



Republic of the Philippines
Department of Education
Region VII, Central Visayas
Division of Cebu Province

SELF-LEARNING HOME TASK (SLHT)

Subject: Media and Information Literacy Grade Level: 11/12
Quarter: 1 Week: 4

Knowledge: (Engage, Explore, Explain) Remember, Understand
Identify the evolution of media from traditional to new media;
Explain how media shape the values and norms of people and society;

Skills: (Elaborate) Apply, Analyze
Apply the functions of media that shape the values and norms of people;
Distinguish the contributions of media in the modern society;

Values/Attitude: (Evaluate) Evaluate, Create
Determine honestly the evolution of media based on the stated information;
Evaluate media articles in relation to the evolution of media.

Competency Code/s: _____

Name: _____ Grade & Section: _____ Date: _____

School: _____ District: _____

A. Readings/Discussions

Directions. Engage in reading the terms and its meanings Please read each word or keyword.

Vocabulary:

Papyrus (/pəˈpaɪrəs/ pə-PYE-rəs) is a material similar to thick paper that was used in ancient times as a writing surface.

Stone tool is, in the most general sense, any tool made either partially or entirely out of stone.

Power Loom is a mechanized loom, and was one of the key developments in the industrialization of weaving during the early Industrial Revolution.



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Atmospheric engine was invented by Thomas Newcomen in 1712, and is often referred to simply as a **Newcomen engine**.

Machine tool is a machine for handling or machining metal or other rigid materials, usually by cutting, boring, grinding, shearing, or other forms of deformation.

Printing press is a mechanical device for applying pressure to an inked surface resting upon a print medium (such as paper or cloth), thereby transferring the ink.

Electricity generation is the process of generating electric power from sources of primary energy.

Electrical telegraph was a point-to-point text messaging system, used from the 1840s until better systems became widespread

electrical network is an interconnection of electrical components

Mainframe computers or **mainframes** (colloquially referred to as "big iron")^[1] are computers used primarily by large organizations for critical applications; bulk data processing

Telephone call is a connection over a telephone network between the called party and the calling party

Microelectronics is a subfield of electronics.

Personal Computer (PC) is a multi-purpose computer whose size, capabilities, and price make it feasible for individual use.^[1]

Mobile device (or **handheld computer**) is a computer small enough to hold and operate in the hand.

Fitness tracker, is a device or application for monitoring and tracking fitness-related metrics such as distance walked or run, calorie consumption, and in some cases heartbeat.

Smartwatch is a wearable computer in the form of a watch; modern smartwatches provide a local touchscreen interface for daily use, while an associated smartphone app provides for management and telemetry (such as long-term biomonitring).

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B. Exercises

Exercise 1: Day 1



Identification. Directions. Identify the evolution of media from traditional to new media based on the given statement/s. Choices are Prehistoric Age, Industrial Age, Electronic Age, and Digital Age. Please write down your answers on a short-size bond paper or an intermediate paper.

Statement	Age/Period
1. Mainframe computers were used by large organizations.	
2. Wearable technology like tech togs are worn by individuals.	
3. Smartwatch provides a local touchscreen.	
4. Papyrus was used as a writing surface.	
5. Printing press was one of the most influential events.	

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Evolution of Traditional Media to New Media

The evolution of media started from the Prehistoric Age wherein people discovered fire, developed paper from plants and forged equipment or weapons through stone, bronze, copper and iron.



A diorama showing *Homo erectus*, the earliest human species that is known to have controlled fire, from inside the National Museum of Mongolian History in Ulaanbaatar, Mongolia.

The **control of fire by early humans** was a turning point in the technological evolution of human beings. Fire provided a source of warmth, protection from predators, a way to create more advanced hunting tools, and a method for cooking food. These cultural advances allowed human geographic dispersal, cultural innovations, and changes to diet and behavior.



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Additionally, creating fire allowed human activity to continue into the dark and colder hours of the evening.



Papyrus (P. BM EA 10591 recto column IX, beginning of lines 13–17)

During that period, Papyrus was made from the pith of the papyrus plant, Cyperus papyrus, a wetland sedge.^[1] Papyrus (plural: *papyri*) can also refer to a document written on sheets of such material, joined together side by side and rolled up into a scroll, an early form of a book.



Stone Tools from Skorba

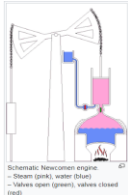
The ancient people used stone tools for farming and hunting. They even used stone tools in making cave markings.

Early civilizations during the Bronze Age (c.3500—700BC) in the Middle East began to combine bronze or copper alloys to produce spears, daggers, swords and axes. Later, swordsmiths started producing finely detailed swords with stronger iron blades. These techniques did spread to China, India, South-east Asia and Europe, where they had a profound influence on future warfare.



Silla chest and neck armour from National Museum of Korea

However, **Iron Age** became the final epoch of the three-age division of the prehistory and protohistory of humanity. It was preceded by the Stone Age (Paleolithic, Mesolithic, Neolithic, and Chalcolithic) and the Bronze Age.



Schematic: Newcomen engine
→ Steam (pink), water (blue)
→ Valves open (green), valves closed (red)

The next evolution of media known in the Industrial Age. Just like when people used the power of steam, developed machine tools, established iron production and manufacturing of various

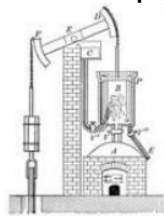


products (including books through the printing press). This period brought the changes in economic and social organization that began around 1760 in Great Britain and later in other countries, characterized chiefly by the replacement of hand tools with power-driven machines such as the power loom and the steam engine, and by the concentration of industry in large establishments.^{[1][2]}



A loom from the 1890s with a dobby head. Illustration from the Textile Mercury.

The first power loom was designed in 1784 by **Edmund Cartwright** and first built in 1785. It was refined over the next 47 years until a design by Kenworthy and Bullough made the operation completely automatic.



And the **atmospheric engine** was invented by Thomas Newcomen in 1712, which was often referred to simply as a **Newcomen engine**. The engine was operated by condensing steam drawn into the cylinder, thereby creating a partial vacuum which allowed the atmospheric pressure to push the piston into the cylinder. It was the first practical device to harness steam to produce mechanical work.^{[1][2]} Newcomen engines were used throughout Britain and Europe, principally to pump water out of mines. Hundreds were constructed through the 18th century. Those were machine tools used by the people for the production of products.



Recreated Gutenberg press at the International Printing Museum, Carson, California

During this period the **printing press** produced multiple reading materials or news. It had the mechanical device for applying pressure to an inked surface resting upon a print medium



(such as paper or cloth), thereby transferring the ink. It marked a dramatic improvement on earlier printing methods in which the cloth, paper or other medium was brushed or rubbed repeatedly to achieve the transfer of ink, and accelerated the process. Typically used for texts, the invention and global spread of the printing press was one of the most influential events in the second millennium.^{[1][2]}



The evolution of media continued all over the world. In the Electronic Age, the people harnessed the power of electricity that led to electrical telegraphy, electrical circuits and the early large scale computers (through vacuum tubes, transistors and integrated circuits). In this age, long distance communication through the use of electrical telegraph became possible. Then, the electricity generation powered inventions and innovations through the process of electrical network in general usage. Moreover, the development of electrical circuits was maximized until the invention of Mainframe computers.



And finally, the Digital Age sparked brilliant inventions and innovations where people advanced the use of microelectronics in the invention of personal computers, mobile devices and wearable technology. In this age, the Internet paved the way for faster communication and the creation of the social network. Moreover, voice, image, sound and data are digitized



The development of microelectronics became most popular and applicable in all fields. The use of personal computers, mobile devices, and wearable technology devices such as activity tracker or fitness tracker, sensor, smartwatch that shaped the values and norms of the people as end users of the digital world.



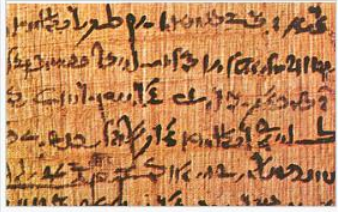


The best smartwatches can perform lots of tricks, like searching the internet with your voice, tracking your location with GPS or even monitoring your heart rate to protect your overall health. These will likely work best when paired to one of the best smartphones on the market, but some of the models even work without a phone in tow.


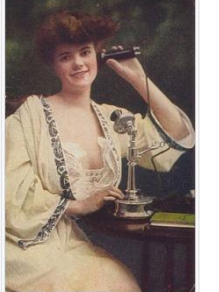


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Exercise 1: Day 2

Mark a Check. Directions. Explore the given statements or situations which would justify how the media shaped the values and norms of people and society. Mark Check (/) if the stated statement or situation is expressing that the media shaped the values and norms of people and society. Mark X if it is not. Please write down your answers on a short-size bond paper or an intermediate paper.

	Situation	/	X
1.  Papyrus (P. BM EA 10591 recto column IX, beginning of lines 13–17)	Papyri were used by people before for writing important documents for future use. These were used for public documentations from one tribe to the other. Historians claimed that those materials became the evidences of communication and writing forms.		



2.	 <p>Recreated Gutenberg press at the International Printing Museum, Carson, California</p>	<p>Printing press produced multiple reading materials or news which would inform the people in the society and could influence them at any time.</p>		
3.	 <p>An early 20th century Candlestick telephone used for a phone call.</p>	<p>The long distance call had contributed much to the lives of people in society and shaped their values and norms as they interacted with other people.</p>		
4.	 <p>An iPhone smartphone and iPad tablet—two examples of mobile devices.</p>	<p>Mobile devices are used for communication and social networking in the virtual world using the internet connection. End users are also using them in online games.</p>		
5.	 <p>(Image credit: Samsung, Apple and Fossil)</p>	<p>Smart watches are also used by people for monitoring purposes.</p>		

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Directions. Read the article, “Evolution of Traditional Media to New Media”.

Media democracy



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Media democracy is a democratic approach to media studies that advocates for the reform of mass media to strengthen public service broadcasting and develop participation in alternative media and citizen journalism in order to create a mass media system that informs and empowers all members of society and enhances democratic values. Media is also defined as "medium" a way of communicating with others.^[1]

Media has given political parties the tools to reach large numbers of people and can inform them on key issues ranging from policies to elections. In theory, the media should be seen as an enabler for democracy, having better-educated voters would lead to a more legitimate government. However, critics such as Julian King have argued that those exact tools can easily be hijacked by malicious actors - both state and non-state - and in turn be used as a weapon against us. And in the past few years, the media has become a direct threat to democracy.^[30] Two organisations of the Omidyar Group, Democracy Fund and Omidyar Network assembled to establish the relationship between media and democracy. Their initial findings presented six ways that social media was a direct threat to democracy.^[31]

Certain social media platforms such as Facebook, display adverts that would most likely appeal to the consumer and therefore, presents the first negative effect media has on democracy which is "Personal data capture and targeted messaging/advertising". With users leaving digital footprints almost everywhere they go, social media platforms are able to create portfolios of the user and target them with specific advertisements.^[32] This leads to the formation of "echo chambers, polarisation and hyper-partisanship." Social media platforms therefore, create bubbles, which are forever growing, of one-sided information and opinions, trapping the users and diminishing opportunities for a healthy discourse.^[33] A commonly known effect social media has on democracy is the "spread of false and/or misleading information".

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Exercise 3: Day 3

Writing Sentences. Directions. Please refer to the guide question and Criteria of Writing illustrated below. Write down your answer on a short-size bond paper or an intermediate paper.

Guide Question.

- Explain the functions of media that shape the values and norms of people and in society.

Criteria

Guidelines	VGE (10)	GE (9)	SE (8)	LE (7)	N (6)	
1. The ideas in the paragraph/s are well organized.						
2. The message is expressed logically and clearly.						
3. There are sufficient supporting ideas.						
4. The choice of words is appropriate.						
5. Biases are avoided.						
6. Sentences are free from grammatical mistakes.						
7. Ideas are written vividly and meaningfully.						
TOTAL:						

Legend: VGE-To a very extent (10)
 GE-To great extent (9)
 SE-To some extent (8)
 LE-To less extent (7)
 N-Not at all (6)



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Directions. Distinguish the contributions of the media in modern society. Please read this article.

Contributions of Media in the Modern Society

By George Lumayag

Sometimes you may ask, what's the role of the media in today's society? And if it's hard for us to know the answer, we can even use Google browser to know the possible answer of such a question. If you would find an article, that is one example of the contributions of the media in modern society.

Most of the time, an internet user would update his/her Facebook and or other social networking accounts. It's undeniable that people would also engage in trading and marketing of products. I admitted that I ordered a cell phone charger online at <https://shopee.ph/>. It contributed much to the people and society.

The people or end users might have read news from reliable news portals. They would read the news articles online using their mobile phones and other portable devices. Teachers and students would have learned the lessons in Google classrooms especially during CoVid 19 pandemic. And these media could really help anybody to learn things online and offline.

Media contributed to the ordinary man to be informed when he used the devices and internet connection. Media contributed much during CoVid 19 pandemic, especially educators and learners collaboratively accomplishing learning tasks online. Media served the people in the entertainment industry particularly when ABS-CBN made their broadcast-streaming episodes using Facebook Live right after the cancelation of their franchise. Media served individuals or researchers to make advanced research wherein published e-books and e-journals



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could easily be read, downloaded, and adapted in the simplest form at any time. And the media today would precisely influence the people, and society.

Exercise 4: Day 4

Write an Article. Write an article based on the statements enumerated below. Please refer to the Exercise 3 Guidelines in Writing. Write your article on a short-size bond paper or an intermediate paper.

Guide Questions or Statements:

- Distinguish the contributions of the media in modern society.
- Evaluate media article/s in relation to the evolution of media by writing an opinionated article.

C. Assessment / Application/ Outputs (Please refer to DepEd Order No. 31, s. 2020)

Assessment/Application: Day 5

Multiple Choice. Directions: Determine and evaluate honestly the evolution of media based on the selections. Choose the letter that corresponds to the right answer and write down your answers on a short-size bond paper or intermediate paper.

1. What particular material was used as a writing surface in the Prehistoric Age?
A. Mobile device
B. Papyrus
C. Smartwatch
D. Printing Press
2. What equipment was one of the most influential events in the Industrial Age?
A. Mobile device
B. Papyrus
C. Smartwatch
D. Printing Press
3. What device is small enough to hold and operate in the hand?
A. Mobile device
B. Papyrus
C. Smartwatch
D. Printing Press
4. What particular unit is considered as the most popular wearable technology device developed through the use of microelectronics that would serve as activity tracker or fitness tracker?
A. Mobile device
C. Smartwatch



- B. Papyrus D. Printing Press
5. In a democratic form of government, what is a commonly known effect the social media might have during the digital age?
- A. The spread of information is so easy when you have an internet connection.
- B. The spread of digital innovations is no doubt applicable.
- C. The spread of visual effects and broadcast is streaming on online platforms.
- D. The “spread of false and / or misleading information”.
6. What particular online dashboard allows an individual or agency or organization to share the live video streaming episodes?
- A. Yahoo Mail C. HotMail
- B. Gmail D. Facebook.com
7. Why did ancient people use iron tools in sketching cave markings?
- A. The ancient people did not know how to produce iron tools.
- B. The ancient people never used iron tools in farming and fishing.
- C. The ancient people used iron tools to produce the power loom.
- D. The ancient people used iron tools to produce cave markings because they needed to document their activities and their way of living.
8. Why did the people from the Industrial Age replace their hand tools with power-driven machines such as the power loom and steam engine?
- A. It was because the people from the Industrial Age tried to change their political and education organization and concentrated on public service.
- B. It was because the people from the Industrial Age tried to change their religious and ethnic groups and concentrated in religious affiliations. They usually attended gatherings for religious and ideology principles.



- C. It was because the people from the Industrial Age tried to change their economic and social organization and concentrated on industry in large establishments and they considered the bulk production of industrial products.
9. Why did the early large scale computers belong to the Electronic Age?
- It was because the large scale computers were made of vacuum tubes, transistors and integrated circuits.
 - It was because the large scale computers were made of micro chips and memory ICs.
 - It was because large scale computers were made with SD Cards and electronic components.
10. In the Digital Age, how do end users logically minimize their social media internet usage?
- Limit your time in browsing government and educational websites;
 - Limit your time in using your mobile phone/s;
 - Limit your time in logging-in your Facebook.com account;
 - a and b

Answer Keys

Exercise 1. Identification.

- | | | |
|-------------------|--------------------|-------------------|
| 1. Electronic Age | 3. Digital Age | 5. Industrial Age |
| 2. Digital Age | 4. Prehistoric Age | |

Exercise 2. Mark a Check

- | | | | | |
|------|------|------|------|------|
| 1. / | 2. / | 3. / | 4. / | 5. / |
|------|------|------|------|------|

Exercise 3. An answer varies...

Exercise 4. An answer varies...

Assessment.

- | | | | | | | | | | |
|------|------|------|------|------|------|------|------|------|-------|
| 1. B | 2. D | 3. A | 4. C | 5. D | 6. D | 7. D | 8. C | 9. A | 10. C |
|------|------|------|------|------|------|------|------|------|-------|

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GUIDE

For the Teacher

As the main source of learning, it is your top priority to explain clearly on how to use this SLHT to the learners. While using this, learner's progress and development should be recorded verbatim to assess their strengths and weaknesses while doing the activities presented independently in the safety of their homes.

For the Learner

This SLHT is especially crafted for you to grasp the opportunity to continue learning even at home. Using guided and independent learning activities, rest assured that you will be able to deeply understand the contents of the lesson presented and successfully recognize your own capacity and capability in acquiring knowledge.

For the Parent/Home Tutor

As one of the stakeholders of learning, your role as a parent/home tutor is vital for the success of the student's learning process. Guide the student in such a way that the transfer of the newly acquired knowledge and skills will be attained smoothly. If you have some questions, feel free to keep in touch with the teacher, who is just a text or call away.



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