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Hello 21st-century learners! Welcome to the world of media and information literacy!

Current advances in information technologies and the propagation of new digital media and learning environments stipulate the increasing importance of media literacy, which is today recognized almost universally as one of the key competencies in the educational system. (UNESCO IITE, 2010).

This module is designed as an introductory part for the subject in Media and Information Literacy, which will guide you toward more meaningful discussions and engaging activities. This also aims to heighten readiness and prepares your knowledge, skills, and competence towards a college education. Key concepts and essential points will be elaborated on and explained as you go along the module. All activities are spiral and progressive as the lesson deepens. Hence, each activity is well–structured for you to be guided independently.

All components of the materials are geared toward helping Senior High School students not just information literate but also creative, critical, responsible users and media producers. The following are the lessons contained in this module:
1. Introduction to Media; and
2. Media Literacy, Information Literacy, and Technology Literacy.

In this module, you are expected to:

1. MELC-1. Describe how much media and information affect communication (MIL11/12MIL-IIIa-1);
2. MELC-2. Identify the similarities and differences of media literacy, information literacy, and technology literacy (MIL11/12MIL-IIIa-2);
3. Identify characteristics /describes a responsible user and competent producers of media and information; and
4. Share one's media habits, lifestyles, and preferences.

What I Need to Know

Multiple Choice. The following sentences are about media and information literacy. Read each and select the letter of the best answer from among the given choices. Please answer on a separate sheet of paper.

1. It is the imparting or exchanging of information by speaking, writing, or using some other mediums.
   A. Communication   B. Public Speaking   C. Media   D. Information Sources

2. It refers to various channels of communication between a person or persons and their intended audience.
   A. Conversation   B. Public Speaking   C. Media   D. Information Sources
3. This is a type of media that uses one's voice as the tool for interaction with a larger group or audience at a particular time.
   A. Digital/ Interactive Communication  B. Conversation  
   C. Public Speaking  D. Digital Art

4. The medium of communication that requires face to face interaction using one's voice as the tool to deliver the message.
   A. Digital/ Interactive Communication  B. Conversation
   C. Public Speaking  D. Digital Art

5. The following are possible sources of information, EXCEPT for ONE:
   A. Newspaper  B. Television  C. Printer  D. Smartphones

6. This type of literacy identifies what the information is for, where to find it, and how to evaluate it.
   A. Media Literacy  B. Information Literacy
   C. Technology Literacy  D. All of the Above

7. An information literate person should first understand the situation or problem to figure out what specific type of information they need.
   A. True  B. False  C. Maybe  D. Neither True or False

8. Interactive media, broadcast media and social media, virtual reality, and mixed reality are examples of what medium of communication?
   A. Visual Art  B. Physical Medium  C. Digital/ Interactive  D. Documents/ Letters

9. This refers to the essential skills and competencies that allow individuals to engage with media and other information providers effectively and develop critical thinking and life-long learning skills to socialize and become active citizens.
   A. Media Literacy  B. Information Literacy
   C. Technology Literacy  D. Media and Information Literacy

10. It is an individual mass's ability, either working independently or with others, to responsibly, appropriately, and effectively use technological tools.
    A. Media Literacy  B. Information Literacy
    C. Technology Literacy  D. All of the Above

Lesson 1
INTRODUCTION TO MEDIA AND INFORMATION LITERACY

With the dramatic increase in access to information and communication, every answer to almost all our questions seems convenient with just a click away. As Senior High School students, you are expected to demonstrate literacy in the use of media and information to promote equality, intercultural and interreligious dialogue, peace, freedom of expression, and access to information.
The type and quality of information we engage with largely determines our perceptions, beliefs, and attitudes. It could be information from other persons, the media, libraries, archives, museums, publishers, or other information providers, including those on the Internet before checking how we use media and information properly and optimally. Let's revisit communication, look into how we communicate and why we communicate.

**What's In**

**What is communication?**

Communication has several definitions. Here are some of the meanings taken from varied sources.

Communication is the imparting or exchanging of information by speaking, writing, or using some other mediums (Oxforddictionary.com)

Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior (Merriamwebster.com)

According to Katz and Kahn, Communication is the exchange of information and the transmission of meaning. It is the very essence of a social system of an organization."

Based on the definitions of communication mentioned above, aside from the point that communication is a process, it also requires a certain medium to arrive at the desired result. It needs a type of channel to carry out the message we want to convey.

Now, look at this picture on the right.

The word cloud photo shows the different media we use to carry out during communication. It depicts how we use to transfer our ideas, information in several and varied forms. We call this communication media. These are methods or tools in which information can be shared, transferred, and exchanged. Thus, communication can be facilitated. Examples include telephone, conversation, public speaking, written, television, email, websites, video conferencing, and instant messaging, to name a few.

**What is Communication Media?**

"Media refers to various channels of communication between a person or persons and their intended audience. Television, radio, newspapers, and the Internet are different types of media. One of the oldest forms of media in print. Thanks to the ever-changing technology, our exposure to media is almost nonstop. Media shapes our perceptions of what is real. It surrounds us in the forms of billboards, signage, and even the clothes you wear. We have radio, television, computers, and smartphones. We have the Internet, online video channels, and all sorts of social media. So stop and look around, media is everywhere, and it's not going away anytime soon. Learn about it, understand it, so that
you may be media-smart." (YouTube Channel MediaSmarts retrieved from https://www.youtube.com/watch?v=bBP_kswrtrw).

A communication media can be a Source of Information, a Medium of Communication, or both. If the media's use provides knowledge and information about something, it is considered a source of information. If it is considered a medium of communication is used as a channel/ tool to convey information. A media can also function both as a source and a medium of information.

To communicate, we use a different medium of communication to carry out the message we want to express. There are various tools that we can use to deliver our message. A few of the examples are listed below.

Table 1. Examples of Communication Media

<table>
<thead>
<tr>
<th>Communication Medium</th>
<th>How it Works</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conversation</td>
<td>A person to person interactive conversation using ones' voice as tool.</td>
</tr>
<tr>
<td>Public Speaking</td>
<td>Using one's voice as the tool for interaction with a larger group or audience at a particular time.</td>
</tr>
<tr>
<td>Documents</td>
<td>Written artifacts such as note, written paper, research paper, report, minutes of the meeting, usually on paper and print.</td>
</tr>
<tr>
<td>Visual Arts, Images, Music, and Videos</td>
<td>Arts and performance arts are communication forms that signify messages in paintings, drawings, photography, videos, images, and the like that conveys specific emotion, idea, or thought.</td>
</tr>
<tr>
<td>Physical Medium</td>
<td>Physical things such as tarpaulin billboards, posters, in package information contained in product packaging, and the like.</td>
</tr>
<tr>
<td>Publication</td>
<td>Documents that are distributed to the public such as newspapers, book, and magazines.</td>
</tr>
<tr>
<td>Digital / Interactive</td>
<td>Can be in interactive media, broadcast media and social media, virtual reality and mixed reality; digital and electronic means to convey messages such as website or computer application, primarily by using the Internet.</td>
</tr>
</tbody>
</table>

There are still a lot more to add from these examples of communication media. Can you think of one?

Knowing what communication is and the different forms of communication media, how do you think it will affect communication? Will there be a significant impact of media on how we get information and how we interact with it? Before we answer these questions, let us deepen our discussion about media, particularly its uses to you as students.
What's New

Activity 1: Communication Media Used in Daily Lives

What medium of communication do you use every day? As a student, what communication media or tools do you convey/exchange information? Complete the concept map by identifying seven (7) different media kinds that you use to communicate information. An example is given-cellphones. Please write your answers on a separate sheet of paper.

Activity 2. Uses of Communication Media

Directions: Copy all your responses from Activity 1 and write it under Communication Media on the right table. Then, identify the use of each communication media as a medium of information, source of information, or both. The first one has been done for you. Please answer on a separate sheet of paper.

What Is It

The cellular phone discussed in the earlier activities is an example of communication media that may function as a means of communication whenever we use it to call or text. However, it can also function as a source of information, particularly when we use its data load to surf, access information through Bluetooth and Wi-Fi.

Hope you were able to understand the interrelationship of media and communication. This time, we will examine the different key concepts used in this subject - Media and Information Literacy. Read and understand the following concepts. These are referenced from the Teaching Guide of Media and Information Literacy formulated by the CHED in collaboration with the Philippine Normal University:

A. Literacy- It pertains to the ability to identify, understand, interpret, create, communicate, and compute, using printed and written materials associated with varying contexts. Literacy
involves a continuum of learning, wherein individuals can achieve their goals, develop their knowledge and potential, and participate fully in their community and wider society.

B. **Media** refers to physical objects used to communicate with or mass communication through physical objects such as radio, television, computers, film, etc. It also refers to any physical object used to communicate messages.

C. **Media Literacy** refers to the ability to access, analyze, evaluate, and create media in various forms. It aims to empower citizens by providing them with the competencies (knowledge and skills) necessary to engage with traditional media and new technologies.

D. **Information**- This refers to a broad term covering processed data, knowledge derived from study, experience, instruction, signals, or symbols.

E. **Information Literacy**- It is the ability to recognize when information is needed and to locate, evaluate, and effectively communicate information in its various formats.

F. **Technology (Digital) Literacy**. is the ability of an individual, either working independently or with others, to responsibly, appropriately, and effectively use technological tools. Using these tools, an individual can access, manage, integrate, evaluate, create and communicate information.

G. **Media and Information Literacy**. These refer to essential skills and competencies that allow individuals to effectively engage with media and other information providers and develop critical thinking and life-long learning skills to socialize and become active citizens.

**Stages/ Elements of Information Literacy**

What is this stage all about? As a Senior High School student, it is not enough to learn the interrelatedness of communication and media. Aside from familiarizing with the key concepts involved in this subject and its interconnectedness, it is also essential to learn how to become media and information literate. Study the concept map about stages/elements of information literacy below.
Note that the process is divided into stages as one cannot proceed with the next step unless the initial step is not satisfied. It can also be considered elements because each must be demonstrated first by the individual to consider a person information literate.

**What's More**

Activity 3: Literacy Analysis

**Directions:** Each situation below demonstrates a particular literacy. Read closely and identify Media Literacy, Information Literacy, or Technology (Digital) Literacy. Please answer on a separate sheet of paper.

1. Mr. Melendrez uses online Quizizz app and Kahoot online games during his class.
2. Every time Martha wants to air her stands and points of view on a certain social issue involving herself and her friends, she uses her Twitter and Facebook accounts.
3. The G11 HUMSS A shall create a video trailer in promoting awareness toward cyberbullying. They will use Filmora, Powtoon, Vegas, or Kinemaster for video editing.
4. The Grade 12-STEM B class have registered themselves to an online portal called Google Classroom to connect themselves periodically, share assignments, and even collaboratively work on a project without meeting face-to-face.
5. Shara constantly purchases load credits for her mobile phone to send emails and messages to her teacher in Media and Information Literacy.
6. Maya periodically shares national news from credible online sources and then tags her friends who may be interested in the information.
7. Bert, a Grade 11 student at Zamboanga City High School, is well-versed in the latest computer software. He always integrates the use of creative PowerPoint presentations during the class performance.
To add related literature to his Practical Research project, Dillan accesses Google Scholar, Merlot, and other credible websites. He also makes sure that he reads through various journals and studies that may help him in his research.

**Activity 4: A. Media Diary Table**

Looking back at Activity 1, Mr. Melendrez demonstrated literacy in media use, specifically the use of online applications in giving quizzes to his students. He uses his ability to access, analyze, evaluate, and create media into a quiz form. Therefore, the answer is Media Literacy.

By this time, you have conceptualized the similarities and differences of the literacies enumerated above. We shall now proceed to the more important part of this lesson - the value of being literate in media and information. As a Senior High School student, evaluate literacy by accomplishing this next activity. Please answer on a separate sheet of paper.

**Table 2. Media Diary**

<table>
<thead>
<tr>
<th>Media Used</th>
<th>Hours Spent in a Day</th>
<th>What Content</th>
<th>Passive or Active</th>
<th>Social or Solitary</th>
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<tbody>
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**B. Media Diary Essay**

**Directions:** Write a short essay that sums up the content on your Media Diary Table. Use the following questions as your guide. Please answer on a separate sheet of paper.
1. Were you surprised by the amount of time you spend with media? Why?
2. While you were reading magazines, watching television, or going over your Social Media accounts, what kind of content did you concentrate on, and why?
3. Do our choices of media subjects and contents are based on our interests, friend, place, and situation of life? What are the reasons behind your media choices?
4. Which is your favorite one? Which media do you use most for entertainment? Where do you find news?

Recommendation for assessment on scale 1 to 5 (5 being the best):

**5:** Learner has marked down all the media content he/she has used. His/her essay is reflective and many-sided, and the pupil shows that he/she has learned new things about his/her media use.

**4:** The learner has carefully filled in his/her media diary form. He/she reflects on his/her media use in-depth and has learned something new about his/her media use.

**3:** The learner has filled in a considerable part of the form; some parts may be missing. His/her essay is reflective, but it remains unclear whether he/she has learned anything new.

**2:** Learner has filled in the form of carelessly. His/her essay is rather superficial, and he/she has not learned anything new.
Activity 5: How to Be a Media and Information Literate

Directions: Study and assess the picture below. Then answer the following questions that follow. Please answer on a separate sheet of paper.

A.
1. What is the message of the poster?
2. Do you agree with the message? Why?

B. Activity 6 - Social Media Agent of Literacy

Directions: When encountering viral issues and events on social media platforms, one has to exhibit media and information literacy. Show what, where, and how it should be done by matching the following information literacy to the specific and appropriate action/response to undertake. Please write your answers on a separate sheet of paper.

A.
1. Information Needs
2. Sources of Information
3. Access to Information
4. Evaluate Information
5. Organize Information
6. Communicate Information

B.
a. Post on social media account, narratives, etc.
b. Check credibility of websites, do background check of the sources of information
c. Look for news sites, check first-hand sources of information
d. The situation of the parties involved in the scenario; check people involves including witnesses
e. Web browsing, interview and/or communicate parties directly involves
f. Recordings of interviews and other means of correspondence
What I have learned

Activity 7- In Summary (Please answer on separate sheets of paper.)

A. Directions: There are different communication media; common examples are Conversation, Public Speaking, Documents/ Letters/ Mails, Visual Art, Physical Medium, Digital/ Interactive. Each of these media works differently in conveying messages and information, but with the main purpose of communicating information to others. Choose one from the given communication media and elaborate it using the Frayer Model.

B. Directions: Show the interrelatedness of the three key concepts in the diagram below. Explain briefly.

C. Directions: Considering the stages/elements involved in information literacy, enumerate a list of descriptions of a literate person in media and information. Write down at least five (5) characteristics.

1. _________________________
2. _________________________
3. _________________________
4. _________________________
5. _________________________
Activity 8: Media and Information Detective

This activity will focus mainly on assessing the media and information risk depicted from the photos. Act like a detective by finding out the missing fact in the message of the photo. Correct the erroneous message by applying your media and literacy skills learned.

Picture A

Photo Credit: https://www.pinterest.ph/pin/113504853084987984/

Picture B

Photo Credit: https://twitter.com/went1955/status/543673313369661440

Assessment

Multiple Choice.

Directions: Select the letter of the best answer from among the given choices. Please write your answer on a separate sheet of paper.

1. These are essential skills and competencies that allow individuals to engage with media and other information providers effectively and develop critical thinking and life-long learning skills to socialize and become active citizens.
   - A. Media Literacy
   - B. Information Literacy
   - C. Technology Literacy
   - D. Media and Information Literacy

2. It refers to various channels of communication between a person or persons and their intended audience.
   - A. Conversation
   - B. Public Speaking
   - C. Media
   - D. Information Sources

3. The following are possible sources of information, EXCEPT for ONE:
   - A. Newspaper
   - B. Television
   - 10. Printer
   - D. Smartphones

4. Interactive media, broadcast media and media, virtual reality, and mixed reality are examples of what medium of communication?
   - A. Visual Art
   - B. Physical Medium
   - C. Digital/ Interactive
   - D. Documents/ Letters

5. This is an example of communication where the type of media uses one's voice as the tool for interaction with a larger group or audience at a particular time.
   - A. video call
   - B. phone call
   - C. symposium
   - D. casual talk
6. Which is NOT a media and information literate?
   A. engages with media
   B. develops critical thinking
   C. being subjective
   D. being objective

7. Identify which group of media does not belong together.
   A. written paper, research paper report
   B. impromptu speech, spontaneous speech, welcome remarks
   C. casual conversation, phone calls, chats
   D. minutes of meetings, images, videos, photos

8. The cellular phone is an example of communication media that may function as a means of communication whenever we use it to call or text. However, it can also function as a source of information, particularly when we _________.
   A. lend the phone to somebody
   B. access information through the Bluetooth
   C. connect to Wi-Fi
   D. use its data load to surf

9. How can we be technology literate?
   A. Evaluate information
   B. Check sources of media
   C. Look for other sources/background
   D. Learn a skill using a digital application

10. The G11 HUMSS A shall create a video trailer in promoting awareness toward cyberbullying. They will use Filmora, Powtoon, Vegas, or Kinemaster for video editing. What literacy is demonstrated by the G11 HUMSS A students?
    A. media and information literacy
    B. technology literacy
    C. information literacy
    D. media literacy

**Additional Activities**

**Directions**: Read the questions below and answer. Apply the concepts learned in this lesson. Please answer on a separate sheet of paper.

1. Why is media and information literacy very important?

2. Do you consider yourself as a media and information literate individual? Why or why not?

3. How would you improve your media and literacy skills?
What I know

5. Media Literacy

6. Information Literacy

7. Technology Literacy

8. Information Literacy

What's More (Activity 1, 2)

Varied Answers

What I have learned

(Activity 9)
Possible answers:
1. Critical Thinker
2. Open-Minded
3. Not Biased

What I Can Do

(Activity 10)

Varied answers

Assessment

Additional Activities
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