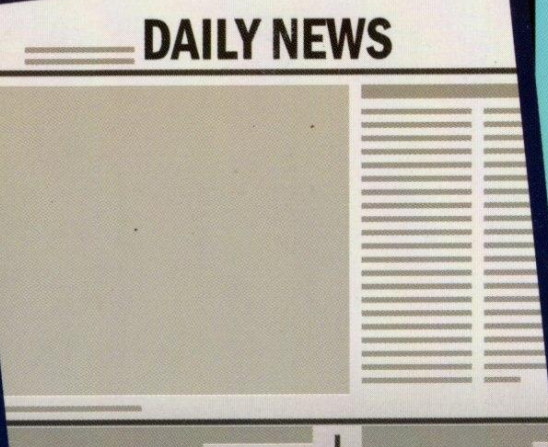
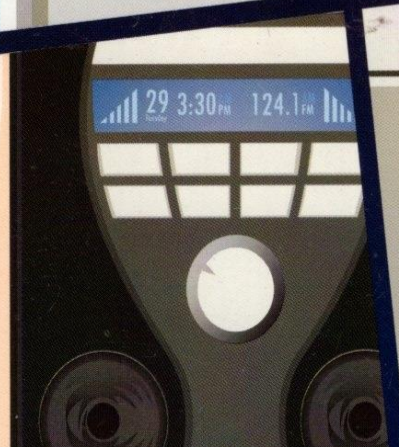
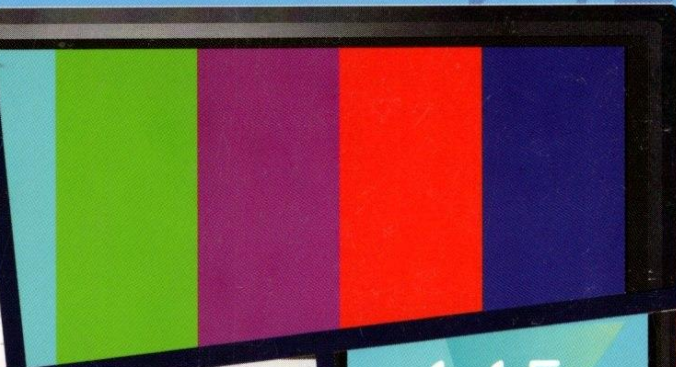
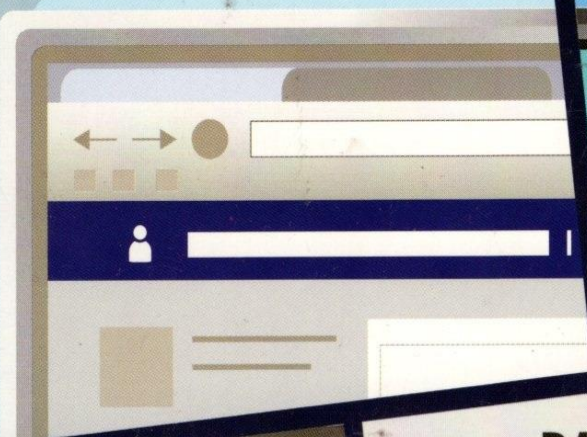


MEDIA AND INFORMATION LITERACY

TRANSFORMING SOCIETY THROUGH STUDENT EMPOWERMENT

PARTICIPATE

EVALUATE



IMPORTANT REMINDERS

THESE MATERIALS WILL STRICTLY BE FOR REFERENCE/INSTRUCTION PURPOSES ONLY. THE CONTENTS OF THESE MATERIALS SHOULD NOT IN ANY MANNER BE SHARED OR DISTRIBUTED AS RIGHTS TO ITS ACCESS IS SOLELY GIVEN TO THE REQUESTING CLIENT. PLEASE USE PROPER CITATION/ATTRIBUTION WHEN USING THESE MATERIALS.

AUTHORS

FERNANDO ABOGA JR.
REY CHRISTOPHER N. AGAPAY

SERIES COORDINATOR

FRANCES PAULA L. BANEZ, M.A.

TABLE OF CONTENTS

Module 1: What are the basic concepts of media and information literacy?	1
Lesson 1: What are media? What are they for?	3
Definition of Media	3
Forms of Media	4
Functions of Media	6
Media and Information Literacy	8
Lesson 2: How has media evolved through time?	11
A Brief History of Media and Communication	11
A Quick History of the Internet	12
From Traditional Media to New Media	13
Lesson 3: How is information categorized?	17
Types of Information	17
Providers of Information	18
Sources of Information	19
Attribution and Data Triangulation	20
Lesson 4: Do media and information speak in codes? How can I understand them?	23
Roles of Information Providers	24
Codes and Conventions in Media	25
Media Representation	26
Module 2: What are the foundations of information literacy?	29
Lesson 5: Why are media and information important in a democracy?	31
Freedom of Speech, Freedom of Expression, and Freedom of the Press in the Philippines	32
Emerging Threats: Post-truth and Alternative Facts	34
Basic Journalistic Principles and Practices	35

Lesson 6: What is information literacy? What are the qualities of the information literate?	37
Information Literacy: Definition and Value	37
Information Literacy, Media Literacy, and Technology Literacy	38
Importance of Information Literacy	39
The New Framework for Information Literacy	40
Lesson 7: What is the information literacy cycle? What model can I use as a lifelong, independent learner?	47
Task Definition	48
Information Seeking Strategies	49
Location and Access	49
Use of Information	50
Synthesis	50
Evaluation	51
Lesson 8: What is digital literacy? What is its value in today's society?	55
Digital Literacy	55
Digital Resources	56
The Importance of Digital Literacy	57
Digital Citizenship	59
Module 3: How do I evaluate information and analyze media critically?	63
Lesson 9: How are media, economy, politics, and society interconnected? What issues connect them with one another?	67
Political Economy of Media	67
Information and the Economy	68
Media and Education	70
Media, Politics, and Society	71

Lesson 10: What are the threats and risks that media practitioners face? How can media be abused or misused?	75
Threats and Risks Related to Mainstream Media	75
Bias and Objectivity	78
The Citizen Reporter	78
Threats and Risks to Consumers	79
Lesson 11: What is the purpose of copyright? How can I use it to protect my work?	83
Copyright	84
Plagiarism	87
Fair Use	88
Lesson 12: What are some of the challenges and issues that new media present? What is my role in overcoming them?	93
Digital Divide	94
Information Addiction	95
Cyberbullying	96
Lesson 13: How do I behave as a responsible netizen?	99
Basic Netiquette	100
Netiquette of Sending	102
Netiquette of Replying	104
Netiquette of Confidentiality	105
Lesson 14: How do I evaluate the reliability of a source? Why is source reliability important?	109
Importance of Source Reliability	109
Fraudulent Imitations of Information	110
Criteria for Source Evaluation	111

Module 4: How are media products created? What are the current and future trends in media? 117

Lesson 15: How are media products created? 119

Print Media	119
Broadcast Media	123
Film	125

Lesson 16: How do advertisements affect my daily life? How can I consume them more critically? 133

Defining Advertising	134
Packard's Theory of Needs	134
Types of Advertisements	137

Lesson 17: What are the current and future trends in media? How can they change the world around me? 145

Social Media	145
Massive Open Online Courses	148
Ubiquitous Learning	148

Bibliography 151