

LEARNING ACTIVITY SHEETS
Media and Information Literacy Quarter 1 Module 5
Types Of Media (Print, Broadcast, New Media)

Name of Learner: _____ Grade/Section: _____ Score: _____
Teacher: **NORALYN C. TILLO** Subject: **Media and Information Literacy** Date: _____

Reference: SLM, Media and Information Literacy MELC

Learning Competency with Code: 1.) Compare and contrast how one particular issue or news is presented through the different types of media (print, broadcast, online). (MIL11/12TYM-IIIId-10) ;2) Classify content of different media types. (MIL11/12TYM-IIIId-10); 3.) Define media convergence through current examples (MIL11/12TYM-IIIId-11)

After going through this module, you are expected to: a) Identify the different types of media: b) Define media convergence and;

c) Demonstrate how variety of media affects everyday life through a sketch.

Definition of Terms

- **Broadcast Media** - Refer to media such as radio and television that reach target audiences using airwaves as the transmission medium.
- **Print Media** - Consist of paper and ink, reproduced in a printing process that is traditionally mechanical.
- **Media Convergence** - Refers to the ability to transform different kinds media into digital code, which is then accessible by a range of devices, from the personal computer to the mobile phone, thus creating a digital communication environment.
- **New Media** - Refers to content organized and distributed on digital platforms.
- **Traditional Media** - Refers to the traditional means of communication and expression that have existed since before the advent of the Internet.

Types of Media

Media and other information providers play a central role in information and communication processes. Nowadays, media become the common outlet of self-expression and creativity. Its huge influence spreads speedily across the globe. The connection between technological advances and people's connectivity created a huge impact on the lives of today's generation. This module covers all the above-mentioned concepts.

Becoming an information literate individual, having a clear understanding of Seven (7) Stages/Elements of Information Literacy is essential. Information Literacy is defined as the ability to recognize when information is needed and to locate, evaluate, effectively use and communicate information in its various formats

The following are the Seven (7) Stages/Elements Of Information Literacy:

1	Identifying/recognizing information needs
2	Determining sources of information
3	Citing or searching for information
4	Analyzing and evaluating the quality of information
5	Organizing, storing or archiving information
6	Using information in an ethical, efficient, and effective way
7	Creating and communicating new knowledge

Being an Information Literate individual will be of great benefit in determining and classifying types of media

Activity 1: Categories of Media. Directions: Classify the following media formats using the matrix below. Write the terms in their corresponding columns. Write your answer inside the box.

Media Formats:

Book, Newspaper, Television, Facebook, Magazine, Radio, YouTube, Brochure, Newsletter, Netflix, Cellphone, Journals, Film/Movie

PRINT	BROADCAST	NEW MEDIA

TYPES OF MEDIA

Print media is consist of paper and ink, reproduced in a printing process that is traditionally mechanical.

✓ Newspapers.

Here is a brief account of some popular papers:

🚩 1621 ---- In London, the newspaper Courante is published.

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- 🚩 1631 ---- The Gazette, the first French newspaper, is founded.
- 🚩 1639 ---- First American colonial printing press.
- 🚩 1645 ---- World's oldest newspaper still in circulation,
- 🚩 1690 ---- Public Occurrences is the first newspaper published in America when it appears in Boston.
- 🚩 1844 ---- Telegraph is invented. Alfred Harmsworth (later Lord Northcliffe) develops the first tabloid newspaper, the Daily Mirror, in London.

- ✓ **Magazine.** A magazine is a periodical publication containing a variety of articles, generally financed by advertising, purchased by readers, or both. Magazines are typically published weekly, biweekly, monthly, bimonthly or quarterly, with a date on the cover that is later than the date it is actually published. **Types of magazines:**

Art magazines	Luxury magazines
Business magazines	News magazines
Computer magazines	Online magazines
Health and fitness magazines	Pulp magazines
History magazines	Pornographic magazines
Humor magazines	Regional magazines
Inspirational magazines	Satirical magazines
Men's magazines	Teen magazines
Women's magazines	Consumer magazines

- ✓ A **book** is a collection of paper, parchment or other material with a piece of text written on them, bound together along one edge, usually within covers. Each side of a sheet is called a page and a single sheet within a book may be called a leaf. A book is also a literary work or a main division of such a work.

Broadcast media refer to media such as radio and television that reach target audiences using airwaves as the transmission medium. BBA/MANTRA 2019, published an article titled "Media- Types of Media, Characteristics, Advantages & Disadvantages"

- ✓ **Television.** The principal source of information and entertainment for people exposed to mass media. It is believed to be the most authoritative, influential, exciting medium for reaching very large audience.
- ✓ **Radio.** Is a premier mass medium for users and advertisers. It has a wide spread reach and delivers the ad message to a large number of people across the length and breadth of a country.

New media are content-organized and distributed in digital platforms (e.g. Social media). Another concept that arises with accessing information is the transformation of various media into a digital code known as media convergence.

- ✓ **Cinema and Video advertising.** Cinema is a popular source of entertainment comprising of audience from all classes and socio - economic groups of society.
- ✓ **Internet.** A worldwide medium that provides means of exchanging information through a series of interconnected computers. It is a rapidly growing medium which offers limitless advertising opportunities.

Media convergence is the co-existence of traditional and new media; the coexistence of print media, broadcast media, the Internet, mobile phones, a well as others, allowing media content to flow across various platforms creating a digital communication environment.

Activity 2: **Performance Task.** *Directions: Underline what type of media these media format belongs and state your reason why that particular media format is classified as print, broadcast or new media.*

1. Magazine is a (print, broadcast, new) media because (state your reason)

2. Television is a (print, broadcast, new) media because

3. You tube is a (print, broadcast, new) media because

4. Film is a (print, broadcast, new) media because

5. Social media is a (print, broadcast, new) media because

Activity 3: **Assessment.** *Instruction. Identify the type of media in each number. Write "P" for print media, "B" for broadcast media, and "N" for new media. Write your answer on the space provided for.*

1. Philippine Daily Inquirer newspaper

11. One-Punch man manga

- _____ 2. 24 oras news program uploaded on YouTube played on 90.7 Love radio
- _____ 3. Media and Information Literacy textbook
- _____ 4. M.O.R radio
- _____ 5. Tala by Sarah G. in Spotify
- Bulletin
- _____ 6. Singing shows streaming in Facebook live
- _____ 7. Oral Communication textbook
- _____ 8. UAAP Volleyball League in iWant app
- _____ 9. DZMM Teleradyo patrol
- _____ 10. Ibong Adarna book

- _____ 12. Memories by Maroon 5
- _____ 13. English- Filipino Dictionary
- _____ 14. Regional Tourism council brochures
- _____ 15. Online newspaper of Manila