.

The **internet** is a primary source of online access. It is used by people to access news reports, to plan and book vacations, to chat or message, and send an e-mail in order to stay in touch with friends or to pursue their personal goals and interests. *(Revano, T. F., Media and Information Literacy for Senior High School)*

As a gateway for accessing and gaining information, the internet provides a connection among people all over the world, making transmission of information through conversation and connection possible with other people of different cultures.

Examples of internet media are blogs, online articles, and social media with the addition of podcast and video streaming.

A **blog** is a website that contains online personal reflections, comments, and often hyperlinks, videos, and photographs provided by the writer. *(Retrieved from <https://www.merriam-webster.com/dictionary/blog>)*

It is a regularly updated website or web page, typically run by an individual or a small group, that is written in an informal or conversational style. It is an informational website consisting of discrete, often informal diary-style text entries or posts. Many blogs provide commentary on a particular subject or topic.

A type of blog that is popular among viewers is the **vlog**. This stands for a video blog or video log, where most or all of the contents are in a video format. Vlog posts are in a form of a video of the vlogger where he/she talks on a particular subject, reviews a product or an event, or shares his/her daily life experiences.

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. Its content includes personal information, documents, videos, and photos. Users engage with social media via computer, tablet, or smartphone via web-based software or web application, often utilizing it for messaging. Examples of which

are Facebook, Twitter, LinkedIn, Instagram, YouTube, and Snapchat). (MAYA E. DOLLARHIDE, September 6, 2020, Retrieved from <https://www.investopedia.com/terms/s/social-media>)

A **podcast** is a series of spoken word, audio episodes, all focused on a particular topic or theme, like cycling or start-ups. You can subscribe to a podcast using an app on your phone and listen to episodes whenever you like on your headphones, in the car, or through speakers. A podcast can be of any length, from a 1-minute news snippet, to a 3 hours in-depth interview. It can be of any frequency, from daily to monthly. It can be of any format, from simple solo shows up to mammoth, multi-person audio dramas. It can also cover any topic, many of which would never make it onto the radio.

Most podcasts are themed around one particular topic. The host may talk about the topic on every episode. Specific topics would include triathlon racing or dog training while general topics may focus on how to lead a happy life. (Retrieved from <https://www.thepodcasthost.com/listening/what-is-a-podcast/>)

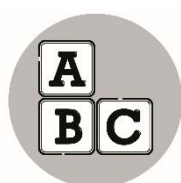
Video streaming is the continuous transmission of audio or video files using an internet-connected device from the server to a large audience. It also allows the user to download video content while watching it. Some popular video streaming services include Netflix, Disney+, Prime Video, YouTube, and other sites that stream films and television shows; Apple Music and Spotify, which stream music; and the video game live streaming site Twitch.

When getting and sharing information online, blogs, electronic articles, social media, video streaming, and podcast are most useful. Links and URLs (Uniform Resource Locators) are provided for easy access to information online.

Viewing materials and online sources have also their distinct characteristics and elements like theme, characters, acting, dialogue, shooting and production, sound effects, scenes, texts, reality or fantasy, and artistry.

- **Theme** refers to the topic, particular subject, idea, or issue described or discussed in a piece of writing, a movie, etc. (*merriam-webster.com*)
- **Characters** refer to the persons or individuals portraying a certain role in a story or any show. (*merriam-webster.com*)
- **Acting** refers to the performance of a character in a play, movie, and the like. (*merriam-webster.com*)
- **Dialogue** refers to the conversation between characters in a novel, drama, etc. (<https://www.dictionary.com/browse/dialogue>)
- **Shooting** refers to the process of capturing an image. (<https://comprehensivemedia.com/filming-shooting-or-videotaping-which-is-right-video-answers-episode-4/>)
- **Production**, in digital video, photography, television, and film, refers to the tasks that must be completed or executed during the filming or shooting. This includes setting up scenes, capturing raw footage, and using set designs. Production has three stages, namely: pre-production, production, and post-production.
(by Vangie Beal <https://www.webopedia.com/TERM/P/production.html>)

- Shooting and production are processes undergone in films and movies before they are shown to viewers.
- **Sound effects** are sounds other than speech or music made artificially for use in a play, movie, or other broadcast production. (*merriam-webster.com*)
- **Scenes** are divisions of acts in a play, movie, story, etc., during which the action takes place in a single place without a break-in time. (*merriam-webster.com*)
- **Texts** are the original words of a piece of writing or a speech that is written or printed. (*merriam-webster.com*)
- Reality or fantasy tells if something actually exists or never happens at all. **Reality** describes a true, real, and factual situation while **fantasy** describes something that is produced by the imagination. It is a make-believe story. (*merriam-webster.com*)
- **Artistry** refers to the artistic ability or skill; the quality of effect or workmanship; a great skill in creating or performing something, such as in writing, music, sports, etc.
(<https://www.google.com/amp/s/dictionary.cambridge.org.us/amp/english/artistry>)



What's More

Let's Get Specific

Determine whether the elements in the table are present in viewing materials like television shows or in online sources like blogs. For reference, check sample blog sites of popular Philippine bloggers thru this link: https://blog.feedspot.com/philippines_blogs/.

Compare and contrast television shows and blogs by putting a check mark (/) in the column that corresponds to the given elements. Write your answers on a separate sheet of paper.

Elements of viewing materials and online sources	Viewing Materials (television shows)	Online Sources (blogs)
1. theme		
2. characters		
3. acting		
4. dialogue		
5. shooting and production		
6. sound effects		
7. scenes		
8. texts		
9. reality or fantasy		
10. artistry		



What I Have Learned

Recall the important key concepts introduced in this lesson by answering the following questions. Write your answer on a separate sheet of paper.

- _____ 1. What sources of information can be accessed with the use of the internet?
- _____ 2. What do we call the type of blog that is in video format?
- _____ 3. What online source is referred to as a regularly updated website or web page, typically run by an individual or small group, that is written in an informal or conversational style?
- _____ 4. What online source is referred to as a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities?
- _____ 5. What online source is referred to as an episodic series of spoken word in a form of digital and audio files that a user can download to a personal device for easy listening?
- _____ 6. What online source allows the user to download video content while watching it?



What I Can Do

Time to View and Compare!

Search and watch a television cooking show and read a blog post that features a cooking experience.

Compare and contrast the television cooking show and the blog that features a cooking experience by putting the given characteristics in the Venn diagram.

Copy the diagram and write your answer on a separate sheet of paper.

Characteristics

- ✓ Its theme is about cooking.
- ✓ It demonstrates actual cooking.
- ✓ It talks about personal experience in cooking.
- ✓ It is hosted by a celebrity or celebrities.
- ✓ It is interactive.
- ✓ It can be accessed online.
- ✓ It is realistic.
- ✓ It is artistically presented.

Title of Television Cooking Show

Title of Blog

Channel

website/ link

Differences <hr/> <hr/> <hr/> <hr/>	Similarities <hr/> <hr/> <hr/> <hr/>	Differences <hr/> <hr/> <hr/> <hr/>
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You have already identified the similarities and differences between a viewing material (television cooking show) and an online source (cooking blog). Now, you are ready to apply the skill in the succeeding task.



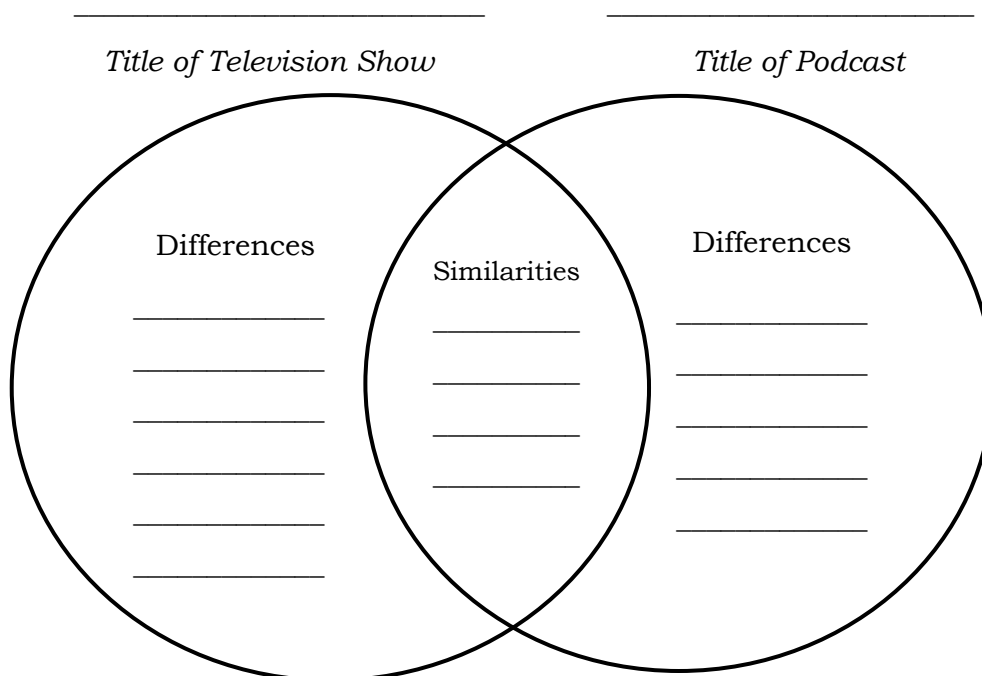
Assessment

Mastering the Skill

Watch a sample comedy show on the television and look for a comedy-themed podcast online. (Retrieved from <https://www.esquiremag.ph/culture/music/best-filipino-podcasts>). Compare and contrast the television comedy show and the comedy-themed podcast by putting the given characteristics in the Venn diagram.

Facts and Features of TV Show and Podcast

- ✓ It features interesting and entertaining topics and issues.
- ✓ It appeals to the sense of sight.
- ✓ It is an application downloaded in smart phones.
- ✓ It appeals to the sense of hearing.
- ✓ It can be listened to anytime, anywhere.
- ✓ It is artistically presented.
- ✓ It is run by a host or presenter via audio.
- ✓ It is made up of series of episodes.
- ✓ Its period of airing usually lasts for 45 minutes to 1 hour.
- ✓ It presents actual footage.
- ✓ It uses technical equipment for production.





Additional Activities

Guessing Game

Read and analyze the statements below. Identify the viewing material described in each number. Write the letters of your answers on a separate sheet of paper.

- A. television show
- B. video-streamed movie
- C. both television show and video-streamed movie

- _____ 1. Its viewing may be delayed, stopped, or continued.
- _____ 2. It shows different genres.
- _____ 3. It uses moving pictures and sound effects.
- _____ 4. It has available shows like sports, news, travel, etc. for viewing and entertainment purposes.
- _____ 5. It has no commercial breaks.
- _____ 6. We use the senses of sight and hearing in viewing its content.
- _____ 7. Its viewers can relate their personal experiences with its content.
- _____ 8. It has characters and setting.
- _____ 9. Its shows have specific airing time.
- _____ 10. It can be fast forwarded or played back.



Answer Key: Lesson 1

What I Know		
12-15.		
(Note: Answers in 9, 10, and 11 may be in any particular order.)		
1. A		
2. C		
3. B		
4. C		
5. D		
6. C		
7. D		
8. C		
9. A		
10. C		
11. F		
Characteristics		
Movie	Storybook	
A. It appeals only to the sense of sight.		
B. We use viewing and listening skills to get its message.		
C. It uses moving pictures or images.		
D. We use reading skills to get its message.		
E. It requires shooting with pre-production, during production, and post-production.		
F. It is time-bound.		

What's More	Answers May Vary
What's In	
1. PROPAGANDA	
2. BIAS	
3. FALSE	
4. FACT	
5. JUDGMENT	

What I Can Do		
Characteristics		
Movie	Storybook	
1. It uses moving pictures to aid understanding.		
2. It is told with audio narration and accompanied by sound effects.		
3. It has an opening billboard, closing billboard, end credits, etc.		
4. Its story is understood through reading.		
5. It gives lessons.		
6. It has songs or soundtracks.		
7. It can be repeatedly read in pages.		
8. It tells a story.		
9. It is written and published.		
10. It is handy.		

What I Have Learned

- Viewing
- Viewing materials
- Printed material
- Book
- Magazine
- Newspaper
- Venn diagram

Additional Activities

1. E
2. A
3. B
4. D
5. C

Assessment

Answers may vary.



Answer Key: Lesson 2

ADDITIONAL ACTIVITIES	<p>1. Similarities: news, advertisement, sports, entertainment, business, fashion, politics, health</p> <p>2. Differences:</p> <p>Print Media: billboards, yellow pages</p> <p>Broadcast Media: noontime show, telenovelas</p>
ASSESSMENT	<p>Answers may vary.</p>
WHAT I CAN DO	<p>Similarities: It provides the public with news on a daily basis. It gives the audience a variety of information.</p> <p>Differences:</p> <p>Print media: It is lightweight, portable, disposable publications printed on paper. It has a time limit for the collection of news and other information. It is limited to a particular city, region, or country.</p> <p>Broadcast media: It has no deadline for the collection of news and information, as it can be updated anytime. It offers live discussion and live programming.</p>

WHAT'S MORE	<table> <tr> <th>CHARACTERISTICS</th><th>PRINT MEDIA</th><th>BROADCAST MEDIA</th></tr> <tr> <td>It can be distributed daily, weekly, monthly, quarterly, and even annually.</td><td>/</td><td>/</td></tr> <tr> <td>It can convince the audience by appealing to the human senses of sight and hearing.</td><td>/</td><td>/</td></tr> <tr> <td>It requires reading.</td><td>/</td><td>/</td></tr> <tr> <td>It has a wider range of audience locally and even internationally.</td><td>/</td><td>/</td></tr> <tr> <td>Its tangible information is structured to be read.</td><td>/</td><td>/</td></tr> <tr> <td>It helps create awareness and share information on a larger scale.</td><td>/</td><td>/</td></tr> </table>	CHARACTERISTICS	PRINT MEDIA	BROADCAST MEDIA	It can be distributed daily, weekly, monthly, quarterly, and even annually.	/	/	It can convince the audience by appealing to the human senses of sight and hearing.	/	/	It requires reading.	/	/	It has a wider range of audience locally and even internationally.	/	/	Its tangible information is structured to be read.	/	/	It helps create awareness and share information on a larger scale.	/	/	<p>WHAT'S NEW</p> <p>(Possible Answers)</p> <p>1. Cesar</p> <p>2. reviewing their lessons and listening to the radio</p> <p>3. It was the best time for them to bond after a busy day.</p> <p>4. He must have excellent listening skill.</p>
CHARACTERISTICS	PRINT MEDIA	BROADCAST MEDIA																					
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WHAT I HAVE LEARNED	<p>Print media, magazines, newspapers, pamphlet, periodicals</p> <p>Broadcast media, television, radio</p>																						
WHAT'S IN	<p>1. Textbook</p> <p>2. Magazine</p> <p>3. Newspaper</p> <p>4. Journal</p> <p>5. Workbook</p>																						



Answer Key: Lesson 3

<div>Additional Activities</div> <div>1. B 2. C 3. C 4. A 5. B 6. C 7. C 8. C 9. A 10. B</div>	<div>Assessment</div> <div>Answers may vary.</div>	<div>What I Can Do</div> <div>Answers may vary.</div>	<div>What I Have Learned</div> <div>1. Online sources 2. Vlog 3. Blog 4. Social Media 5. Podcast 6. Video Streaming</div>																																	
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