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: 7

Knowledge: (Engage, Explore, Explain) Remember, Understand
Identify common issues to disseminate information using the codes, convention, and language of media;
Present an issue in varied ways to disseminate information using the codes, convention, and language of media;

Skills: (Elaborate) Apply, Analyze
Apply varied ways to disseminate information using the codes, convention, and language of media;

Values/Attitude: (Evaluate) Evaluate, Create
Evaluate honestly an issue in varied ways to disseminate information using the codes, convention, and language 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:

**Code.** It is a rule-governed system of signs, whose rules and conventions are shared amongst members of a culture, and which is used to generate and circulate meanings in and for that culture.

**Conventions.** These are closely connected to the audience expectations of a media product. Different types of conventions include form conventions, story conventions and genre conventions.

**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.

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

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Reading. Directions. Read the selections below.

## Media Codes and Conventions
### Robert Young (Sep 29, 2017)

Media codes and conventions are like the building blocks of all the media around us. Media codes generally have an agreed meaning, or connotation, to their audience. There are three types of media codes, symbolic codes, technical codes and written codes. Conventions are expected ways in which codes are organised in a product.

| SYMBOLIC CODES | TECHNICAL CODES | WRITTEN CODES | CONVENTIONS |
|---|---|---|---|
| SETTING | CAMERAWORK | PRINTED LANGUAGE | FORM CONVENTIONS |
| MISE EN SCENE | EDITING | SPOKEN LANGUAGE | STORY CONVENTIONS |
| ACTING | AUDIO | | GENRE CONVENTIONS |
| COLOUR | LIGHTING | | |

**MEDIA CODES AND CONVENTIONS**

### Symbolic Codes

Symbolic codes are social in nature. What this means is that these codes live outside the media product themselves, but would be understood in similar ways in the 'real life' of the audience. For instance, if you saw somebody receive a red rose in a film, you would

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assume there is a romantic relationship between the two characters. If you gave somebody a red rose in real life, you might be hoping for the same. Symbolic codes in media include setting, mise en scene, acting and colour.

## Setting

Setting is the time and place of the narrative. When discussing setting, you can describe the setting of the whole story or just a specific scene. A setting can be as big as the outback or space, or as small as a specific room. Setting can even be a created atmosphere or frame of mind.

## Mise en scene

Mise en scene is a French term that means 'everything within the frame'. In media terms it has come to mean the description of all the objects within a frame of the media product and how they have been arranged. An analysis of mise en scene includes: Set Design, Costume, Props, Staging and Composition.

## Acting

Actors portray characters in media products and contribute to character development, creating tension or advancing the narrative. The actor portrays a character through: facial expression, body language, vocal qualities, movement, and body contact.

## Colour

Colour has highly cultural and strong connotations. When studying the use of colour in a media product the different aspects to be looking at are: Dominant colour, Contrasting foils, and Colour symbolism.

## Technical Codes

Technical codes are codes that are specific to a media form and do not live outside of them. For instance, our understanding of different camera shots and their connotations make sense when we look at films and photographs, but mean nothing to us outside of those forms. Technical codes in media include Camerawork, Editing, Audio and Lighting.

## Camerawork

Camerawork refers to how the camera is operated, positioned and moved for specific effects. Aspects of camerawork include: Positioning, Movement, Framing, Exposure

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## Lens choice

**Editing**

Editing is the process of choosing, manipulating and arranging images and sound. Editing is generally done for four different reasons: Graphic edits, Rhythmic edits, Spacial edits.

## Temporal edits

**Audio**

Audio is the expressive or naturalistic use of sound. Audio can be diegetic or non diegetic. The three aspects of audio are: dialogue, sound effects, music.

**Lighting**

Lighting is the manipulation of natural or artificial light to selectively highlight specific elements of the scene. Elements of lighting include: Quality, Direction, Source, Colour.

**Written Codes**

Written codes are the formal written language used in a media product. Just like technical and symbolic codes, written codes can be used to advance a narrative, communicate information about a character or issues and themes in the media product.

Written codes include **printed language** which is text you can see within the frame and how it is presented, and also **spoken language**, which includes dialogue and song lyrics.

**Conventions**

Conventions are accepted ways of using media codes. Conventions are closely connected to the audience expectations of a media product. Different types of conventions include **form conventions**, **story conventions** and **genre conventions**.

**Form conventions**

Form conventions are the certain ways we expect types of media's codes to be arranged. For instance an audience expects to have a title of the film at the beginning, and then credits at the end. Newspapers will have a masthead, the most important news on the front page and sports news on the back page. Video games usually start with a tutorial to explain the mechanics of how the game works.

Another example would be continuity editing. Most video forms follow a set of editing rules and techniques called continuity editing

which allows for the audience to easily understand what is going on in a scene and who is talking to who.

**Genre Conventions**

Genre conventions point to the common use of tropes, characters, settings or themes in a particular type of medium. Genre conventions are closely linked with audience expectations. Genre conventions can be **formal** or **thematic**.

Language of the Media or Language in the Media?

By Jezyk Polski

According to the Encyclopedia of general linguistics, language is "a system of signs [...] used to communicate within the community". The phrase media of communication (colloquially as mass media) is the collective term for newspapers, periodicals, radio, television and the Internet. For the communication researcher, media are measures of articulation of information, its recording, processing, multiplication and transmission, as well as organization of its diffusion. Language in the media is a form of linguistic messages, shaped, maintained and processed with a view to its reproduction and transmission over the usual institutional channels. So, it is understood that the language in the media has no specific features that distinguish it from other varieties of language, but various media affect the messages transmitted by linguistic forms. Therefore, it is more appropriate to speak about the language in the media rather than about the language of the media, moreover, language of the media consists of natural language apart from other codes (e.g. film language). Moreover, the language of some media dispenses completely without natural (ethnic) language (e.g. road signs).

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**B. Exercises** for skill subjects / Analysis questions using HOTS for content subjects

Exercise 1: Day 1

**Identification.** Directions. Identify the media codes and conventions. Please write down your answer on the short-size bond paper or an intermediate paper.

_____ 1, It is one of the symbolic codes that the actor portrays a character through: facial expression, body language, vocal qualities, movement, and body contact. _____ 2. It is one of the technical codes that allows the process of choosing, manipulating and arranging images and sound.

_____ 3. It is one of the written codes that includes dialogue to be spoken and song lyrics to be sung.

_____ 4. It is one of the media conventions that specifies common use of tropes, characters, settings or themes in a particular type of medium. _____ 5. It is one of the media conventions that refers to an audience who expects to have a title of the film at the beginning, and then credits at the end.

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Exercise 2: Day 2

**Essay**. Directions. Reread the selections presented above. Explain how to present an issue in varied ways to disseminate information using the codes, convention, and language of media;. Please write down your answer on the short-size bond paper or an intermediate paper.

Criteria

| Guidelines | VGE (10) | GE (9) | SE (8) | LE (7) | N (6) | Total |
|---|---|---|---|---|---|---|
| 1. The ideas in the paragraphs 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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Note: The rubric of guidelines shall be applicable to other exercises.

Exercise 3: Day 3
**True or False.** Directions. Reread the selections presented above. Then, analyze the given statements below. Write **T** if the statement is true and **F** if it is not. Please write down your answer on the short-size bond paper or an intermediate paper.

_____ 1. The media people can present an issue on the heavy traffic in EDSA utilizing the symbolic code of media.
_____ 2. The technical media people can present an issue on illegal quarrying of rocks utilizing the Bird's Eye view captured on a digital camera.
_____ 3. The media people can disseminate information to the public utilizing the online news portal regarding the libel case filed by a well-known individual.

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_____ 4. The media people will have a masthead, the most important news on the front page and sports news on the back page of the newspapers.

_____ 5. The language in the media has no specific features that distinguishes it from other varieties of language, but various media affect the messages transmitted by linguistic forms.

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## C. Assessment/Application Day 4

**Multiple Choice**. Directions. Evaluate honestly an issue in varied ways to disseminate information using the codes, convention, and language of media. Choose the letter that corresponds to the right answer and please write down your answer on the short-size bond paper or an intermediate paper.

1. What is the technical code that allows the process of choosing, manipulating and arranging images and sound?
   A. Form conventions
   B. Genre conventions
   C. Spoken Language
   D. Editing

2. What is the written code that includes dialogue to be spoken and song lyrics to be sung?
   A. Form conventions          C. Spoken Language
   B. Genre conventions         D. Editing

3. What is the media convention that specifies common use of tropes, characters, settings or themes in a particular type of medium?
   A. Form conventions          C. Spoken Language
   B. Genre conventions         D. Editing

4. What is the media convention that refers to the audience who expects to have a title of the film at the beginning, and then credits at the end.
   A. Form conventions          C. Spoken Language
   B. Genre conventions         D. Editing

5. What particular technical media code is applied when the media people use the digital camera to document and present an issue on illegal quarrying of rocks?

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A. Camerawork
C. Audio
B. Editing
D, Lighting

6. What particular written media code is applied when media people disseminate information to the public utilizing the newspapers regarding the libel case filed by a well-known individual?

A. Written Code
C. Spoken Language
B. Printed Language
D, Conventions

7. When do media people have a masthead of the newspapers?

A. It is when the Editorial Team officially printed the most important news on the front page and sports news on the back page of the newspapers.

B. It is when the Editorial Team officially printed the usual newspapers with a series of advertisements on the back page of the newspaper.

C. It is when the Editorial Team officially printed its newspapers with complete codes of media and convergence.

D. It is when the Editorial Team accomplished the routines in printing and circulations.

8. When do various media affect the messages transmitted by linguistic forms?

A. It is when the various media would utilize the linguistic messages that are shaped, maintained and processed with a view to its reproduction and transmission over the usual institutional channels;

B. It is when the media would utilize the linguistic messages that are shaped, maintained and processed with a view to its reproduction and transmission over the usual institutional channels;

C. It is when the mass media would utilize the linguistic messages that are shaped, maintained and processed with a view to its production and transmission over the unknown institutional channels

D. It is when the various media would utilize the unusual messages that are shaped, maintained and processed with a view to its reproduction and transmission over the usual institutional channels

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9. Based on the situations below, when do media people apply the Form Convention?
   A. It is when the media people anticipate for instance an audience expects to have a title of the film at the beginning, and then credits at the end.
   B. It is when the people anticipate for instance an audience expects to have a title of the film at the beginning, and then credits at the end.
   C. It is when the media people anticipate for instance an audience expects to have an introduction of the film at the beginning, and then credits at the end.
   D. It is when the media people anticipate for example the producer expects to have an introduction of the film at the beginning, and then credits at the end.

10. Which of the situations below applies the written media codes?
   A. The media people would advance a narrative, communicate information about a character or issues and themes in the media product.
   B. The audience would advance a narrative, communicate information about a character or issues and themes in the media product.
   C. The teenagers would advance a narrative, communicate information about a character or issues and themes in the media product.
   D. The people would advance a narrative, communicate information about a character or issues and themes in the media product.
   E. C and D

Answer Keys:
Exercise 1: Day 1 Identification Answer Key:
   Acting
   Editing
   Spoken Language
   Genre convention
   Form convention
Exercise 2: Day 2. Essay. An answer varies…
Exercise 3: Day 3. True or False.
   1. T    2. T    3. T    4. T    5. T
Exercise 4. Assessment: Answer Key:
   1. D    2. C    3. B    4. A    5. A    6. B    7. A    8. A    9. A    10. A

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References:
- https://www.academia.edu/5185081/Codes_and_conventions_in_Media
- https://www.researchgate.net/publication/324414367_Language_of_the_media_or_language_in_the_media
- https://media.codes/media-codes-and-conventions-c03423c06aa8

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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.

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**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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