



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: 5

Knowledge: (Engage, Explore, Explain) Remember, Understand
Identify the different types of media;
Explain how a particular issue or news is presented through
the different types of media;

Skills: (Elaborate) Apply, Analyze
Compare and contrast how one particular issue or news is
presented through the different types of media;
Distinguish the contributions of the online media type;

Values/Attitude: (Evaluate) Evaluate, Create
Evaluate the use of different types of media in producing
news, advertisements and even issues.

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:

Media. The term refers to a vehicle or means of message delivery system to carry information to a targeted audience.

Newspaper. It is a major source of information for a large number of readers. It may be National or local, daily or weekly newspaper.

Classified advertisement. An advertisement is arranged according to product or service.

Magazines. The magazines are the specialized advertising media that serve educational, informational, entertainment and other specialized needs of consumers, business, and industries.

Consumer magazines. These are the magazines bought by the general public for information and entertainment.



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Business Publications. These are the business magazines which include publications such as trade journals for business, industries or occupations

TV. It is a principal source of information and entertainment for people exposed to mass media.

Radio. It is a premier mass medium for users and advertisers.

Outdoor advertising. It is usually used as a supportive medium by advertisers. It includes billboard, boarding, neon signs, posters etc.

Transit Advertising. It uses billboards, neon signs and electronic messages.

Cinema. It is a popular source of entertainment comprising audiences from all classes and socio-economic groups of society.

Films. These are watched by a significant number of people everyday. These involve the use of cinema halls and video tapes to deliver the ad message.

Internet. It is a worldwide medium that provides means of exchanging information through a series of interconnected computers.

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Issue or news is presented through the different types of media

Based on the article published at www.bbamantra.com “Media can be classified into four types, such as: Print, Broadcast, Outdoor, and Online”

Print media would cover newspapers and magazines. Newspapers are the major sources of information for a large number of readers. It might be a national or local, daily or weekly newspaper. The newspapers would allow presentation of detailed messages which could be read at reader’s conveyance. It would precisely allow prompt delivery of detailed coverage of news and other information with interesting features for the reading public. It is considered a high involvement media as readers are naturally required to devote some effort in reading the information. And it might be available to the masses at a very low cost.



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The newspapers would have certain types of Ads such as Classified advertisement, Display advertisement, Special Insert, and Free Standing Insert.

The Classified advertisement is arranged according to product or service. Then, the Display advertisement-ads would use illustrations, photos, and visual elements which might be national or local. This type includes Special Insert-Tender notices, Public notices, Shifting of office etc. Commonly, the Free Standing Insert-Pre printed ad would be inserted in newspaper folds that would fall out when the reader would open it and would attract immediate attention as mentioned in the above-mentioned site.

The website published the print media advantages such as flexibility, geographic and language selectivity, widespread coverage, penetration, reader involvement, cheap media with high frequency, and high repetitive value and quick response. However, the site also published its disadvantages, namely: poor presentation and quality, short life span, limited selectivity with regard to lifestyles, and hard to reach illiterate and poor people.

Another print media type is the magazine. It would be a specialized advertising media that would serve educational, informational, entertainment-based and other specialized needs of consumers, business, and industries.

The magazine would allow the presentation of a detailed ad message along with photos, illustrations, colours etc. It might be a highly involved media as readers would pay a premium price for it and the magazines might be dumped after reading. Magazines could be classified into Local/Regional/National or Weekly/Monthly/Quarterly Magazines.

Based on the article published in the website mentioned the different types of magazines, such as Consumer magazines which are magazines bought by the general public for information and entertainment. It could be used to reach a specific target audience. It might also be a General Interest Magazine, Glamour Magazine, Firm Magazine, Special Interest Magazine, and Women Lifestyle Magazine.



In addition, Business Publications are business magazines which would include publications such as trade journals for business, industries or occupations. It might be published weekly, monthly, or quarterly. Generally, readership would include business managers and executives, businessmen, business students etc. It might be categorized into – Business Publications, Professional Publications, Trade Journals, Industrial and Institutional Publications as cited in the website.

Moreover, the site published the advantages of subscribing to magazines. This would include the following: long life, better reproduction, highly selective that would avoid waste of circulation, could create image, prestige or reputation, the reader involvement would allow services like ‘split runs’ and it could reach specialized groups. While, the disadvantages would mention the following: high cost, limited reach and frequency, long response time, low flexibility, and might face competition.

As stated in the website, another media type should be Broadcast Media. One example for this is Television which would be considered as a principal source of information and entertainment for people exposed to mass media. It might be the most authoritative, influential, and exciting medium for reaching a very large audience. It would combine visual images, sound, motion and colour to achieve viewer’s empathy. It would allow the development of creative and imaginative ad messages in a unique way. It might be considered intrusive in nature as the audience might have no control over the nature and pace of advertisements.

The article made mention that the Broadcast media would have certain advantages. These include the statements such as: Broadcast is the powerful audio-visual media; It has a wide coverage with effective cost; It is considered as attention-intrusive in nature; and it has a high selectivity and flexibility. But broadcasting has some disadvantages. These are the following statements. Broadcast has a high cost; It has short lived message; It has limited attention by viewers; It has zapping-changing channels; It has zipping-fast-forwarding commercials to avoid commercials; and It is intrusive in nature.

The website published the information that Radio is a premier mass medium for users and advertisers. It would have a wide spread reach. And, it would deliver the ad message to a large number of people across the length and breadth of a country. Commercial broadcasting would be



undertaken in major cities, even rural areas. It could be one of the most personal media that would offer selectivity, cost efficiency and flexibility advantages over other media. The efficiency of a radio ad would depend upon the precision of script, accompanying sounds and level of distortion. According to Rebecca Piirto: “In some ways radio listeners act more like magazine subscribers than television viewers. They tend to listen habitually, at predictable times, to stations with narrowly targeted formats. They are loyal, identifiable and much cheaper to reach than TV audiences.” as cited in the article published at www.bbamantra.com.

The website mentioned the following advantages: Radio would have a wide coverage; It would help to reach lower income and illiterate people; Mental imagery would encourage audience to use their imagination; It would offer high selectivity; It would be cost efficient; and It would be flexible, on the other hand, Broadcast Radio would have some disadvantages, such as: Radio would have lack of visual elements; It would have short lived message; It would have audience fragmentation; It would have limited research data; and It would have Clutter-too many ad messages.

Industries and consumers do recognize the contribution of Support Media in the national economy. Like for example, the Outdoor advertising. It would be used as a supportive medium by advertisers. It would include billboard, boarding, neon signs, posters etc. Practically, it could generate considerable reach and frequency level at low cost. Moreover, it would be useful when introducing a new product. Capitalists, incorporators, and or businessmen would believe that Outdoor advertising helps to remind the customers and it helps to generate sales at point of purchase/point of sale.

The above-mentioned Outdoor advertising might have few advantages. These are the following: 1) Outdoor advertising has the Point of Place (POP) advantage; It has geographic flexibility; It has continuity; It is efficient and cheap; and It has flexible and creative impact. But such Outdoor advertising also has few disadvantages. These are the following: 1) Outdoor advertising might be wastage in terms of coverage; It might be limited in terms of effectiveness; Outdoor advertising message fades due to over-exposure over time; and it might be placed often to public criticism.



Transit Advertising is also considered as one of the Outdoor media. This would include billboards, neon signs and electronic messages. It is targeted at users of various modes of transportation. And its advertising rates depend on the amount of traffic which passes every day. Naturally, it would have certain advantages, namely: It would have long exposure. It would have exposure frequency. It would have geographic selectivity. And, it would have a precise low-cost scheme. But Transit Advertising would also have its disadvantages. These are the following: It might have waste coverage; It might have creative limitations; It would be purely audience mood; The image of advertiser-effect is difficult to measure; and It would have only brief messages.

Another particular example of Support Media is Cinema and Video Advertising. Based on the article posted in the site, www.bbamantra.com stated that Cinema is a popular source of entertainment comprising audiences from all classes and socio-economic groups of society. The Films would be watched by a significant number of people everyday. It would involve the use of cinema halls and video tapes to deliver the ad message. Furthermore, commercials are shown before films and previews carrying ad messages. The advertisers might prepare a presentation for projection or 35mm ad films based on a script. This would be similar to Television broadcasting wherein it would also combine sight, sound, colour and movement to deliver a creative message. In addition, video rentals would include messages by local advertisers. And advertisements could also be displayed by cable operators.

Well, this specified type of media would have few advantages, such as, It would have large exposure; It would have audience mood, It would have selectivity; It would also have recall; and It would have lack of clutter. However, it would precisely have disadvantages, namely: It might have audience irritation; and It might have limited reach and frequency.

And now, the very interactive and digital type of media is the Internet. It is a worldwide medium that provides means of exchanging information through a series of interconnected computers. It would be a rapidly growing medium of advertising. It would be a future medium which would offer limitless advertising opportunities. It would involve the use of a world wide web to showcase a website or e-commerce portal to the world. Advertising through the internet would involve email marketing, social media marketing, online ads and mobile marketing. It would provide



a sophisticated graphic user interface to users. And, it would be accessible to anyone with a computer and broadband connection.

If you had tried to browse the internet, you might recognize the type of Internet advertisements. These are the following: Websites-Online Brochure of products/services, Virtual Office Ad buttons-Icons which provide link to advertiser's website, Ad banners-Creative & Dynamic Display ads, Sponsorship-Companies sponsor bloggers to write about them, Classified ads-Similar to newspaper ads, and E-mail-Electronic mails carrying ad message.

Internet advertisements would have certain advantages. These would include the following: Internet advertisement would be an interactive medium; It would be a global medium; It would generate immediate response; It would provide high selectivity and flexibility; It would give detailed information (in depth and reviews); and It might reach B2B users easily. However, it would also have particular disadvantages. Internet advertisements might lack mass media efficiency; Its targeting and research costs might be high; It might have slow downloads; Cost of Personal Computer would also be expensive; Security is a primary concern; and It might not be persuasive.

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B. Exercises

Exercise 1: Day 1

Identification. Directions. Identify the different types of media. Choices are Outdoor, Print, Online, and Broadcast. Please write down your answer on the short-size bond paper or an intermediate paper.

	1. News articles are circulated via international, national, and local newspapers and magazines.
	2. News articles are broadcasted via TV or radio.
	3. Brief history of a historical landmark is engraved or documented through the use of stone, cement, iron, and bronze.



	4. Brief history of a historical landmark is engraved or documented through the use of stone, cement, iron, and bronze.
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Exercise 2: Day 2

Matching Type. Directions. Draw the boxes and write down the corresponding keywords and statements. Use a line to connect Column A with Column B. Please write down your answer on the short-size bond paper or an intermediate paper.

A	B
1. Internet Advertisement	A. It would be delivered through newspapers and magazines.
2. films	B. The advertisement is published in any of web portals that could be viewed, read, and downloaded using the PC, laptop and cellphone.
3. radio ad	C. It would include bill board, boarding, neon signs posters etc.
4. Outdoor advertising	D. These would involve the use of cinema halls and video tapes to deliver the ad message.
5. Print media ad	E. It is prepared through script, with accompanying sounds and level of distortion.

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Exercise 3: Day 3 Chart Analysis

Directions. Read the contents stated on the chart.

Issues or news	Print	Broadcast	Outdoor	Online
News or social issue or public information	News articles are circulated via international, national, and local newspapers and magazines.	News articles are broadcasted via TV or radio.	Brief history of a landmark is engraved or documented through the use of stones, cement, iron, and bronze. Tarpaulin, papers, and woods	News articles are published on the internet through websites or web pages.
Compare and Contrast the publication of news or social issue or public information	News or social issues are published professionally wherein the language usage is based on academic rules and standards. Likewise, its designs are appropriately patterned with the standard	In TV broadcasting, news or social issues are televised wherein the language usage is based on academic and journalism rules and standards by the host and field reporters, however it	News or brief information of statues, landmarks, bridges and roads are made outdoor by government agencies and non-governmental organizations.	News or brief information or social issues are published or digitally posted in any of the online platforms or websites wherein the language usage is



	rules and principles of arts and design. The periodicals are printed.	varies definitely to the subject or person being interviewed. The television broadcast is based on the company standard, rules and principles of cinematography. In Radio broadcasting, news or social issues are delivered only via sound transmission.	Public information or social issues are sometimes posted outdoors through the use of tarpaulin and woods. The language usage is formal and or informal. And its designs are based on the agency or company or individual standard or preference.	practically based on academic and journalism rules and standards which is absolutely used by the legitimate news portals. In that case, the language used is formal. And its designs are patterned with the standard rules and principles of arts and design.
Advertisements	In the newspaper, advertisements are classified into the ads section. And it is included	Advertisement shows are presented in a few seconds.	Ads are posted through billboards, transit digital billboards, posters,	Ads are linked at the website sidebars which are mostly pictures



	in the printed periodicals		streamers etc.	with texts and with links.
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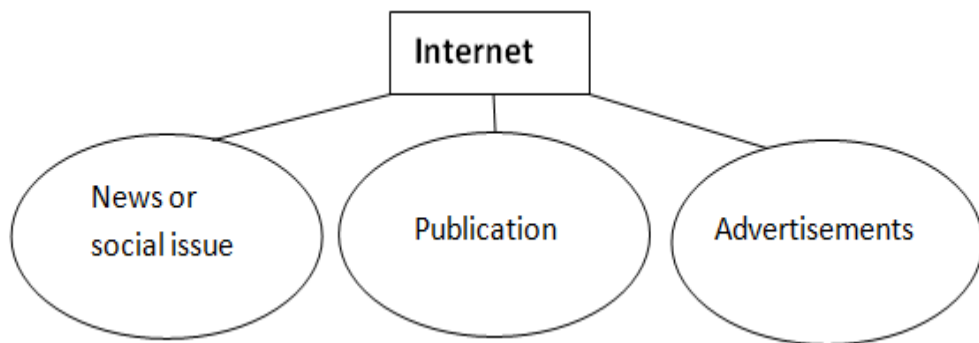
Guide Question/s. Directions. Please write down your answer on the short-size bond paper or an intermediate paper.

Compare and contrast how one particular issue or news is presented through the different types of media.

- How do these types of media shape the values and norms of people and in society?

Exercise 4: Day 4

Directions: Distinguish the contributions of the online media type. Please reread the contents of the chart and conceptualize the given concept map. Write down an essay of 3 paragraphs on a short-size bond paper or an intermediate paper. The highest possible score is 70.



Criteria

Parameter	VGE (10)	GE (9)	SE (8)	LE (7)	N (6)	Total
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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C. Assessment/Application: Day 5

Directions. Determine and evaluate honestly the use of different types of media in producing news, advertisements and even social issues. Choose the letter that corresponds to the right answer and write down your answers on a short-size bond paper or an intermediate paper.



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1. What is a worldwide medium that provides means of exchanging information through a series of interconnected computers?
 - A. Outdoor advertising
 - B. Internet
 - C. Radio
 - D. Newspaper
2. What type of advertisement includes billboard, boarding, neon signs, posters etc.?
 - A. Outdoor advertising
 - B. Internet
 - C. Radio
 - D. Newspaper
3. What is one of the most personal media that offers selectivity, cost efficiency and flexibility advantages over other media?
 - A. Outdoor advertising
 - B. Internet
 - C. Radio
 - D. Newspaper
4. What is a major source of information for a large number of readers?
 - A. television
 - B. magazines
 - C. radio
 - D. newspaper
5. What specific media type is considered as a high involvement media as readers would pay a premium price for it and such might be dumped after reading?
 - A. television
 - B. magazines
 - C. radio
 - D. newspaper
6. What is considered as a principal source of information and entertainment for people exposed to mass media?
 - A. television
 - B. magazines
 - C. radio
 - D. newspaper
7. In internet media type, when do people distinguish that the website is promoting a product or products?
 - A. The end users are attracted with the ads that are linked at the website sidebars which are mostly pictures with texts and with links.
 - B. The people will have to login their email account in a particular site.
 - C. The individuals are using their cellphones and browsing their Facebook account.
 - D. The professionals are mostly using the computer in working in an office and having online transactions.
8. In Print media, how is the news or social issue published?



- A. Public information or social issues are sometimes posted outdoors through the use of tarpaulin and woods.
 - B. News or brief information or social issues are published or digitally posted in any of the online platforms or websites.
 - C. News or social issues are televised wherein the language usage is based on academic and journalism rules and standards by the host and field reporters.
 - D. News or social issues are published professionally wherein the language usage is based on academic rules and journalism standards.
9. In Internet media, how is the news or social issue published?
- A. Public information or social issues are sometimes posted outdoors through the use of tarpaulin and woods.
 - B. News or brief information or social issues are published or digitally posted in any of the online platforms or websites.
 - C. News or social issues are televised wherein the language usage is based on academic and journalism rules and standards by the host and field reporters.
 - D. News or social issues are published professionally wherein the language usage is based on academic rules and journalism standards.
10. How do people compare and contrast news reports?
- A. The people monitor the news reports at the TV broadcasting stations;
 - B. The people browse the internet and play news reports.
 - C. The people are more aware of the types of publication, language and its design used.
 - D. The people are more aware of the designs.
 - E. a and b

Answer Keys:

Exercise 1. Answer Key: 1. Print, 2. Broadcast, 3. Outdoor, 4. Online

Exercise 2. Answer Key: 1. B, 2. D, 3. E, 4. C 5. A

Exercise 3. Answers may vary

Exercise 4. Answers may vary

Assessment: Answer Key: 1. B, 2. A, 3. C, 4. D, 5. B, 6. A, 7. A, 8. D, 9. B, 10. C



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References

- <https://bbamantra.com/media-types-characteristics/>

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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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