Media and Information Literacy
Quarter 3 – Module 4:
News and Issues Presentation through Different Types of Media

Name of Learner: _______________________
Grade & Section: _______________________
Name of School: _______________________
Republic Act 8293, section 176 states that: No copyright shall subsist in any work of the Government of the Philippines. However, prior approval of the government agency or office wherein the work is created shall be necessary for the exploitation of such work for a profit. Such agency or office may, among other things, impose as a condition the payment of royalties.

Borrowed materials (i.e., songs, stories, poems, pictures, photos, brand names, trademarks, etc.) included in this module are owned by their respective copyright holders. Every effort has been exerted to locate and seek permission to use these materials from their respective copyright owners. The publisher and authors do not represent nor claim ownership over them.

Published by the Department of Education
Secretary: Leonor Magtolis Briones
Undersecretary: Diosdado M. San Antonio

<table>
<thead>
<tr>
<th>Development Team of the Module</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Writer:</strong> Medallon A. Rasonabe</td>
</tr>
<tr>
<td>Enerdino C. Coronel - Baluno National High School</td>
</tr>
<tr>
<td>Zamboanga City</td>
</tr>
<tr>
<td><strong>Editor/QA:</strong> Jinky T. Jalón</td>
</tr>
<tr>
<td><strong>Reviewers:</strong> Florenda H. Quinte</td>
</tr>
<tr>
<td>Valeria Fides G. Cortezas, PhD</td>
</tr>
<tr>
<td>EPS - English</td>
</tr>
<tr>
<td><strong>Layout Artists:</strong> Dhara May T. Ponce</td>
</tr>
<tr>
<td>Jovie R. Cruz, MAEd</td>
</tr>
<tr>
<td><strong>Management Team:</strong></td>
</tr>
<tr>
<td>Roy C. Tuballa, EMD.JD.CESO VI</td>
</tr>
<tr>
<td>Jay S. Montealto, CESO VI</td>
</tr>
<tr>
<td>Norma T. Francisco, DM</td>
</tr>
<tr>
<td>Mildred D. Dayao, EdD</td>
</tr>
<tr>
<td>Valeria Fides G. Cortezas, PhD</td>
</tr>
<tr>
<td>Aida Coyme, EdD</td>
</tr>
</tbody>
</table>

Printed in the Philippines
Department of Education Region IX – Zamboanga Peninsula

Office Address: Pres. Corazon C. Aquino Regional Government Center, Balintawak, Pagadian City, Zamboanga del Sur Province 7016
Telefax: (062) 215-3753, 215-3751, 991-1907, 215 3789
E-mail Address: region9@deped.gov.ph
Hello to all our media enthusiasts of the 21st-century world!

This module is framed to provide learners of this digital age the meaningful inputs on the importance of media in the easy presentation and dissemination of news and other issues. In just a snap of our fingers, recent happenings both inside and outside the country can be readily accessible through different media types.

This module would also like to highlight how media contributes to the massive dissemination of important information that each member of the public must be knowledgeable about. With the recent advancement in our new media, the receiver of information must also be literate in analyzing the truth behind each of these issues generated. News and other information are accessible with just a click of our finger, but not all are reliable.

The following are the lessons contained in this module:
1. The differences between news from issues
2. News and Issues Presentation through different Types of Media

In this module, you are expected to:
MELC-4. Compare and contrast how one particular issue or news is presented through the different types of media (print, broadcast, online)
   1. Differentiate news from issue;
   2. Identify the three major categories of media;
   3. Determine the role of media in the dissemination of news and other issues; and
   4. Compare and Contrast how issues or news is presented through the different types of media.

What I Need to Know

True or False
Directions: Read each statement carefully. Write the word TRUE if the statement is correct and FALSE if the statement is wrong. Please answer on a separate sheet of paper.

________ 1. Media refers to a medium or tool used to provide people with important information and knowledge.

________ 2. News refers to insignificant but interesting events in the past.
3. Digital media consist of paper and ink in its publication. It also represents the oldest and the most widespread type of mass media.

4. Information on a magazine is printed and distributed on a daily or weekly basis. Its information may focus on sports, politics, technology, science, local news, national news, etc.

5. Digital refers to something using digits, particularly binary digits.

6. Movies have always played a huge part in the entertainment world. It is the best type of mass media to promote cultures and spread social awareness.

7. Online Website is a user-friendly and widely used media by people around the World. Because of its strict regulations on information publication, news found through this platform is considered reliable.

8. A Podcast is a platform that allows anyone to share their knowledge and communicate with the world. Audios that focus on a certain topic or theme are shared through this platform, accessed through computers or mobile phones.

9. Broadcast media reaches its target audiences using airwaves as the transmission medium.

10. Online Forums, as regarded as the best platform to seek support and assistance, allows the sharing of knowledge between and among people of the same interest.

Lesson 4

News and Issues
Presentation through Different Types of Media

What's In

Life is a jumbled paradise. It is a great contributor to events that may impact other people or society. It offers a test of experiences that may be considered to be worth reporting or not. In other words, Life offers countless chaotic and significant events that may be referred to as news.
What is the thin line between News and Issue?

News refers to factual information about current events. These are well-evaluated, sorted, and well-packaged stories reported to the public through various sources such as newspapers, magazines, television shows, cable and radio programs, Web sites, email messages, and word of mouth.

News is news because it's new, significant, interesting, and it is about people. It may dwell on international or regional issues and focus on business, Health, weather, sports, etc.

On the other hand, an issue is a subject, or problem people are thinking or talking about. Cambridge Dictionary defined the issue as a set of newspapers or magazines published at the same time or a single copy of a newspaper or magazine.

Role of Media in the Presentations of News and other Issues

Media refers to the different types of media that are used to provide people important information and knowledge. It has been part and parcel of our everyday struggles as we seek truth and useful information.

Different media types are used to make ourselves entertained, gain new insights, and be updated on the recent happenings. People have learned to utilize different modes to efficiently present news or other issues to the public. With the advanced technology, we can already choose the type of media we want to use to make information dissemination as fast a snap of our finger and as convenient as clicking our computers' keyboard.

What's New

Activity 1: News vs. Issues

Directions: Explain how news and issues differ from each other by completing the T-Chart provided. (Write your answer on a separate sheet provided)
Activity 2: Trace it from the Source!

Directions: The Philippines is one of the leading digital publishers in the world. It only shows that generating news or other issues has been part of our daily lives. As a student, list down five (5) news or issues you came across and identify the source where you have generated the information.

<table>
<thead>
<tr>
<th>News or Issues</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong> Pfizers Vaccine Against Covid-19.</td>
<td>Television, newspaper and social media.</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What Is It

Media, a plural form of medium, is a communication channel through which news and other issues are presented or disseminated. It describes how we communicate in our society because it refers to all means of communication. It allows the presentation of news and other issues well accessible to a large number of people. Media can be classified into three main categories: Broadcast Media, Print Media, and Digital or New Media.

1. PRINT MEDIA
   - This is a type of media that consists of paper and ink. It is reproduced through a traditional mechanical printing process. This represents the oldest and most widespread type of mass media because it does not require an elaborate technical infrastructure on the part of the user as opposed to electronic media.

   **TYPES OF PRINT MEDIA**

   **Newspapers**
   - Information is printed and distributed on a daily or weekly basis. It includes news related to sports, politics, technology, science, local news, national news, international news, birth notices, and entertainment news related to fashion, celebrities, and movies.

   **Magazines**
   - It contains information about finance, food, lifestyle, fashion, sports, etc. This is printed on a weekly, monthly, quarterly, or annual basis.
Books
– Focused on a particular topic or subject, giving the reader a chance to spread their knowledge about a particular topic that interests them.

Banners
– The information enclosed in this media focus on the advertising of a company’s services and products. These are hung on easily-noticed sights to attract people’s attention.

Billboards
– These are huge advertisements created with the help of computers. Billboard aims to attract people who are passing by.

Brochures
– It is a type of booklet that includes everything about one company – its products, services, terms and conditions, contact details, and address. They are either distributed with the newspapers or handed over to people.

Flyers
– This is a type of print media used mostly by small companies due to the low cost of advertising. They contain the basic information about a company, their name, logo, service or product, and contact information, and they are distributed in public areas.

2. BROADCAST MEDIA
- The type of media that technically includes the internet as well as the Bluetooth marketing and other forms of location-based transmissions. This media reaches its target audiences using airwaves as the transmission Medium.

TYPES OF BROADCAST MEDIA

Television
– It’s the number one broadcasting media due to its reach to the audiences. In the past, a few channels were sharing various types of content, whereas now we have hundreds of TV channels to choose from.

Radio
– Radio is one of the oldest means of entertainment, and today people often hear it to find out the weather and traffic while commuting. This media uses radio waves to transmit entertaining, informative, and educative content to the public. Due to its high reach to the audience, radio is widely used for advertising products and services.

Movies
– Movies have always played a huge part in the entertainment world. The film, motion picture, screenplay, moving picture, or movie has worldwide reachability. It’s the best type of mass media to promote cultures and spread social awareness.
3. DIGITAL/ NEW MEDIA

This type of media uses digital technology. The contents of this media are organized and distributed on digital platforms.

*Digital* refers to something using digits, particularly binary digits.

**TYPES of DIGITAL/NEW MEDIA**

**Social networks or websites**
– This is a user-friendly and widely used media by people around the world. Although we can find any news here, it may be misleading because of the lack of regulations on the content shared. This includes Facebook, Instagram, Twitter, YouTube, Tumblr, LinkedIn, Snapchat, Quora, Reddit, Pinterest, etc.

**Online forums**
- This is an online place where people can comment, message, or discuss a particular topic. Forums allow us to share knowledge with other people with the same interest. That's why it is regarded as the best platform to seek support and assistance.

**Podcast**
– It's a platform that allows anyone to share their knowledge and communicate with the world. There are a series of audios focused on a particular topic or theme that are shared through this platform, which can be accessed through computers or mobile phones.

**What's More**

**Activity 3: Identifying Different Types of Media**

**Directions:** Below are the different types of media. Identify each according to its categories. Write PM for *Printed Media*, BM for *Broadcast Media*, and DM for *Digital Media* on the space provided before each item.

*(Write your answer on a separate sheet provided)*

- _____ 1. Magazines
- _____ 2. Podcast
- _____ 3. Twitter
- _____ 4. Newspaper
- _____ 5. Television
- _____ 6. Radio
- _____ 7. Online Forum
- _____ 8. Social Media
- _____ 9. Flyers
- _____ 10. Magazine
- _____ 11. Movies
- _____ 12. Banners
- _____ 13. Instagram
- _____ 14. Brochure
- _____ 15. Book

*Photo by: Rafa Irusta*
Activity 4: Hierarchy Chart
As a student, you visualize and sequence which of the three media categories can best disseminate news and other issues to a massive audience.

Directions:
Step 1 – Identify which of the three categories of media is the best, second, and the least type in terms of efficient news or issues dissemination.
Step 2- Don't forget to justify your rankings.

Activity 5: Vital STATISTICS!
Directions: Study the data below.

Daily Use of Media Platforms for News Philippines 2019
Published by Martha Jean Sanchez, Sept 4, 2020

As of March 2019, television was used daily as a news source among 60% of the Philippines' surveyed respondents. Facebook was the next popular source, with 21%. There are also 15% of the respondents' uses radio as their source of news. On the other hand, newspaper rank at the lowest with only 2%.

Draw a conclusion on the given data above.
(Write your answer on a separate sheet provided)
Activity 6: Quote Analysis
Directions: Study and assess the quote below. Then answer the following questions that follow. (Please answer on separate sheets of paper.)

WHOEVER CONTROLS THE MEDIA, CONTROLS THE MIND.

Jim Morrison
American singer-songwriter
(1943-1971)

https://www.pinterest.ph/pin/548735535847238802/

1. What is the message implied by Jim Morrison through this quotation?

______________________________________________
______________________________________________
______________________________________________
______________________________________________

2. Do you agree with the message? What is your stand about it?

______________________________________________
______________________________________________
______________________________________________
______________________________________________

What I have learned

Activity 7- Sum It Up! (Please answer on separate sheets of paper.)

In the discussion above, we have learned that the media plays a pivotal role in presenting and disseminating news or other issues. It is also discussed that there are three major categories of Media—Print Media, Broadcast Media, and Digital Media.

In the discussion above, we have learned that the media plays a pivotal role in presenting and disseminating news or other issues. It is also discussed that there are three major categories of Media—Print Media, Broadcast Media, and Digital Media.

Using the Venn diagram below, compare and contrast how a particular issue or news is presented through different media types.

[Diagram showing Venn diagram with Print Media, Broadcast Media, and Digital/New Media categories]

Print Media

Broadcast Media

Digital/New Media
Activity 8: Media Police

Be media literate!
This part of the activity would like to emphasize that media in the 21st century provided everyone with great and easy access to information without a single second of delay. However, not all information is true, and not all sources are reliable. If we fail to be keen enough, then we can just be easily misinformed.

1. What is fake news?
   _____________________________________________________
   _____________________________________________________

2. How can we avoid being a victim of fake news?
   _____________________________________________________
   _____________________________________________________
   _____________________________________________________

Assessment

Multiple Choice. Read the questions and select the letter of the best answer from among the given choices. (Write your answer on a separate sheet provided)

_____ 1. What communication channels through which news or other issues is being presented or disseminated?
   a. Media            c. Literature
   b. Technology       d. Gadget

_____ 2. What makes an event a piece of news?
   a. It is new.          c. It is significant
   b. It is interesting  d. all of the above

_____ 3. These media reach target audiences using airwaves as the transmission medium.
   a. Digital Media    c. High technology Media
   b. Printed Media   d. Broadcast Media
4. Which following is true about the role of media in the presentation of news and other issues?
   a. Media allows the public to criticize an issue urgently.
   b. Because of media, a lot of people can just share whatever content to trend worldwide.
   c. Media makes news and other issues accessible to a large number of people.
   d. Through media, leakage on the standard examinations is much more possible.

5. Which of the following does not belong to the group?
   a. Brochure
   b. Radio
   c. Television
   d. Movies

6. Jeremiah, as a journalist, found out from a reliable source that Pfizer just completed its Covid19 vaccine trial with 90% effectiveness. What is the best medium to disseminate information if the goal is to reach a large number of Filipinos?
   a. Write an article through a local newspaper
   b. broadcast the good news in a radio timeslot
   c. let the information be posted on some billboards
   d. let the information be published through some trusted websites.

7. The contents of this media are organized and distributed on digital platforms
   a. Digital Media
   b. Printed Media
   c. High technology Media
   d. Broadcast Media

8. What is true about news or issues presentation using the newspaper?
   a. Information is prepared and published on a weekly, monthly, quarterly, or annual basis.
   b. Information pertains to huge advertisements created with the help of computers. Its purpose is to attract people passing by.
   c. Information is printed and distributed on a daily or weekly basis. Issues focused on sports, politics, technology, etc.
   d. Information refers to advertise a company's services and products, hung on easily-noticed sights to attract people's attention.

9. During this pandemic, people are restricted in terms of how they function in public. What is the best type of media people must be utilized during this time?
   a. Digital or new Media
   b. Broadcast Media
   c. Printed Media
   d. None of the above

10. Dr. Alejandro is tasked to discuss the recent updates about the number of cases of COVID-19 positive in the city. If Dr. Alejandro's goal is to disseminate the information right away and be able to reach many audiences as possible, he must consider using
    a. social media and other websites such as Facebook live for their user-friendly and widely used by people around the world.
    b. radio due to its high reach to the audience and its widely used for advertising
products and services.
c. television for it has different channels where various types of content.
d. flyers because the information is basic and can easily be distributed to the public.

**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. What is the role of media in the presentation of news and other significant issues?

2. For you as a student, which of the three types of media is the most effective means of generating important information?

3. How news presentation at present differ from how news was presented years ago?
**Answer Key**

### What I know

1. TRUE  
6. TRUE  
2. FALSE  
7. FALSE  
3. FALSE  
8. TRUE  
4. TRUE  
9. TRUE  
5. TRUE  
10. TRUE

### What's More (Activity 3)

1. PM  
6. BM  
2. DM  
7. DM  
3. DM  
8. DM  
4. PM  
9. PM  
5. BM  
10. PM

### What I have learned (Activity 7)

### What I Can Do (Activity 8)

### Assessment

1. A  
2. D  
3. C  
4. C  
5. A  
6. D  
7. A  
8. C  
9. A  
10. A
References


"What Are the Different Types of Media?", Wendy and Marketing, accessed Dec 10, 2020, https://whatagraph.com/blog/articles/different-types-of-media


# Development Team of the Module

**Writer:** Medallon A. Rasonabe  
Enerdino C. Coronel - Baluno National High School  
Zamboanga City

**Editor/QA:** Jinky T. Jalon

**Reviewers:**  
Florenda H. Quinte  
Valeria Fides G. Corteza, PhD  
EPS - English

**Layout Artists:** Dhara May T. Ponce  
Jovie R. Cruz, MAEd

**Management Team:**  
Roy C. Tuballa, EMD, JD, CESO VI  
Jay S. Montealto, CESO VI  
Norma T. Francisco, DM  
Mildred D. Dayao, EdD  
Valeria Fides G. Corteza, PhD  
Aida Coyme, EdD