Media and Information Literacy

MEIL – 122 – 2012S

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Table of Contents

CHAPTER 1: Introduction to Media and Information Literacy ................................................................. 6

Introduction .................................................................................................................................................. 6
All About Media ......................................................................................................................................... 6
Media Literacy ............................................................................................................................................. 8
Aufderheide (1992)..................................................................................................................................... 8
The European Commission (2007) ........................................................................................................... 8
Vivian (2009) .............................................................................................................................................. 9
Information Literacy .................................................................................................................................... 10
Technology Literacy .................................................................................................................................... 11

CHAPTER 2: Evolution of Traditional to New Media .................................................................................... 11

Introduction ................................................................................................................................................ 11
From Traditional to New Media .................................................................................................................. 12
Prehistoric Age .......................................................................................................................................... 12
Industrial Age ............................................................................................................................................ 13
Electronic Age .......................................................................................................................................... 13
Information (New Media) Age .................................................................................................................... 14
History of Media in the Philippines ............................................................................................................. 14
Traditional and New Media ....................................................................................................................... 15
Traditional media ....................................................................................................................................... 15
New Media .................................................................................................................................................. 15
The Function of Media in the Society .......................................................................................................... 15
Learning Theories on Information and Media Literacy ............................................................................. 16
Phenomenographic perspective .................................................................................................................. 16
Socio-cultural perspective ............................................................................................................................ 16
Discourse Analysis Perspective ................................................................................................................ 16

CHAPTER 3: Information Literacy and Types of Media ............................................................................. 16

Introduction ................................................................................................................................................ 16
Information Literacy ................................................................................................................................... 17
What information is needed? ....................................................................................................................... 17
Where is information located and where to access information? ............................................................... 18
Basic Information Sources and Its Characteristics .......................................................... 18

Ethical Use of Information .............................................................................................. 19

Types of Media .................................................................................................................. 20
  Print Media ..................................................................................................................... 20
  Broadcast Media ............................................................................................................. 23
  New Media ..................................................................................................................... 23
  Media Convergence ....................................................................................................... 24

CHAPTER 4: Media, Information Sources, and Information Languages .................... 24
  Introduction ..................................................................................................................... 24
  Sources of Information ................................................................................................. 25
    Primary Source ............................................................................................................. 25
    Secondary Source ...................................................................................................... 25
    Tertiary Source ........................................................................................................... 25
    Gray Literature .......................................................................................................... 25
  Codes and Conventions ................................................................................................. 25
  Audience, Producers and Stakeholders ......................................................................... 27

CHAPTER 5: Legal, Ethical and Social Issues in Media and Information ................. 27
  Introduction ..................................................................................................................... 27
  Media Law and the Freedom of Expression .................................................................. 28
    What is Media Law? ..................................................................................................... 28
  Intellectual Property ....................................................................................................... 28
    Copyright ..................................................................................................................... 28
    Plagiarism ................................................................................................................... 30
    Fair Use ....................................................................................................................... 31
  Netiquette ....................................................................................................................... 31
    The Core Rules of Netiquette ..................................................................................... 32
  Digital Divide .................................................................................................................. 34
  Cyberbullying .................................................................................................................. 34

CHAPTER 6: Opportunities, Challenges and Power of Media and Information ...... 35
  Introduction ..................................................................................................................... 35
  Opportunities and Challenges in Media and Information ............................................. 35
Social impact of media and information ................................................................. 36
Economic impact of media and information .......................................................... 37
Impact on Education of media and information ...................................................... 38
Political impact of media and information .............................................................. 38
Threats, Risks, Misuse and Abuse of Media ............................................................. 38
types of cybercrime ................................................................................................. 39
CHAPTER 7: Current and Future Trends of Media and Information ......................... 40
Introduction ............................................................................................................. 40
Media and Information Trends .................................................................................. 40
Ubiquitous Learning ................................................................................................ 40
Massive Open Online Course (MOOC) .................................................................... 41
Wearable Technology ............................................................................................... 42
Types of Wearable Technology ................................................................................. 42
CHAPTER 9: Text Information and Media ............................................................... 42
Introduction ............................................................................................................. 42
Text Information ..................................................................................................... 43
The use of Text Information ..................................................................................... 43
Types of Text and Common File Format ................................................................ 43
Types of Text Information ....................................................................................... 44
Books ....................................................................................................................... 44
Newspapers .............................................................................................................. 44
Magazines ............................................................................................................... 45
The Digital Text ...................................................................................................... 46
Niche Publications .................................................................................................. 46
CHAPTER 10: Visual Information and Media ........................................................... 47
Introduction ............................................................................................................. 47
Visual Information .................................................................................................. 47
Types of visual information ..................................................................................... 48
Visual Information Processing .................................................................................. 58
CHAPTER 11: Audio Information and Media ........................................................... 60
Introduction ............................................................................................................. 60
CHAPTER 1: Introduction to Media and Information Literacy

INTRODUCTION

In the present age, it is hard to imagine life without media. We spend almost 30% of our waking hours exposed to various media types that we are often unaware of its long lasting influence on us.

This module will introduce you to media, information and how it must be intelligently and rightly utilized. At the end of the module, the student should be able to:

1. Describe how communication is affected by media and information
2. Identify the similarities and differences of media literacy, information literacy and technology literacy
3. Explain the value of being a media and information literate individual
4. Identify characteristics and describe responsible uses and competent producers of media and information.
5. Determine media habits, lifestyles and preferences.

Knowing, understanding, and evaluating media and information will enable you to become a media and information literate individual who could distinguish and filter information and its sources.

ALL ABOUT MEDIA

The widespread of mass media in the current age should not be underestimated. Media’s span of influence knows almost no bounds as it could be of reach almost anywhere in the world. Our exposure to media has been something like an essential part of the background: we are not aware of its influence and its many uses for us but it seems like it has always been there.

According to a study by the scholars of Ball State University, an average person spends around 68.8% of his waking hours with media. This study has further shown that we are mostly involved in media multi-tasking or the “simultaneous exposure to messages from different media.”

With the continuous development of media over the years, we have grown more prone to media multi-tasking. The internet has opened the world to greater possibilities, beyond the traditional media of print and broadcast. Our reality has become the life of media saturation.

Recently, we have come to depend on media. We communicate with people using it, we watch and learn from it, we interact with it almost every day that it’s practically
impossible to separate media from a person. A mutual dependence exists in both groups: media rely on an audience to thrive and people rely on media for information, entertainment and other things. At this point in time, interdependence of media and people is inevitable.

According to Vivian (2009), the following are the things we usually need media for:

1. **Personal dependence** – there are people who have come to depend on media for their convenience. We use media for almost everything. For example, people tend to watch, to listen or to read about weather forecasts to alert us. This swift transmission of information is what entices people to use media.

2. **Information** – Information delivered through mass media comes in various forms. It may be in print:
   a. in the form of brochures (letting you know about the benefits of consuming this herbal tea), and
   b. in the form of newspapers, (letting you know about the current state of the country and the world).
   c. It may also come in the form of broadcasted material (through newscasts) or
   d. in digital form (through articles and pieces of news distributed through the internet).
   e. News in whatever form makes information about the world more accessible. Without it, we have to live through word of mouth or by hearsay. As humans, we thrive on information and it is important for us to make decisions, make informed opinions, and contribute something important to discussions.

3. **Entertainment** – Before media emerged, people have invented ways to entertain themselves through actual movement and interaction (storytelling, dancing and singing). Now, we have movies, television, and music, mostly distributed through digital means. With the recent rise of social media, entertainment came in the form of videos, photos, stories shared from one user to another. It will probably be hard to find a person who hasn’t had some kind of encounter with this kind of media in the past week as a distraction or entertainment.

4. **Persuasion** – We are able to make our informed opinions and decisions on various topics through competing with other ideas, or most commonly known as the marketplace of ideas. The marketplace of ideas is “the concept that a robust exchange of ideas, with none barred, yields better consensus.” In this age, we are witnesses to varying points-of-view and perspectives in a mass media marketplace. Vivian (2009) stresses the importance of media persuasion in a country such as the Philippines. Democracy builds public policies based on the agreement of the
public majority. Social media has sparked various discussions on pressing issues of the country, making the people heard by the government and public officials.

MEDIA LITERACY

Information, more than being available and easily at reach nowadays, come in large amount. The flow of information is seemingly endless. However, with this, comes a reasonable consequence: it will be hard to distinguish its quality.

Technology is merely a tool in the distribution of information. It is up to a person to understand, filter and ponder on the information he consumes. These circumstances bring the need for acquisition of various literacies that will help us understand and adopt meaningful courses of action. (ALA, 2000; Martin and Madigan, 2006).

The most common definition of literacy is “the ability to read and write.” But more than that, the dictionary also defines literacy as the “knowledge that relates to a specified subject.”

Media literacy is the “possession of knowledge to be competent in assessing messages carried by mass media.” At this day and age, it is rare to find someone who does not completely know media. We can say that everyone has an advantage in the talk of media literacy.

Aufderheide (1992)

- has identified media literacy as “a movement, which is designed to help to understand, to produce, and negotiate meanings in a culture of images, words and sounds.”

Along with this, she enumerated the following qualities of media:

- Media are constructed and construct reality;
- Media have commercial implications;
- Media have ideological and political implications
- Form and content are related in each medium, each of which has a unique aesthetic, codes, and conventions;
- Receivers negotiate meaning in media.

The European Commission (2007),

- on the other hand, gave the following definition:

  “Media literacy is generally defined as the ability to access the media, to understand and to critically evaluate different aspects of the media and media contents and to create communications in a variety of contexts.”

With this definition, the commission has listed the various levels of media literacy:
Feeling comfortable with the existence of media and active use of media for entertainment, access to culture, intercultural dialogue, learning and daily life applications.

Having a critical approach to media with regards to quality and accuracy of content.

Using media creatively.

Understanding the economy of media

Being aware of copyright issues.

Vivian (2009)

has enumerated the following factors to consider in media literacy:

1. **Factual Foundation** – to understand media better, it is best for a person to learn the basics of the media at hand. The foundation of media literacy is essentially factual foundation. For example, to understand the complexity of the television, it is best to know how you change the channel, volume, its display settings, and its various mechanisms. You must know its uses and how it operates.

2. **Media Dynamics** – as previously mentioned, there are various levels in media literacy. One of these levels is the understanding of the dynamics of media that shape media content. One such dynamic is economics which is the known primary driver of the behavior of media companies. Media economics is tied with the media’s need for an audience to thrive. Hence, the need for advertising. Knowing and understanding the media dynamics is one step in the better understanding of the world.

3. **Media Effects** – through media literacy, we can distinguish what concerns and issues must be significant to us and what would bring the opposite effect. Media literate individuals have the ability to “weed out truly dangerous media effects from those that are disturbing but are perhaps inconsequential.”

4. **Media Issues** – there are various opinions forming around significant topics all around us. While it does contribute much to discussion, it still requires a fair amount of media literacy to decipher which of these would be instrumental in the shaping of our society.

No one can become a complete media expert (vivian, 2009). This daunting task may be hard to overcome, but it is no excuse to not learn it. Media literacy is an education that is ultimately aimed at “increasing one’s understanding and enjoyment of how media works, how they produce meaning, how they are organized and how they construct reality (ontario association for media literacy).”
INFORMATION LITERACY

Information literate people are able to recognize what information, out of a huge pool, is necessary. Information literacy enables you to identify, locate, evaluate, and use information to solve a particular problem. (ALA, 1989)

Hobbs (2006) described the nature of information literacy as education that emphasizes “critical thinking, meta-cognitive, and procedural knowledge used to locate information in specific domains, fields and contexts.” Information literacy is mostly aimed at the recognition of the quality, authenticity and credibility of the information/messages we receive from various sources.

While both information and media literacy are ways to function within complex communicative situations (Geisler, 2001) and both require critical evaluation, information literacy has been regarded as vital, especially for those in the academic and information field.

In the next few modules, there will be further discussion on how information literacy is conducted and exercised, which will prove to be useful in the selection of information to consume.

The concepts of both information literacy and media literacy overlap or complement each other. The difference lies in each literacy focus. While information literacy focuses basically on information in print (like in books, journals, newspapers, and including all forms of media and records such as films, web pages, video and all sorts of electronic information as well as oral information.)

Media literacy’s focal point is the mass media that does not include the sources of information used. This type of literacy zeroes in on maximizing positive media effects and minimizing the negative (Martens, 2010).

Information literacy, on the other hand, is concerned with more plain social issues than media literacy. According to Lau (2013), information literacy focuses on the “objectivity and rational of information and to a great extent on the research value of finding the ‘truth’ in documents.” Information literacy revolves around the content and its ability to meet the set criteria of quality information.

Media and Information literacy have differing social groups that they influence. While mass media generally affects most members of society in terms of shaping opinions, beliefs and decisions (especially in health and education), information literacy is concerned with the impact on education, science, economy and health sectors.

Both may focus on the evaluation and use of their scope, another difference lies in the location and retrieval of material. Mass media is overwhelmingly present in our everyday life, whereas information literacy requires the search for good information in different formats and multiple repositories.
In terms of the production of information, media literacy emphasizes on the understanding of how messages from the media were constructed. Information literacy, on the other hand, focuses on information services which aim at objectivity (such as edited books and other similar materials).

TECHNOLOGY LITERACY

An emerging type of literacy, technology literacy has slowly crawled its way into essential knowledge. Shaphiro and Hughes (1996) defined technology literacy as “the ability to ongoingly adapt to, understand, evaluate, and make use of the continually emerging innovations in information technology so as not to be a prisoner of prior tools and resources and to make intelligent decisions about the adoption of new ones.”

Vivian emphasizes that media is highly dependent on technology. Although for years, people have communicated without the use of technology, mass media has opened various opportunities for wide reach of distribution of information, especially for audiences in considerably far areas.

Media technology is the product of human invention. Some of the most distinct technologies used nowadays that have evolved over the years are the following:

- **Printing Technology** – in the 1440s, the emerging of the printing press has spawned the creation of printed materials such as books, newspapers and magazines.

- **Chemical Technology** – Photography and films relies on chemical technology that continues to evolve until today.

- **Electronic Technology** – Some of the examples of electronic technology are sound recording, electricity, radio and television.

- **Digital Technology** – the Internet adapted the traditional media types into digital technology, coexisting with its original form. While traditional media has adopted digital technology to increase on capital and audience, the digital medium has also opened opportunities for more unique types of media such as social media, informational websites and usable search engines.

CHAPTER 2: Evolution of Traditional to New Media

INTRODUCTION

In this week’s lesson, students are expected to learn more about the media, particularly its history, and how the continuously evolving forms of traditional and new media are changing the society throughout the years.
At the end of this module, you will be able to:

1. Identify traditional media and new media and their relationships
2. Editorialize the roles and functions of media in a democratic society
3. Search the latest theory on information and media

FROM TRADITIONAL TO NEW MEDIA

Long before the media became a huge part of society’s development, people have already found ways to communicate. Despite the lack of electricity and technology in the ancient times civilizations were able to share information, which in turn helped in the continuous evolution of the human knowledge today.

Prehistoric Age

Back when there were no newspapers, radio and television around, people found ways to tell a story. Humans shared information by talking and making sounds, and it developed into something later on. The prehistoric age of media basically consisted of records created by our ancestors, long even before writing was even invented. They have made use of stone tools to craft – and thus leave a record of their lives back in the old days.

The first traditional communication tools came in the form of art – the music and poetry spoken, the images and scriptures which our ancestors had written to pass relevant knowledge to the future generation. The simple talking and symbols evolved into something more complex in order to meet the needs of the society.

The Egyptians, for instance, were among the first to use symbols as a form of written communication. There was also the cuneiform used by the Sumerians, which they used not just to jot down important details, but also to write relevant literature, among them the famous Epic of Gilgamesh. Later on, ancient civilizations used written communication in order to make the trade more convenient. This is what the Phoenicians became well-known for; a society that survives through trade, they formed the alphabet which was adopted by the Greeks, who further developed it by adding vowels. The spread of news was mainly by mouth; not everyone was able to read or write, hence there were heralds who announce relevant events. In the Philippines, the umalokohan or town crier served as the messenger to the people, making them aware of new laws or policies implemented by the datu.

Rome and China began to develop their own forms of written news. Rome’s written news came in the form of acta, their daily handwritten new sheets, which were posted by the Roman Forum to inform people of subjects such as political events, trials, scandals, military campaigns and executions. China, on the other hand, have the tipao, which were government-produced new sheets circulated among officials during the Han dynasty.

Media and literacy further evolved as technology had improved. Back in the Medieval Age, books and other reading materials were written by hand, hence there were limited number of literary materials which were mainly accessible to the clergy and the nobles.
The German metallurgist Johannes Gutenberg was known for creating an important milestone in the history of printing: the movable metal type, a relevant invention that helped in the development of mass communication. While printing has been a known technology in eastern Asia since the ancient times, it was around mid-1440s in Europe that the mass production of words became possible for the first time. By 1500s, there were around 40,000 books published all over Europe. This revolutionary invention made it possible for more people to learn

Industrial Age

The Industrial Age was said to have begun around 18th century in Great Britain. It was a period that was characterized mainly by the revolutionized way of mass production, as hand tools were gradually replaced by power driven machines like the steam engine. During this period, there was a remarkable shift from agriculture and handcraft to machine and machine manufacturing.

From transportation (steam locomotive, steamship, and automobiles) to machines utilizing new sources of energy (coal, steam engine, electricity, petroleum, and combustion engine), the Industrial Age was a brilliant age for numerous inventions which changed people’s lives.

Media further developed in the 1800s with Thomas Edison’s invention of the phonograph, and it was also during this period that William Dickinson devised motion picture camera.

In 1836, Samuel F.B. Morse along with Joseph Henry and Alfred Vail further advanced the way people communicate with the invention of an electrical telegraph system that enabled people to send messages from distant places. The Morse Code was remarkable as it can transmit messages by means of on off tones which can be understood by a skilled listener.

Around this time books, newspapers and magazines became relevant in the spread of information. Education became mass-based, hence there were more literate people than in the past ages. This, of course, paved the way to further development in technology, media and information.

Electronic Age

When humans have further advanced in terms of technology, it was inevitable that the media had to keep up. In 1895, Guglielmo Marconi transmitted the first radio waves. By 1901 he was able to perfect a radio system which transmitted the Morse Code system across the Atlantic Ocean.

Communication was expedited in 1876, when the Scottish-born American scientist named Alexander Graham Bell was granted the first official patent for the telephone. This invention further revolutionized the spread of information.
The era of television began in 1927, when the use of the first electronic television designed by Philo Taylor Farnsworth was successfully demonstrated. It became an important medium of information and entertainment ever since.

Information (New Media) Age

New media started out its development in the year 1969, as internet was first created to aid the U.S. military in disseminating information. During this period communication has become cheaper and better, thus making information faster and more widespread than ever before. In 1998, the telephone evolved into something more portable, that is, the cellular phone.

But it did not take long until the internet grew into one of the most important platforms for digital media today, an essential pathway which helped spread information through millions of people every day. With computers and the internet, we are able to do more than just access information; we are able to include it in our daily lives, from online shopping, conducting business transactions, even for entertainment.

Social networking sites (SNS) also occurred during this period. Facebook, Twitter, Instagram, and other websites allow people all over the world to communicate and interact with each other online, creating friends and other forms of connection via internet.

In the age of New Media, people continuously disseminate information in all parts of the world, making life faster, better, and more efficient than ever. And despite all these things, the mass media still continues to evolve.

HISTORY OF MEDIA IN THE PHILIPPINES

The Philippines also had its own history when it comes to media and information. In the pre-colonial times the Filipinos already have a writing system (baybayin) which they use to communicate, particularly on basic things such as documents and receipts for transactions.

When the Spanish arrived and colonized the country, they also brought with them the technology for printing used in Europe – which led to the Doctrina Cristiana, which was reportedly published in the 17th century (Viduya, 2010). The first newspaper in the Philippines was the Succesos Felices which was published by Tomas Pinpin in 1637.

But perhaps one of the most influential media in Philippine History was the newspaper, particularly the La Solidaridad which was written in Spanish and published in Spain. A pre-revolutionary newspaper, it was supported by Filipino intellectuals, the landed natives, and even some Spaniards who sympathized with the Filipino cause for independence. Among the writers for La Solidaridad were Jose Rizal, Graciano Lopez Jaena (also La Solidaridad’s first editor), Marcelo H. Del Pilar, and Mariano Ponce.
Today, media continues to develop, becoming broader and deeper. With the help of technology, media can distribute information, be it local or international event.

TRADITIONAL AND NEW MEDIA

Traditional media
- refers to the forms of mass communication that people utilized before the advent of new media. They came in various forms which most of us wouldn’t have realized. Traditional media includes the following:
  - Newspapers
  - Magazines
  - Television
  - Radio
  - Books
- One form of traditional media is the folk media. These forms of communication helped spread the culture from one generation to another, thus including them among the forms of traditional media. These include folk music and dances, symbols, art, among other things.

New Media
on the other hand, has the same purpose as traditional media: it was created to inform the people, to pass on knowledge into the audience. But the new media is different – it uses technology to spread information through more interactive means. They also provide two-way communication and easier to access.

The spread of new media relies on the power of the internet and the computer. Websites, social media, digital videos – these are some of the new media platforms of today.

THE FUNCTION OF MEDIA IN THE SOCIETY

Media plays a relevant role in the development of the society. The foundation of our society’s progress relied on humans’ abilities and understanding, and these depended on how well knowledge was distributed among them. With various forms of media, people gain access to information, which in turn helps them gain the knowledge and skills they need. This leads to more individuals capable of changing the society, either for better or for worse.

The role of media in our society varies; it depends on how people used them. We use media to learn. We use media to know the current events in real-time. We use media as basis of our opinions and decisions in life. In the Philippines, the media has greatly influenced our society. The La Solidaridad, along with other publications that occurred at the time of Filipino revolution during the Spanish colonization period in the country, helped in raising the awareness of Filipinos, who were suffering from the cruelty of Spanish authority.
Today, the mass media upholds its duty as the Fourth Estate, especially in a democratic country such as the Philippines. This is due to the idea that its power is co-equal to the other three branches of the government. Media, particularly the mass media consisting of today’s journalists, serves as the nation’s watchdogs, keeping an eye out for the relevant events which can influence people’s lives. It is an undeniable force to check corruption that is happening in the government; it can announce information about the presidential candidates, a factor essential to the voters in the upcoming election. Media can provide information which can change people’s opinion on various matters.

LEARNING THEORIES ON INFORMATION AND MEDIA LITERACY

Throughout the years, there have been studies on information and media. These theories became relevant in understanding the media literacy of individuals, as well as in studying behavioral patterns which may have been related to media. Understanding these theories will require knowledge on how former researchers and academics have dealt with them.

Phenomenographic perspective

is basically directed on the variation of people’s experiences of certain phenomena, in this case information literacy. Learning is viewed more than just the teacher passing information to the student; it is as an activity that aims to construct meaning.

Socio-cultural perspective

has a different focus – it dedicates itself on communication in social practices. A notable figure behind this is the Russian behaviorist named Lev Vygotsky, whose writings helped people understand the significance of using cultural tools in learning. This perspective places its focus on the relationship between individuals and various forms of collective practices.

Discourse Analysis Perspective

focuses on how people in practice perform specific information tasks. Its aim is to understand information literacy through information practices.

CHAPTER 3: Information Literacy and Types of Media

INTRODUCTION

One of the previous modules introduced you to information literacy and its uses. For this module, we will dig deep into the understanding of information found in most academic materials. In addition to information literacy, you will learn about the basic types of media and the content they usually produce.

At the end of the module, you should be able to:

1. Demonstrate ethical use of information
2. Identify what information is needed, where information is located, where to access information, how to assess organize and communication information
3. Classify contents of different media types
4. Define media convergence

INFORMATION LITERACY

An information literate person possesses the skills and techniques for measuring the value of information and molding this information to suit their needs. (Zukowski, 1974)

The image below is adapted from Lau’s research, Conceptual Relationship of Information Literacy and Media Literacy, that illustrates the six quality information principles from the requirements of data quality by the Three Rivers District Council (2008).

What information is needed?

In researching for information that you need, it is important to filter the information from a large pool of sources. Referring to the image above, the necessary data, information and knowledge you need to acquire and use must have the following qualities:

1. **Relevance** – in searching for information with regards to a particular topic, it is important to consider what suits your needs. Will this information support your stand in an issue? What is its target audience? Does it match what you need? Does it respond to the purposes of your research?

2. **Validity** – Information must not merely be from anyone or anywhere. According to the Three Rivers District Council (2008), “information needs to be in compliance with relevant requirements, including the correct application of any rules or definitions.” Information from reliable sources are significantly more valid than those from questionable sources.

3. **Reliability** – The reliability of an information is measured by its consistency. It must have been verified and supported by collated facts to be considered reliable.
4. **Timeliness** – Information must not only be reliable, but timely. In this constantly changing world, information may also evolve and expand through the years. The information must match the topic you’re researching in terms of time span. You must properly identify whether you need a current information or if older sources may do.

5. **Accuracy** – Lau (2013) has stated that, “information ought to have the condition or quality of being true.” Just like measuring its reliability, accuracy relies on the information’s verification by other alike sources and supporting evidence.

6. **Completeness** – Information must be complete. Partial information may be considered unreliable because of it being just a small part of a bigger picture. It must suit what is needed by the researcher.

Where is information located and where to access information?

Carroll Community College has identified the following criteria of selecting the best information sources:

1. An information literate individual knows that not all sources of information are the same. In selecting the best source for a particular topic, there might be various places where you can get it.
2. Selecting the best information source is part of the evaluation of information.
3. The Internet is not always the best source for information, although it may contain a lot.
4. It is best to know your topic first by its overview or background before you delve into any other resource material to understand what kind of specific information you are looking for.
5. No type of media source is better than other types. For example, electronic sources are not always the better source than print. The most important thing is the relevance, the timeliness, validity and accuracy of its content. Format does not really account for everything.

Basic Information Sources and Its Characteristics

1. **Books** – the most common and often most reliable source. This is the best source to start with in researching a topic. Books often contain organized information collected from various sources so it is wise to obtain the necessary background information on the topic from them. Experts on the topic spend a long time to research and write a book. Unlike other sources, books present additional sources of information especially in the bibliography. Skimming and scanning books are acceptable if you are looking for a specific type of information as only one or a few parts of the book may be relevant to your topic. Its publication rights and copyrighted information gives you an assurance that the information has been verified by editors, thus less time for evaluation. However, one must be careful
about the validity of information with regards to time.

2. **Scholarly articles** – these are considered professional literature, as experts or scholars of a specific field composed it. These articles have been peer-reviewed. You may rely on this type of source if you're looking for specific statistics or data or opinions on issues. These are mostly focused on one topic only and is catered to people who have prior knowledge on the topic, thus not making it viable for background information. Some of its advantages are references to additional sources, and its copyright.

3. **Other periodicals** – this type of source mainly includes popular magazines, and news sources like newspapers. Contributors, writers, editors, and reporters write individual articles on various and relevant topics regularly. These are typically shorter than the previous types and may give you background information on topics or issues related to current events. These are also reviewed before publishing and protected by copyright, thus less evaluation is necessary.

4. **Internet** – this contains a wide variety of sources but also a known self-publishing medium. Unlike other types of sources, internet has paved the way for published but not reviewed information. Websites are difficult to cite as they contain multiple titles and document types. The hardest part of obtaining this source is the evaluation which may take time.

**ETHICAL USE OF INFORMATION**

Now that you have the necessary information to build a new idea using your topic, you must be aware of the ways to use information from various sources ethically without plagiarizing.

Plagiarism is defined as using a source without credit. While it is unavoidable to use other people's information, it is no excuse to commit plagiarism.

This could be avoided by learning the following:

1. **Citing** – Citation is needed for the acknowledgement of the original source of the information you used. This is to properly credit their contribution to the formation of a new knowledge. Citing also provides evidence to support your research. Knowing the source of your information may or may not strengthen the validity of your material. Proper citation of your sources may also help your reader understand which parts of the text are your own and which are from other’s ideas.

   Citation of sources gives your text reliability and credibility with the wise use of references.

   There are different citation styles that you may use. It is important that the style is consistent throughout the text so as not to cause confusion among the readers.
In citing, you should also know when you should do it in a text. The Dakota State University’s Karl Mundt Library and Learning Commons gave the following situations when you could cite a source in your text:

- If you are stating the author’s own words, put quotes to secure the statement and then cite the source.
- When you paraphrase a statement, cite the source after it.
- When the idea is borrowed and not yours, cite your source.
- Include the list of sources in your bibliography.

2. **Quoting** – is putting an exact or word-by-word copy of the original author’s words. This is used to preserve the intended context of a statement. In using this, you must properly acknowledge the author, the resource, and the page, if necessary.

3. **Paraphrasing** – is rewriting the original statement from a source in your own words. After paraphrasing, make sure that you give credit to the original author and the source.

**TYPES OF MEDIA**

**Print Media**

*Books*

These are stiffly bound volumes of text, making it unique from magazines and newspapers. According to Vivian (2009), the most useful definition for books is “long-form, word-driven, media content.”

The earliest recorded existence of books is in the 1440s due to Johannes Gutenberg’s innovation that pioneered the mass production of written words. Human existence has been reliant on printed words since then. The printing press has given opportunities to spread learning to different people using books. The innovation has opened the world to scientific progress as scientists could then contribute to previous discoveries and researches.

Mass production of books has opened the masses to new ideas. This became a medium for revolutionists to persuade people. This is similar to what Jose Rizal did using El Filibusterismo and Noli Me Tangere that sparked revolutionary thoughts in many Filipinos.

Books have been the medium for literacy. Experts of various fields contribute to the youth’s literacy by researching and writing books. These materials are used by students as aides for learning.

Books are mainly divided into two main categories: the trade books and the texts and references books.
a. **Trade books** are widely distributed, general-interest titles that are either fiction or non-fiction. When people say they read books, most of them refer to trade books. According to Vivian (2009), trade books can be lucrative if it becomes popular, however, only a few can become bestsellers. It is referred to as a “high-risk proposition.”

b. **Textbooks**, on the other hand, may not be that profitable, but typically, it has a longer life than trade books, meaning it can stay longer in shelves at bookstores. This type of book includes reference and professional books, college textbooks, elementary and high school textbooks and learning materials. Some examples of professional and reference books are dictionaries, encyclopedias and atlases. Textbooks are greatly beneficial in supporting students in their studies. The target audience for textbooks is always its level of knowledge.

**Newspapers**

In an online article in Inquirer by Quismundo (2014), she disputes the rumor that the newspaper business is dying. According to her, “the newspaper business is very much alive, still with a steadily increasing number of people who make reading newspapers part of their day.” Taking the Philippine Daily Inquirer as an example, 500 to 600 copies are handled every day while on weekdays, there are a thousand copies for circulation.

Some department agencies in the Philippines, although making the shift to digital, have opted to stay using print because they have difficulty reading articles online. This is the reason why some people, especially in the Philippines, still prefer their news on paper.

According to Vivian (2009), in most communities, it is said that newspaper have more depth in their coverage of news. This is because in one edition of a newspaper, it contains various content such as news, advice, comics, opinion, puzzles and data. People have their selected sections which they can browse at their own free will. Unlike in broadcast media, they have the power to choose which information to consume.

Newspapers have become a vital part of people’s lives. The contents of the newspapers give people a common ground, or common topics to tackle and talk about. But due to the innovations of new media, newspapers have become increasingly unpopular, especially for the younger generation, who can access various articles online.

There are two main formats of newspapers: the broadsheets and the tabloids.

a) **Broadsheets** are comparatively larger and plentiful. Most broadsheets before are wide, with nine two-columns of text filling the full-size page but now, they have become more compact and reduced in size.

b) **Tabloids** are most commonly known to contain eye-catching and sensationalized headlines to get people to read it. They’re the half the size of a broadsheet, typically easier to carry.
Magazines

Magazines were said to be the first publication in the Philippines if we are to base from the definition that it appears less frequently than newspapers. According to Lent (1969), if magazines were those that are published regularly in fixed intervals of more than a day with specialized content, this type of media started around the mid-1800s.

Magazines typically cater to a huge amount of audience. Vivian (2009) said that people have the “tremendous appetite for magazines.” People who are more educated and earn more than the average consume the most magazines. This is a widespread medium that can even provide entertainment for the lesser privileged for its mostly visual and colorful appearance.

Magazines are divided into two major types: the consumer magazines and the none-newsrack magazines (Vivian, 2009).

Consumer magazines

include newsmagazines, women’s magazines, men’s magazines, and intelligentsia.

1. **Newsmagazines** contain summarized news stories which are grouped into categories according to its content. One notable example of this type of magazine is *Time*.

2. **Women’s magazines**, on the other hand, caters to a specific audience, particularly women which intends to uplift womanhood by covering topics ranging from fashion to cooking to morals. One example of this type of consumer magazine is *Good Housekeeping*.

3. **Men’s Magazines** like *Esquire* and *Playboy*, also target a specific portion of the population. They focus on stereotypical men’s interests such as sports, outdoor life and women.

4. **The Intelligentsia** are magazines that encourage thinking and observation from its audience with topics including political, economic, social, artistic and cultural issues. A famous example of this type of consumer magazine is *The New Yorker*.

Non-newsrack magazines

1. **Sponsored magazines** are one such publication in which they mainly contain advertising and are self-sufficient. Most of this type of magazine are not really aiming for advertising at all. Some examples are university magazines, in-house publications for employees, among others.

2. **Trade journals** aim to have members of a profession or trade informed about the latest news in their field.
3. **Newsletters** are another type of non-newsrack magazines which thrive because of their pure journalistic form with little to no advertising in between its pages.

**Broadcast Media**

*Radio and Sound Recording*

Radio and sound recording go hand in hand. Sound recording products often rely on radios for distribution. Radios, on the other hand, are everywhere. Their scope is controlled by electromagnetic spectrum that covers every corner of the world. However, like most traditional media, there have been cracks in the system that makes it easy for new media to penetrate into.

Radio can cover a lot to provide entertainment and leisure. It has its own format of news delivery, in the form of breaking news, headline services and even news packages. There are also talk shows in the radio that paved the way for more listeners to use the media.

However, with the continuously evolving medium, technology has provided ways for people to satisfy leisure for the ears. MP3 devices and even mobile phones play music of your choice which was only possible in the early times to be done by radio. Podcasting also moved to replace talk shows on radio, as it gives chance for people to make their own listening show, focusing on a topic they’re passionate about.

*Television and Motion Pictures*

Television has been a breakthrough that transformed mass media. It will be quite impossible to find someone in most parts of the world without a television set. Out of all the traditional media thriving in this age, television might be the farthest from dying. Visual products tend to have lasting impacts than most media.

Although new media has introduced people to streaming websites which you can control what you can watch and when you can watch, the television industry has been thriving and is not predicted to die soon.

**New Media**

With the internet’s emergence in the mid-1990s, it has become a widely used powerful medium in the world. Currently, the world’s dependence on the internet has become widespread and grew more significant.

It was Tim Berners-Lee, an English engineer who invented an addressing system that would connect a computer to the world. This is what he called, the world wide web. His invention was built on the following components (Vivian, 2009):

1. **Universal resource locators (URL)** – this is a unique identifier that allows computers to connect to a network and exchange messages. This is the foundation of the world wide web.
2. **Hypertext transfer protocol (HTTP)** – this is the coding that would allow computers to read internet files.

3. **Hypertext markup language (HTML)** – a simple computer language which is used to create messages through the internet which the user can click and be redirected to a related image/article.

Internet has made it possible to upgrade video and audio quality. It also became an indispensable vehicle for exchanging, sending and receiving messages from anyone around the world. But despite these innovations, internet remains to be a place filled with junk and unveils a person’s privacy, even if unwanted.

**Media Convergence**

Media convergence is defined by Flew as the “phenomenon involving the interconnection of information and communications technologies, computer networks and media content.” This has been brought by the continuously evolving internet and the digitization of media content.

Technological convergence is the most basic element of media convergence as it depicts the easy access of billions of people to media content, once only available in traditional media types (print and broadcast), through the use of technology.

Connected to technological convergence is industrial convergence wherein big media companies use a diverse number of media platforms to widen their reach.

Social convergence is brought about by social media, which enables users from different parts of the world to engage in discussions globally, whether one on one, one to many or many to many.

**CHAPTER 4: Media, Information Sources, and Information Languages**

**INTRODUCTION**

Media need information to create messages. This is what they distribute to their chosen channels to receive feedback from their desired audience. Knowing where to get accurate information is vital in preserving the media’s reputation. This module will introduce you to the various sources of information, how messages are made through codes and conventions, and discuss the receiving end of the messages which are the audience.

At the end of this module, you will be able to:

1. Identify the various sources of information
2. Define codes and conventions
3. Decipher what messages mean through codes and conventions
4. Differentiate audience from producers and stakeholders

**SOURCES OF INFORMATION**

The previous modules have discussed the various sources where you could get information and its distinct qualities. There are four main types of sources of information:

**Primary Source**

- these are sources from original manuscripts, documents or records that are used in preparing for a published or unpublished work. This type of source includes autobiographies, case studies, correspondence, diaries/personal papers, dissertation/thesis, films, first-person accounts, historical documents, laboratory data, minutes of meetings, original manuscripts/documents, original research, photographs, religious documents, speeches, technical reports and works of literature. The authors of this type of source are either authors writing about personal experiences/work or an expert or graduate student in the same field.

**Secondary Source**

these are published and unpublished works that heavily rely on a primary source. Some examples of this type of source are analysis, biography, criticism, dissertations/thesis (the literature review part), editorials, film documentaries, and reviews of literature. The author of this type of source must have a genuine interest in the topic he/she has written or an expert in the field.

**Tertiary Source**

these are works that were used secondary sources as reference. Some examples of this type of source are film documentaries. The author of this type of source must have a genuine interest in the topic he/she chose to write, or freelance writers and staff writers who can research on the field they choose to write for.

**Gray Literature**

these are sources that are not usually made available for distribution. Some examples of this type of source are conference proceedings, data exchange, dissertations/thesis, government documents/publications, market research reports, online documents, oral presentations, technical reports, and working papers. Authors of this type of source must belong in the same field that they are writing about with a high degree of education. Gray literature is hard to locate most of the time but some can be found through print or electronic means.

**CODES AND CONVENTIONS**

With media ranging from written to visual, interpretations of these often vary from person to person. How does media make meaning? What does the media output show the audience? What message is it trying to convey? This part of the module will introduce you to codes and conventions which will show how we make sense of media.
Interpreting media is natural for us as human beings. When we watch television, we see news programs, television shows and commercials. When we turn on the radio, there are advertisements, radio programs and music. When we browse the internet, there are thousands of texts from different sources, articles, websites, online ads, videos and others. With the way we fully immerse ourselves in media everyday, it’s hard not to consider how these mean.

Different people have different interpretations of media outputs. The first step in comprehending the meaning in media is rhetorical analysis. Rhetorical analysis is defined as the “construction and manipulation of language by the creator of a text for affective purposes.” This asks the question, “how are media texts put together as media texts?”

Codes has a set of rules which determine how each element may be used and combined with other elements. This is a system of signs wherein when put together, create meaning. We can recognize a code because we associate it with a related meaning. One of the most prominent examples of codes are languages.

When we learn a new language, we learn its writing system, vocabulary and grammar. For example, in English, we have to know the alphabet, first and foremost, and how to read them. Upon learning how to read and recognize letters, that’s when we begin to learn the words used in the language, making up our vocabulary knowledge. After familiarizing yourselves with English words, constructing them into a coherent sentence would be the logical next step. With each letter, word and sentence, a different meaning is made.

There are different types of codes used in media. These are:

1. **Technical codes** – these are codes which show the techniques used using the equipment to present the media output. For example, in a movie, these are the camera techniques, framing, depth of field, lighting and exposure.
2. **Symbolic codes** – these are codes that are shown visually. Its meaning lies beneath the surface of what we see. These codes are used in objects, setting, body language, clothing and color.
3. **Written codes** – these are codes in text. Some examples include headlines, captions, speech bubbles and language style.

While codes rely on symbols, conventions are known as “habits or long accepted ways of doing things, mostly learned and practiced through repeated experiences.” Through its repetitive and habitual nature, the audiences become used to and familiar with the meaning.

The meanings attached to media through convention are often fixed socially or in culture. This has become an unwritten agreement among people of similar culture or groups to understand that a particular sign stands for one meaning.

Conventions are said to be genre specific. Genre came from the French word which means “type” or “class.” The genre of a particular work is determined through its common
distinguishing features. Through genres, audiences can expect a particular code to appear in similar ones. Most texts produced by media are made to suit a genre for the audience to easily choose what it is they’re particularly interested in.

It must be understood that while we assume that we know what media is trying to convey, we barely know something about how media make meanings.

AUDIENCE, PRODUCERS AND STAKEHOLDERS

Steininger (2014) has differentiated audience and stakeholders in her article entitled, Audiences and Stakeholders: Knowing the Difference is Critical to Reputation Management.

She said that audiences are the receiver of messages. Audiences were typically meant to just receive the message without returning feedback. For example, when the media releases news, its goal is for the information to be disseminated. It does not expect or intend to have the audience respond to his/her message or participate in the discussion but rather let the audience observe media only.

On the other hand, stakeholders are defined by Steininger (2014) as “groups or individuals who are directly impacted by the decisions and actions of an organization and company.” These are groups or individuals that willingly and actively participate in the discussion that revolve around the messages they receive.

Media producers are the main sources of messages. While the former two mentioned in this section are the consumers of media, producers are wholly involved in the creation of meaning of texts. Media producers make use of the available media languages within their reach for expression and to spread information.

CHAPTER 5: Legal, Ethical and Social Issues in Media and Information

INTRODUCTION

This lesson deals with legal issues in media and information such as copyright and plagiarism, as well as proper netiquette.

At the end of this module, you will be able to:

1. Puts into practice their understanding of the intellectual property, copyright, and fair use guidelines
2. Explain copyright, fair use, etc. vis-à-vis human rights
3. Demonstrates proper conduct and behavior online (netiquette, virtual self)
MEDIA LAW AND THE FREEDOM OF EXPRESSION

As indicated in the earlier lessons, media played an important role in a democratic society as the Philippines. The 1987 Constitution had taken note of the importance of freedom of expression, hence the Article III, Section 4 has been created:

“No law shall be passed abridging the freedom of speech, of expression or of the press, or the right of people peaceably to assemble and petition the government for redress of grievances.”

This, just like most of our laws, is substantially similar to the First Amendment of the US Constitution (Viduya, 2010):

“The Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof, or abridging the freedom of speech, or of the press.”

Nevertheless, while we are given the right to freely express our opinion, we must keep in mind to exercise this right responsibly. It is for this reason that certain limitations have been established, ensuring that people shall not abuse freedom of expression.

What is Media Law?

Media Law is a legal field that relates to legal regulation of the telecommunications industry, information technology, broadcasting, advertising, the entertainment industry, censorship, and the internet and online services among others (Media Law – HG.org, 2017).

Media law covers a lot of aspects of media, regardless of its form. Its concerns range from Intellectual Property, Free Speech and Censorship to Defamation and Right to Privacy.

INTELLECTUAL PROPERTY

According to the Republic Act 8293, also known as the Intellectual Property Code of the Philippines, the term intellectual property rights consist of the following:

- Copyright and Related Rights
- Trademarks and Service Marks
- Geographic Indications
- Industrial Designs
- Patents
- Layout-Designs (Topographies) or Integrated Circuits
- Protection of Undisclosed Information (n. TRIPS).

Copyright

One of the biggest problems faced by those in the field of Media law are copyright concerns. Copyright can be defined as
“a form of intellectual property which protects the rights of authors and creators of artistic works. It refers to the main act in which, in respect of literary and artistic creation, may be made only by the author or with his authorization”

(Copyright, National Library of the Philippines website, 2011).

Copyright protects ownership rights to intellectual property and covers a lot of areas. This can be in the form of original works and trademarks for different brands. It is also applicable to patents for media-related technologies or processes (Media Law – HR.org, 2017).

In the Philippines, works covered by copyright include but are not limited to the following:

- Literary works such as novels, poems and plays
- Newspaper articles
- Films and television programs
- Letters
- Artistic works (paintings, sculptures, drawing and photographs)
- Architecture
- Computer programs
- Advertisements, maps and technical drawings

The Copyright also provides two types of rights.

- **The Economic rights** give the author or copyright owner the right to derive financial reward from his works by others.
- **The Moral Rights**, on the other hand, refer to the author’s right to claim authorship of the work (known as Right of Paternity) and restrain the use of his name with respect to any work not of his own creation or a distorted version of his work.

According to the National Library of the Philippines, the general term of protection of works under copyright covers the lifetime of the author and fifty (50) years after his death.

**Requirements for Copyright Registration**

The following are the requirements needed for copyright registration (Copyright – National Library of the Philippines website, 2011):

1. Application should be accomplished in duplicate, typewritten and the affidavit at the back should be duly notarized and affixed with Fifteen Pesos (P15.00) documentary stamp. Another set of Fifteen Pesos (Php 15.00) worth of documentary stamps, should be stapled to the application form to be affixed by the office to the copyright certificate.
2. Application should be accompanied by two (2) copies of the work as deposit, Two Hundred Pesos (P200.00) as registration fee. If through mail, registration fee should be in postal money order addressed to the Director, The National Library.

3. If the work applied for registration is an original ornamental design (classification H), it should be accompanied by a technical description of the design.

4. If the work applied for registration is published work, two (2) printed copies with copyright notice printed in front or at the back of the title page if it is a book and on any clear space thereof if non-book material, shall accompany the application.
   - The copyright notice shall be in the form Philippine Copyright 20__ (year of publication) by ____________ (name of copyright owner.) No. 8 of the application should be filled up by stating the specific date when the work is finished and likewise No. 9 be filled up to indicate when the work is published.
   - A “published work” for purposes of registration means that the work has been disseminated to the public prior to its registration with the Copyright Office.

5. If the work applied for registration is unpublished work, two (2) manuscript and/or xerox copies of the work without the copyright notice shall accompany the application.
   - “Unpublished work” for purposes of registration means that the work has not been disseminated to the public at the time of registration.

6. If the applicant is non-resident foreigner, he/she should appoint a local authorized agent by a special power of attorney to complete the copyright application for and in his/her behalf.

7. If the claimant is not the author, a document supporting the claim such as a deed of assignment or a waiver of copyright ownership;

8. If the applicant is a proprietor or a corporation, a photocopy of the certificate of business name or SEC certificate (whichever is applicable) should be attached to the application.

Plagiarism

Another issue that related to intellectual property is plagiarism. Plagiarism is generally defined as passing off someone else’s creative work as your own, without permission (Vivian, 2010). But this issue is more serious than one would often assume.

According to the Merriam-Webster online dictionary, the act of plagiarism can mean any of the following (What is Plagiarism? From: plagiarism.org):

- To steal and pass off (ideas or words of another) as one’s own
- To use (another’s production) without crediting the source
- To commit literary theft
- To present as new and original an idea or product derived from an existing source.
One example of this would be the issue between famous romance writer Nora Roberts and Janet Dailey. In 1997, Dailey found herself boxed into admission that she had plagiarized passages from Roberts, who was her rival writer at that time. Dailey’s work titled Notorious was withdrawn by the publisher HarperCollins because of this.

One can easily assume the plagiarism is an act of fraud, or a form of thievery, hence it is unethical. Nevertheless, this has become one of the most complicated issues in relation to intellectual property. For one, there is the fact that people, particularly those in the field of media, rely heavily on other people’s ideas and works.

There is also the fact that widespread internet access facilitate the act. Various people on social media gain access to information and works of other people, that it has become easier to copy or modify works and claim it as their own.

Fair Use

Generally speaking, fair use refers to any copying of copyrighted material done for a limited and “transformative” purpose, such as to comment upon, criticize, or parody a copyrighted work (Stanford University Libraries, 2017). This can be done without the copyright owner’s permission, hence it is often used as a defense against a claim of copyright infringement.

Fair use follows general guidelines and varied court decisions, which makes its definition seem vague. This is due to the fact that judges and lawmakers who created fair use exception did not want to limit its definition – instead it has an expansive meaning which is open to interpretation. Nevertheless, fair use is often classified into two categories:

1. **Commentary and Criticism** – Fair use principles allows you to reproduce some parts of the copyrighted work in order to comment upon or critique it. A good example of this would be writing a book review. You may summarize or quote parts of the copyrighted work to use in commentary and criticism.

2. **Parody** – a parody is generally defined as a work that that aims to ridicule another, usually well-known work (Stanford University Libraries, 2017). This means that parodies requires some taking from the original work which is being parodied.

**NETIQUETTE**

Netiquette is short for Internet etiquette or network etiquette. Simply put, this term refers to the use of good manners in online communication. This is applicable regardless of the online communication media used, whether it is through e-mail, forums, blogs, and social networking sites or SNS.

The main problem with online communication nowadays is the fact that this type of communication usually does not allow each person to see each other. This means that they are unable to see facial expressions, body languages or hear intonation. This gives
way to misunderstanding of messages online. Netiquette was established to ensure positive relationships and a better online environment for all netizens.

The Core Rules of Netiquette

In her book Netiquette, Virginia Shea indicated The Core Rules which serve as general guidelines for cyberspace behavior.

Rule 1: Remember the Human

Do unto other as you’d have others do unto you, has always been the Golden Rule which has been taught to us since we were children. This rule also applies in online communication. Always keep in mind that the person you are talking to online is a human with feelings. This is something that we often forget as we only face the screen when communicating online. If you are going to say something online, always ask yourself: would you say it to the person’s face? That way, you become more considerate of others when communicating.

Rule 2: Adhere to the same standards of behavior online that you follow in real life

One of the issues regarding ethics in cyberspace is that the chances of getting caught is sometimes slim. This is very much unlike real-life, wherein most people are law-abiding either because they naturally are or they are simply afraid of getting caught for misconduct.

What people must always keep in mind is that standards of behavior followed in real life can be applicable online. If you are having an ethical dilemma while communicating online, try to consult the ethics you follow in real life.

Rule 3: Know where you are in cyberspace

It is important to keep in mind that Netiquette varies from domain to domain. The same way that etiquette varies from one place to another, what is permissible in one website might be a taboo in another site. Make sure to take a look around before you jump in to participate in online activity. A great example would be joining in forums for certain groups. Most forums already have their rules and regulations on what to post, as well as standards of behavior. Make sure to get sense of how people in that forum act, and don’t be afraid to ask about their rules and regulations.

Rule 4: Respect other people’s time and bandwidth

When it comes to communicating online, it is important to be considerate of other people’s time and bandwidth. Not everyone has all the time in the world to read your emails, messages and posts in discussion groups. Thus, one of the things to keep in mind is to ensure that the time they spend reading your messages is not wasted.

Another thing to keep in mind is the bandwidth. According to Merriam Webster, bandwidth refers to the capacity for data transfer of an electronic communications system. You must keep in mind that there is a limit to the amount of data that any piece of wiring
can carry at any given moment, regardless of what type of communication you are having with others. One good example of this would be spamming of emails. Not only are you wasting the receiver’s time in opening the emails, you also waste their precious bandwidth for doing so.

Rule 5: Make yourself look good online

Always remember that when you are online, you’d encounter lots of people whom you have never met before. As such, it is best to make a good impression. And while you may not often show your face online, always remember that there will always be people who will judge you – particularly, through your writing.

The best way to make yourself look good online is by ensuring good grammar and spelling. It’s best to brush up on these skills, especially when you are always using the internet to socialize with other people. Another important thing to remember is the content of your writing. Check your facts before posting them online. Make sure that your message is clear and logical to avoid misunderstanding.

Rule 6: Share expert knowledge

One of the advantages of online communication is that it allows you to gather information from various experts on specific topics. Of course, this also allows you to share your knowledge as well. If you’re an expert yourself, do not hesitate to share what you know. Many people share all kinds of resource lists and bibliographies, online legal sources to popular UNIX books. Of course, you may write up your own research and post it. Always remember that sharing relevant knowledge can help make the cyberworld a better place.

Rule 7: Help keep flame wars under control

Flaming is a term used to refer to the behavior in which people express a strongly held opinion without holding back their emotion. The internet does not forbid this, however, it does not allow the perpetuation of flame wars – series of angry messages, mostly from two or more people directed toward each other. It is the flame wars that often cause the destruction of a discussion group. Remember that there are other people who are part of the discussion group but do not want to get involved in the flame war.

Rule 8: Respect other people’s privacy

Everyone has a right to privacy. That includes the privacy in the cyberspace.

You would not want others to know what you send in your email or snoop in your private conversations with other people. Again, remember the Golden Rule – do not read other people’s email, or snoop into their private accounts. Respect their privacy at all times.

Rule 9: Do not abuse your power

There are people in cyberspace who have more power than others – they can be high-level players in MMORPGs (Massive Multiplayer Online Roleplaying Games) or simply system administrators. However, having more power than other people does not give them right
to take advantage of them. System admins should not read other people’s private email, or snoop in to other people’s chat.

Rule 10: Be forgiving of other people’s mistakes

Always remember that nobody’s perfect. It is best to be considerate of other people’s mistakes – whether it’s an error in spelling and grammar, or if it’s a senseless question or response. Be kind and think twice before you react to these mistakes. Point out other people’s mistakes politely, preferably through private email. Give others the benefit of the doubt and never be self-righteous about it.

DIGITAL DIVIDE

Nowadays, technology has become more affordable and internet became more accessible to people. Nevertheless, there is still what we call a digital divide – the economic, educational, and social inequalities between those who have computers and online access and those who do not (Merriam-Webster, 2017). This term could also be used to describe the gap between those who have the skills and knowledge in using various technologies and those who do not.

Despite the easier access to computers and to the internet, there remains the digital divide between the rich and the poor. Oftentimes it is the rich and the educated people who have good access to digital resources, according to Pew Internet & American Life Project (2012).

This issue has a great impact on education today. Children who come from low-income families or study in low-income school districts, the lack of access to digital resources will cause them to grow up lacking tech skills, which are among relevant competencies that are crucial to success in today’s economy.

CYBERBULLYING

Bullying is increasingly become an issue nowadays. It has gotten worse with more people gaining internet access. To some people, cyberspace became a channel for bullying.

Cyberbullying is bullying that takes place using electronic technology such as cell phones, computers, and tablets as well as communication tools including social media sites, text messages, chat, and websites (StopBullying.gov, 2017).

There are a lot of examples of cyberbullying, including mean text messages or emails, posting of rumors on blogs and social networking sites, or posting of embarrassing pictures, videos, or any content for the purpose of bullying others.

While a lot of organizations are campaigning against cyberbullying it remains a great problem today. According to StopBullying.org (2017), a website advocating to stop cyberbullying, the reason why it remains a huge issue nowadays is likely due to the following:
Cyberbullying can happen 24/7. It can happen anytime, and reach a kid even when he or she is alone.

Cyberbullying messages and images can be posted anonymously and distributed quickly to a very wide audience. This makes it difficult to trace the source.

It is difficult to delete inappropriate or harassing messages, texts and pictures, especially once they have been distributed online.

Cyberbullying has a negative impact on the people affected by it. Kids who are cyberbullied are more likely to use alcohol and drugs, or have lower self-esteem. This even leads to more health problems.

CHAPTER 6: Opportunities, Challenges and Power of Media and Information

INTRODUCTION

We realize the power that media holds in the impact it brings to the masses. With media surrounding us in every direction at the present age, it is hard to imagine life without it. This module will introduce you to the various opportunities in media and information, its power to influence and to affect change, the challenges and threats, its misuse and eventual abuse to make you realize how powerful media can be.

At the end of this module, you will be able to:

1. Determine the opportunities and challenges in media and information in the economic, education, social and political dimensions.
2. Identify situations that showed how media and information incited change
3. Identify the threats, risks, abuse, and misuse of media and information
4. Explain the impact of media and information on the public

Through this lesson, you will be able to realize how the influence of media could play a part in initiating change in the world. Your knowledge of the media and information’s power to affect change will make you think of how to use it responsibly for the good of the public.

OPPORTUNITIES AND CHALLENGES IN MEDIA AND INFORMATION

The potential of media is currently being explored by its users every single day of the year. Every day, people come up with unique ways to utilize media and information to ease their daily hustle at work or at school.

Way before media, communication was done through oral or spoken language. The dissemination of messages was only through word of mouth before eventually making it into print or written proof. It was in the early 1990s when communication took an
innovative turn with the birth of computers and the Internet. Since then, we have been reliant on media and its products.

Social impact of media and information

Media technology has evolved to provide more ways for people to communicate. The current predominating form of media among Filipinos is social media, the widely used networks and modes for communicating with people from various places in the world.

One of the greatest opportunities for media and information is through the continuing advancements in the use of these social media networks. They are not only limited to communication between people but it also streams information through online articles and other websites designed to inform.

The amount of people we can interact with through social media is nearly endless. Social media networks allow us to achieve an even wider reach of audience, our online content and information accessible to almost everyone in the globe.

Official correspondence, such as job applications and distribution of memo, has also made their transition to online for matters of ease and convenience. Written content has to be summarized or else no one will choose to read it. Online articles are known to be brief and straight to the point to deliver the information hot and ready for the audience to consume.

Gasper (2016) indicated in his article the contributions of media and information in social change. Media has become more accessible to people. Digital production and digital delivery has become the norm in the present that even the traditional media of print and broadcast have made their way to the internet. Digital platforms have opened more opportunities for jobs and access methods for the public. Even with minimal budget, content, message and information can be made and distributed to their target audiences.

Media can incite change by inviting people into action. With its wider reach in audience, a message can become an action or mobilization.

Casper (2016) showed this flow of media effect:
This shows that the intended audience must possess either understanding or emotional connection to the message before they move or initiate an act towards making a change.

Economic impact of media and information

Media economics has been discussed in the previous modules and this is closely related to the significant economic impact of media and information. The media needs an audience to thrive and economics is the primary driver of the way media behaves. DellaVigna and La Ferrara (2015) gave the following recurring themes related to the impact on people of exposure to media and information:

1. **Demand for entertainment** - People typically consume media for entertainment. They seek enjoyment from watching shows despite studies showing the possible effects on family values and personality. According to DellaVigna and La Ferrara, this shows how a particular media cannot be directly correlated to predicted economic outcomes such as in education, violent crime or fertility. It is still up to the consumers to know when and where to use media in a certain way. According to DellaVigna and La Ferrara, these choices would likely make an impact on economy.

2. **Direct versus substitution effects** - The demand for a particular media also differs according to the season or situation. This is shown in the sudden rise of
popularity for dramas related to revenge in the country in the recent year. To estimate and understand the impact of these media products, DellaVigna and La Ferrara suggests the consideration of the activity and content that it is substituted for. Content is also a highly impactful part of media in terms of economy because of imitation. “The estimated media effect captures the direct impact of the media, since the consumption of substitute activities is held constant,” DellaVigna and La Ferrara said in their article (2015).

3. **Identification and time horizon** - The analysis of whether a short or long run incite changes and affect a person’s interest as well as the identification of the unique content in various types of media can also incite significant changes in the people’s consumption of media and its products.

Impact on Education of media and information

It has been predicted that an “internet-enabled revolution in education will spread more opportunities, with less money spent on real estate and teachers.” (Anderson and Rainie, 2014). Online education has started even in the Philippines and this medium is continuing to grow as the demand for it also spikes in numbers.

This universal access to knowledge has been said to possibly happen in the near future by Chief Economist for Google, Hal Varian. With information easily accessible to everyone, inspiring literacy and creating a more educated and informed population of the world will not be impossible.

Political impact of media and information

According to Stromberg (2015) cited in DellaVigna and La Ferrara’s article (2015), one of the prominent examples of the political impact of media and information is the daily newspaper circulation which provide detailed information on national politics. Anderson and Rainie’s article (2015) entitled Digital Life in 2025 said that one of the possible occurrences in the near future would be “political awareness and action will be facilitated and more peaceful change and public uprisings like the Arab Spring will emerge.” People around the world are informed of discrimination and other such injustices through the internet. By spreading the word and initiating action, the internet has become a viable way for people to be informed and act against these injustices. One prominent example in the present day is the hashtag #LoveWins of the LGBT community on social media networks for Pride Week in June which inspired people from the community and other supporters to march the streets and let their voice be heard by the government.

**THREATS, RISKS, MISUSE AND ABUSE OF MEDIA**

While media has been predicted to be mostly positive with all the present and future innovations, it is still prone to misuse and abuse with the way it gives freedom to the public to utilize it according to their preference.
Cybercrime is the most prevalent misuse of media in the present age. With your information and content accessible to all types of people in all parts of the world, it will be hard to guard the important information from people. These attacks harm not just the smallest individuals but mostly high-earning companies with their digital counterpart.

One of the most prominent malwares is the ransomware, which, according to the FBI, is “an insidious type of malware that encrypts, or locks, valuable digital files and demands a ransom to release them.” Private and sensitive information collated by establishments and companies are at risk with this type of malware.

types of cybercrime

including hacking, online scams, fraud, identity theft, and illegal or prohibited online content. The violation of privacy is the first and foremost effect of these threats, leading them to feel powerless in the midst of an attack

1. **Attacks on computer systems** – this involves attacks on your device through hacking, viruses and malware.

2. **Cyberbullying** – with the use of social media networks on the rise, some people are prone to bullying or harassment through online communication that may cause the victim to be offended, afraid, uncomfortable and feel unsafe. Cyberbullying may come in the form of derogatory words shared mostly through social media networks.

3. **Online sexual abuse** – sexual predators have found ways to utilize websites for an individual to harm another. Children are mostly targeted by these predators with online sexual solicitation.

4. **Identity theft** – your personal information may be used by a stranger, including your name and photos to commit criminal acts online. This is why experts advise that minimal personal and important information is shared online, for your protection.

5. **Fraud** – these frauds are often committed through online shopping by tricking people into buying products that do not exist and taking the buyer’s money.

6. **False information and fake news** – a permeating threat to the internet’s credibility is the reported rise of fake news reports and other false information disguised as legitimate news sources. This could create confusion, divide among opinions and eventual misunderstandings between people from the same nation, consuming news. Some social media networks such as Facebook has reinforced their fight against websites sharing and distributing fake news through the help of its users but until now, it still continues to thrive.
CHAPTER 7: Current and Future Trends of Media and Information

INTRODUCTION
This module deals with the current and future trends of media and information, from the wearable technology to the growing 3D environment and ubiquitous learning.

At the end of this module, you will be able to:

1. Define ubiquitous learning
2. Describe massive open online course
3. Identify different types of wearable technology and determine their uses

MEDIA AND INFORMATION TRENDS
Technology has become a relevant tool in the development of media and information. It has been an essential part in changing the way literacy spread all over the world. From the invention of writing and later on the invention of printing press, learning gradually became widespread as humans developed better technology that helped spread information.

Ubiquitous Learning
With modern technology allowing people access to more information anytime and anywhere, a new question has arisen: what will the future of learning be? Schools and universities knew very well how technology can revolutionize education. As such, a new system has been developed to ensure that learning can be more accessible for everyone.

Ubiquitous learning is simply defined as learning anytime and anywhere, particularly using mobile technologies. Nowadays, computers have become portable – laptops, tablets and smartphones are used everywhere, and with internet access they can easily be used for gathering or spreading information.

Ubiquitous learning is situated and immersive. It can take place in a virtual environment. The idea of ubiquity originated from the ease of utilizing technological devices of today.

Characteristics

1. **Permanency** - One of the advantages of ubiquitous learning is that you may be able to access learning materials anytime you want, as they will always be available unless purposely deleted.

2. **Accessibility** - Ubiquitous learning is designed to help students access learning materials anywhere. This gives them the opportunity to study outside the traditional classroom.
3. **Immediacy** - Ubiquitous learning allows students access to learning materials at any time.

4. **Interactivity** - Despite using portable computing devices, ubiquitous learning allows online collaborations with teachers and peers through chats, forums, and blog, thus making online learning more interactive.

5. **Situated instructional activities** - Students may learn in context or on-site.

6. **Adaptability** - This means getting the right information at right place for the right student.

**Massive Open Online Course (MOOC)**

With the occurrence of better technology, along with the rise of the internet, comes a new platform to promote learning. Massive Open Online Courses (also known as MOOC) refer to open-access online course (i.e., without specific participation restrictions) that allow for unlimited (massive) participation (Kaplan and Haenlein, 2016). According to Oxford Dictionary, the term was likely influenced by other words such as MMOG and MMORPG.

MOOCs have revolutionized the educational landscape of today by making learning as open and accessible as possible. It was first created by the Massachusetts Institute of Technology (MIT) in 2001, and it became the same institute to lead the development of MOOCs today, with their creations such as MITx and edX.

**Structure**

Usually, the duration of a MOOC is from 6 to 12 weeks, depending on the subject. Students can access them in their own time and at their own pace, although some MOOCs may offer optional “live” webinars. Its assessments are usually composed of multiple choice questions. Assignments are an important part of the MOOC platform, and can be evaluated automatically or by peer-to-peer evaluation.

**Advantages of MOOC**

The most interesting thing about Massive Open Online Course are its advantages. Studying an MOOC has been proven to be beneficial to learners across the globe, thanks to the following:

- With MOOC, you can build knowledge of a special interest topic.
- MOOCs are ideal for professionals of today. It allows them to grow with extracurricular initiative, and it also gives employers an idea on how committed you are to pursuing professional development.
- MOOCs are FREE. This means that you can learn all required course material free of charge.
- MOOCs are open and accessible to everyone, thus students all over the world can utilize them for learning.
With the growing need for an open and accessible education, MOOCs have become a platform for the growth of information and literacy today.

WEARABLE TECHNOLOGY

Wearable technology is a new industry that is slowly gaining popularity these days. There has been a noticeable increase in wearable gadgets. It’s amazing how watches nowadays are no longer just for checking time – they can now be used to make a phone call, even track one’s daily health habits – with just one touch.

By definition, wearable technology (also known as wearable gadgets) is a term used to refer to a category of technology devices which can be worn and often include small motion sensors that allows tracking of information related to health and fitness.

Types of Wearable Technology

There are currently a lot of different kinds of wearables in existence. Below are some of the most popular types of wearable technology.

1. **Smartwatches.** These wearables are similar to a regular wristwatch. Nowadays, more than just display the time, smartwatches are designed to do things such as alert the wearer to text messages or posts on social media. They can even display weather alerts, and keep track of heart rate.

2. **Smart-Eyewear.** More commonly known as smart glasses, you may put on these wearables as sunglasses. The lens(es) act like a screen, which may display a view of a map with directions to your destination, the weather, and other information.

   The most popular brand of this type is the Google Glass, which was released on 2013.

3. **Health-wear.** This is basically any device that can be worn anywhere and designed to monitor the wearer’s health. Health-wear devices have existed longer than other wearable technology, hence they are cheaper.

   They come in various designs: some can be worn around the wrist or the ankles while some can be worn around the chest or neck. Nevertheless, all of these are built to record the body’s conditions, such as the heart rate, breathing, or amount of calories burned.

**CHAPTER 9: Text Information and Media**

**INTRODUCTION**

At the end of this module, you will be able to:

1. Describe the different dimensions of text and media
2. Comprehend how text information and media is/are formally and informally produced, organized, and disseminated

TEXT INFORMATION

Text is defined as a simple and flexible format of presenting information or conveying ideas – whether hand-written, printed or displayed on-screen. According to Rouse (2015), it is any “human-readable sequence of characters” that can form intelligible words.

Simply put, text information refers to information presented in the form of text, regardless of the format it was presented in – written, printed, or displayed digitally.

The use of Text Information

While it is true that “pictures paint a thousand words,” there are times when it would be best to explain something using text. Regardless of how popular the television and radio nowadays, there still a significant number of public audience that prefers reading books and other forms of text information, and for a variety of reasons

1. **Learning/Gaining Knowledge**: the spread of information throughout the years had a lot to do with the use of text. Reading, regardless if it’s in print or digital form, served a pathway to discover new information and gain knowledge.

2. **Entertainment**: some readers liked the entertainment value provided by reading. They enjoy the drama of good stories, or the suspense of unfolding a good plot page by page. Some get immersed in a new world, finding themselves escaping the reality by reading stories and novels.

3. **Relaxation**: some people prefer reading as their pastime. They enjoy a quiet and peaceful break by reading books, newspapers or magazines, or simply by browsing various articles or blogs they find online.

4. **Coverage**: Textual information comes in a wide range of topics, which means that anyone can easily find a text media that can capture one’s interest. Moreover, textual information on different persons of interest, like famous Hollywood actors and great athletes, can become topics of conversation among people.

Types of Text and Common File Format

Nowadays, text information comes in various forms and formats

1. **Hypertext** - This text serves as a link which allows access to various electronic documents.

2. **Plaintext/Unformatted Text** - These are fixed-sized characters having essentially the same type of appearance.
3. **Formatted Text** - Simply put, these are characters with format which can be changed (bold, underline, italic, font size, color, etc.)

**TYPES OF TEXT INFORMATION**

*Books*

One of the most well-known sources of text information are books. First introduced in the 1400s, they changed human history by means of promoting the exchange of ideas and information, which in turn led to the improvement of literacy throughout the world. According to Vivian (2010), books became the primary vehicle that helped new generations become educated in their society’s values, as well as the lessons of the past.

*The Book Industry*

Despite the existence of the Internet and free online encyclopedias such as the Wikipedia, the book industry continues to rise. This is despite the documented phenomenon that young people are reading less than preceding generations.

There are various agents that propagate the distribution of books nowadays. The major houses include the publishing houses – companies who became widely recognized brand names thanks to the variety of books they publish for the readers. Well-known publishers include Simon & Schuster, HarperCollins, and Penguin.

Some publishing houses are known for the genres they publish – Harlequin, for instance, became a household name for pulp romances in the US. In the Philippines, Black Ink is becoming a well-known brand for books that feature anime-style illustrations.

But it wasn’t just the major publishers that produce today’s books. A significant portion of the book industry are composed of niche publishing – examples of these would be university presses. Universities own published works which are often scholarly, something that most of the major publishers wouldn’t find profitable.

*Newspapers*

Newspapers fall into numerous types, the most well-known being tabloids and broadsheets. Broadsheets refer to newspapers that has large pages and that usually contain serious topics.

According to Vivian (2010), people in the newspaper industry defines tabloids, in the professional sense of the word, as a half-size newspaper that is convenient to hold. While it is not necessarily sensationalistic, tabloids are often associated with sensationalism in news writing.
A lot of newspaper publishers offer both broadsheets and tabloids. In London, for instance, the newspaper Times comes in both broadsheet and tabloid version. The broadsheet Chicago Tribune has the tabloid version that the Chicago RedEye. In the Philippines, the Philippine Star comes with a tabloid version known as the Pilipino Star Ngayon.

*The Crisis in the Industry*

The newspaper industry was the news sector that was affected the most by the beginning of the digital age. There is the struggle to make newspapers gain a huge number of younger readers, along with the rise of online media competitors. Advertisers seem to find it more convenient to post ads on websites than on print.

But regardless of the lower number of readers under the age of 40, as well as the decreasing amount of revenue due to the growing preference for online media, newspapers still remain as an important medium for advertising. Despite the said crisis that is the decline in readership, the newspaper industry remains large, profitable, and significantly dominant in local coverage (Vivian, 2010).

Moreover, newspapers remain a hodgepodge of content, from relevant and up-to-date news, opinions, and data, to various entertaining material such as comics and selected short stories. It allows people to view a variety of information, be it the stock market tables or the recent happenings about sports. After all, the newspaper’s main selling point lies in the content that it provides.

*Newspaper Management*

Newspapers comes with a complex structure. Typically, it is the publisher who’s at the top of the hierarchy, being the accountable one for the ownership of the newspaper. It was also responsible for its economic performance.

Next is the editor-in-chief, whose responsibility is the actual content of the newspaper. However, it is common among newspaper firms to have various editors that supervise different types and sections, from local and global news to feature and editorial sections. The editors are the ones who supervise the reporters, writers, and other staff, in constructing the content of the newspaper.

Lastly, the newspaper management includes other departments which are not related to the creation of the newspaper, but just as vital in ensuring that the newspaper firm remains standing. Examples of these are the accounting department, retail and classified sales, and even a customer service department.

*Magazines*

Back in the 1800s in the United States, the magazines were used by advertisers to build national markets for their products. This contributed greatly in the transformation of the nation from an agricultural and cottage industry economy into a modern one. In a way, the magazine served as US’s national advertising medium.
Nowadays, magazines still remain as one of the most effective media for advertising. They contribute greatly to building the brand. Magazines have a wide readership which they engage on a regular basis. Moreover, they significantly raise brand awareness, which in turn increase sales.

The most important thing to take note about magazines are the quality of content that they provide. This makes them even more appealing. Top fashion and style magazines, for instance, would make ideal medium for luxury brands.

Organizational Structure
The same with newspapers and other publishing firms, the organizational structure of a magazine is divided between those who work on its creative aspect (Editorial and Art Department) and those who handle the business aspect (Advertising, Circulation, Production and General Management).

The Digital Text
With the advent of the digital age comes the growing market for digital text. Nowadays, readers turn to text information which they may view using their computers and smartphones.

The Internet is a milestone in the achievement of literacy, and it can be considered as a tool in the transmission of textual information today.

e-Books
More and more readers turn to e-Books for sources of information and entertainment. The main advantage of these would be convenience – anyone can have easy access to thousands of pages’ worth of novels, textbooks, and references at the palm of their hand. As e-books are more compact compared to the physical copy of books, you can put an entire bookshelf of various publications in your phone or laptop and take them wherever you are.

Websites
Harper Collins Dictionary defines website as a set of data and information about a particular subject which is available on the internet. It can also refer to a group of connected pages on the World Wide Web containing information on a particular subject.

Websites offer a variety of textual, as well as audiovisual and interactive information which the users can access through the Internet.

Niche Publications
While it is the major publishing houses that produce a significant amount of text information that the public consumes on a daily basis, there are smaller agents which also contribute to the growing industry as well.
Zines

According to the Oxford English Dictionary, the term zine is short for “fanzine,” which is a self-published, small-circulation publication of unique work of minority interest. This can be in the form of books, newspapers, magazines or even websites.

Zines can be traced back as early as 1930s, among fans of science fiction. During the ‘60s, it served as medium used by underground publications for social and political activism. In the ‘70s and ‘90s, zines became popular among punk rock enthusiasts.

There are numerous types of zines in circulation today. There are the art and photography zines, literary zines, social and political zines, among many others.

University Press

According to Merriam-Webster Dictionary, the university press refers to a press connected with a university and is mainly concerned with the publication of scholarly works.

Just like zines, the university press is mostly non-profit, as its specialization is mainly academic content. Some of the publications that they produce include scholarly journals, textbooks, and references for student use.

Moreover, it is through the help of university presses that academic research generated by the scholars and faculty of the university are made available to the public. They encourage cultural expression and exchange of ideas, especially in the academic circle.

CHAPTER 10: Visual Information and Media

INTRODUCTION

At the end of this module, you will be able to:

1. Define visual information and media
2. Identify the different types of visual information
3. Determine how visual information and media are produced, organized and disseminated
4. Evaluate the quality of visual presentations

VISUAL INFORMATION

Magpile (2016) defined visual information as “the artistic and creative representation or interpretation of an idea, concept or emotion using different media.” The appreciation and evaluation of visual information relies on the sense of sight the most. Through visual representations, the message is conveyed in a way that can be easily remembered.
An article by Babber (2014), that tackles the whys and hows of creating “snackable” content, has quoted Dr. Lynell Burmark, Ph.D. in a study which showed that humans are inherently ‘visually wired.’ In the same study by Burmark, they have concluded that almost 50% of the brain is involved in visual processing, 70% of a person’s sensory receptors are in the eyes and at 0.01 seconds, we can get the sense of a visual scene. Hence, it would be easier for us to grasp the content of visual information than any other type of information.

The same article has cited an article in Forbes that showed the boost in views for websites with the visual impact. Therefore, it is an effective way of engaging and attracting people with humans being natural visual learners, experiencers and beings.

Types of visual information

Visual information comes in many forms and sizes. The following types of visual information are presented in various ways:

*Painting*

the term painting may refer to the act of applying paint or other medium to a surface with the use of a brush or the product of this activity.
The earliest dated paintings are from the Upper Paleolithic period, or about 40,000 to 10,000 years ago. The earliest paintings are done mostly on cave walls where the medium used is usually colored earth materials rubbed onto the rough surface of rocks making up the wall. The subject of these early paintings are mainly animals but there are some that depict humans. The surfaces used for paintings evolved from rock surfaces to building walls, paper, wood, cloth before the canvas. The pigments used for painting have evolved in time as well, from earths and minerals to plant extracts of different colors.

Figure 1


The subjects of paintings have also expanded over the years and these works have depicted various aspects of life through different genres. The messages in paintings usually lie in its subjects, the medium used, the style of the artist and the symbols in the painted image itself. Nowadays, paintings are displayed in exhibits with rows of different paintings of a single or multiple artists.
One example of a painting that has been interpreted many ways is The Parisian Life by Juan Luna. The image is that of a woman sitting on a sofa inside a café in Paris. She is said to be a courtesan or prostitute that represents “fallen womanhood,” while the three gentlemen captured on the other side are three significant people in the history of the Philippines. They are said to be the images of Luna, Jose Rizal and Ariston Bautista Lin. The image is also interpreted as the graphic representation of the Philippine archipelago with the shape of the woman leaning against the sofa.

**Photos/Images**

image is defined by Merriam Webster as “a reproduction or imitation of the form of a person or thing in solid form,” while photo is a “picture or likeness obtained by photography.” Photos and images come in various colors. These are easily obtained, especially nowadays, with the emerging of smartphones with cameras, making it easier for people with smartphones to view and take photos. Images may either be printed out or viewed through digital means.

The interpretation of images and photos depend mostly on its technical style and the use of colors.

**Sculpture**

this term is defined by Merriam-Webster as “the action or art of processing plastic or hard materials into works of art.” These works are commonly three-dimensional.

Some of the most famous sculptures in the Philippines is the Oblation in University of the Philippines, made by the Filipino artist, Guillermo E. Tolentino, which is of a man with his arms outstretched at his sides, and his face turned upwards. This is said to mean a selfless offering of oneself to his country. This work of art was done through Rafael Palma’s request of a depiction of the second verse of Rizal’s Mi Ultimo Adios, that goes:

\[
\begin{align*}
In \text{ fields of battle, deliriously fighting,} \\
Others \text{ give you their lives, without doubt, without regret;} \\
Where \text{ there’s cypress, laurel or lily,} \\
On \text{ a plank or open field, in combat or cruel martyrdom,} \\
If the home or country asks, it’s all the same--it matters not.
\end{align*}
\]
these are two-dimensional illustrations that are either animated or printed. Comic strips are illustrations that are done on paper wherein a story develops by connecting panels of illustrations. Cartoons, on the other hand, are animated digitally to create a story with moving characters.
Figure 2 Retrieved from:
https://i.pinimg.com/originals/03/36/f1/0336f12f20df3d240a9319docdeaff8c7.jpg
Figure 3 Retrieved from:

https://pics.me.me/yuck-ipsis-uck-single-superelmer-2me4meirl-34651306.png
The Evaluation Research Team's article on Using Graphs and Charts to Illustrate Quantitative Data identified the two types of data to consider in creating graphs and charts: the categorical data and the continuous data. Categorical data are information that are "grouped into non-overlapping categories." Continuous data, on the other hand, "are measured on a scale or continuum."

*Graphs/Charts*

the are visual representations of statistics and other information. These are mostly used for quantitative researches as they contain large amount of information in an understandable format. The most important points are highlighted in graphs and charts as visual representation of data.

*Figure 4 Retrieved from:*

https://i.pinimg.com/236x/53/27/5c/532752bb07a115349d680476a18183.jpg
Bar graph

What kind of pet do you own?

![Bar graph showing the number of people owning different pets.](http://getwordwall.com/Attachments/Screenshots/Play/bar-graph.png)


Line graph

Visits to two new music sites on the web.

![Line graph showing visits to two music sites.](http://www.ieltsmentor.com/images/writingsamples/line-graph-thumb/visits-to-two-new-music-sites.png)


categories or groups of data are represented by bars with the height portraying the quantity in the category. It is one of the best ways to show the comparison between multiple categories.

this type of graph shows the relationship between multiple types of information. This graph is especially useful for time-stamped data.
Pie chart

this type of chart is circular in shape, resembling a pie divided into slices of categories. This shows the comparison of each part and how much they contribute to form a whole.


Histogram

just like bar graphs, a histogram is illustrated by connected bars to show frequency of cases falling within defined columns. This can be used to measure continuous data.

![Histogram](https://upload.wikimedia.org/wikipedia/commons/thumb/d/d9/Black_cherry_tree_histogram.svg/220px-Black_cherry_tree_histogram.svg.png)


Billboard and Poster

these are illustrations or images, or text on images printed in large sizes that aim to promote, announce, inform, or persuade the public. These are mostly used for advertisements and announcements targeting a huge amount of audience.
Figure 5

_Gigi Hadid modeling for Calvin Klein_

Retrieved from:

[https://pbs.twimg.com/media/EhEeubXkAI_cTm.jpg](https://pbs.twimg.com/media/EhEeubXkAI_cTm.jpg)
VISUAL INFORMATION PROCESSING

If we remember 80% of what we see and do, it is only natural that we learn more through visual information than any other type of information. Evaluation of the variety of visual information is needed to gauge its credibility and reliability as a source of information. The following criteria for evaluation of visual information is enumerated by Magpile (2016):

Evaluation of visual information

1. **Use of color** – visual information come in different colors and the kind used to create a visual representation must be analyzed to know what the theme and subject is and what it is trying to convey. One example of this is the color/s used in creating logos that show what emotion the company or the product is trying to
convey by using it. The image below is an infographic provided by the Daily Infographic:


2. **Use of medium** – aside from colors, the medium used in creating the visual information is vital in analyzing its message. It is shown in the incorporation of other materials and how the material was presented. The kind of medium adds value to the message of the media and creates more impact to the public.

3. **Level of creativity** – visual information, as it relies on the sense of sight, is gauged by its level of creativity and artistic sense and how it can capture the audience’s attention. Creativity in presenting visual information is important in getting people to view it.

4. **Choice of subject** – the choice of subject in the visual information presented determines how the audience interprets or reacts to the work as they are at the receiving end of the visual information. This may either portray the artist or creator’s intentions for creating it and the feelings behind its creation.
5. **Choice of theme or message** – behind each element in a visual information is a message that the creator is letting the people indirectly receive. According to Magpile (2016), timely messages are considered significant because it can influence people to act and move towards something that will prove to be beneficial to the society.

**CHAPTER 11: Audio Information and Media**

**INTRODUCTION**

At the end of this module you are expected to:

1. Define audio information and media
2. Identify the different types of audio information
3. Determine how audio information are produced, organized and disseminated
4. Identify the advantages and limitations of audio information

**AUDIO INFORMATION**

While humans are natural visual learners, listening is also an abundant way to obtain information. This type of information’s difference from the aforementioned types is evident for its nature.

Audio information, as defined by Magpile (2016) is “any sound or auditory impression perceived by the ears and processed by the brain.” We hear different kind of sounds every day. A person speaking to you is perceived by your ears and provides you with information for your brain to process.

Different audio information:

1. **Dialog or conversation** - the most common way of obtaining auditory information is through dialogues and conversations. As this is practiced in everyday life, it is hard to go through a day without verbal exchanges. People engaged in dialogues or conversations are expected to respond to each other as this is a casual, two-way relaying of information.

2. **Lecture or talk** – Lectures or talks, while similar to dialogues and conversations in the way of transmission of information through a verbal exchange, is mostly done in a formal setting. This is usually done by a speaker facing an audience. He or she may encourage his or her audience to participate, but for the most part, the lectures or talks are one-way.

3. **News** – news come in many forms, especially with the constantly evolving technology. This can come in text, visual, motion and in audio. News information may be coursed through radios to reach the public whatever frequency is available.
4. **Podcast** – a relatively new form of audio information that is described as a series of audio digital files downloaded to a device. Podcasts usually have a theme or a focus that the episodes would follow. One famous example of podcast is In the Dark, which is an investigative journalism podcast series that zeroed in on the case of Jacob Wetterling, the 11-year-old from Minnesota who was abducted with no trace that could point to the suspect. This podcast series explores how the case was solved after 27 years before they found the one who committed the crime.

5. **Audio book** – Audiobooks, as defined by Cambridge dictionary, is a “recording, on a CD or made available on the internet, of a book being read aloud.” This is a new way for readers to enjoy their favorite books without the aid of text. While this form is relatively new, audiobooks actually started around the 1930s. Audiobooks are formerly used for educational purposes and is usually found in schools and libraries. These used to be distributed in physical copies of cassette tapes and vinyl records. When the internet emerged, digital audiobooks has been made and recently, audiobooks may come from different sources.

Some good sources for audiobooks are the following:
- Audible.com
- iTunes Store
- AllYouCanBooks.com
- Project Gutenberg website
- Nook Audiobook Store

6. **Music** – Music is one of the earliest and the most widely distributed audio information. It is hard to picture the world today without the influence of music. Music is done by combining a range of various instruments and vocal techniques, creating a harmony that is easy on the ears. From music comes different genres that would suit a person’s taste. There are some with rapping, singing, and purely instrumental pieces.

People who make audio information:

Obtaining audio information would not be possible without the aid of the people who make them. The following list are the people involved in the creation of audio information:

1. **Commentator** – a commentator is in charge of providing live comments on events and performances. Commentators are often heard in sports matches to relay what is happening in the game and if the players’ or athletes’ techniques are contributing well to the excitement of competition.

2. **Emcee** – the emcees host events, facilitating the program to flow without any problems. The emcees are often tasked to lead the event and may even instruct or encourage the audience to participate. Formal lectures and talks rarely proceed
without an emcee.

3. **Disc jockey (DJ) or radio announcer** – the DJ or the radio announcer may either deliver the news via a radio or it may be their responsibility to play music and create segments for the listeners to enjoy. Announcers and disc jockeys are known to possess beautiful voices, urging and entertaining people to listen to them more.

4. **Narrator** – the narrator reads a text aloud, along with the correct emotions to accompany the text’s contents. Narrators give life to the text given to them and it takes skills to perfect the art of narrating. Narrators are often heard in audio books; documentaries or television shows needing the narration of the story.

5. **Voice-over** – Unlike narrators who are known to appear on screen, voice-over provides the narration for a movie or any broadcasted material without his/her face on screen.

6. **Music artist** – these are personalities who perform music through singing. They release their music in CDs or digital releases in music stores. Since people tend to listen to music artists, they’re also fairly popular to the public.

7. **Musician** – this is a term that refers to a person who plays any musical instrument, as a profession or a hobby. While their pieces are not accompanied by voices, the product of their performances is a message by itself.

**AUDIO MEDIA**

You have identified what type of information you could receive on a daily basis and the people behind the audio materials. This section of the lesson will introduce you to the different media used in transmitting auditory information.

**Radio**

like television, radio is omnipresent since its establishment in the 1800s. The signals used by radio are carried on the electromagnetic spectrum to almost anywhere in the world. In the Philippines, radio has become a big part in the typical Filipino household, as a portable medium for news and music. With the appearance of different digital technologies, the radio has been struggling to keep up with the reach.

According to the National Telecommunication Commission (NTC) cited by Tuazon in his article, there are 629 radio stations in the Philippines, as of 1997 with an average of 10 FM and AM stations for each major city. Of this total number, 330 are AM stations and 399 are FM. Among this number, there are 539 stations under KBP or the Kapisanan ng mga Brodkaster sa Pilipinas, 488 are commercial stations while 51 are non-commercial. Out of the 51 non-commercial radio stations, 32 are government owned (31 AM and 1 FM
stations), 10 are religious (8 AM and 2 FM stations), seven in the education sector (4 AM and 3 FM stations), and 2 are from the military (both are AM stations).

In an article in the National Commission for Culture and the Arts, it emphasized radio as a way of life for Filipinos, citing an example of an ordinary citizen turning to local radio stations to appeal for financial support from good Samaritans. It has touched the lives of millions of ordinary Filipinos through the years with the programs ranging from panawagans, advice programs, knowledge programs, tearjerker radio dramas, and pop music radio stations. It has become intrinsically linked to any Filipino. The power of radio has become more evident in the People Power Movement in 1986 as the appeal of Jaime Cardinal Sin aired over at Radio Veritas.

The same article stresses the fact that Filipinos are more drawn to radios because they deliver their information through the use of the local language or dialect. Aside from this, the variety of topics that the segments of each radio station cover are nearly endless and they continue to come up with unique ways to make people listen to them. These programs cater to different people from all walks of life.

DZRH is the longest-running radio station in the country today as it first broadcasted on the year 1939 under KZRH, with RH meaning Radio Heacock, paying homage to H.E. Heacock who was the owner of the station. The first provincial radio station in the Philippines, on the other hand, is Cebu’s KZRC station.

The first few programs that aired on radios during the pre-war to the early post-war era are mainly aiming for entertainment. News, public affairs and government programs began broadcasting towards the end of the second World War. Advertisements of products followed soon after in 1939.

The Philippine Broadcasting System was established as a pioneer in development broadcasting as they opened opportunities for a variety of programs such as features and documentaries in the 1950s. It doesn’t come as a surprise that some of the people in the industry doubt that radio can be as efficient in terms of information and education.

Yet today, radio remains as one of the primary sources of information for Filipinos. Tuazon (2015) related that of the 12 million estimated number of households nationwide, the number of radio households is 10.2 million.

Listeners may have dropped in the past few years but Filipinos still use radio for important purposes, especially in times of disaster, as the only portable medium to carry around.

Walkman

Walkman is the brand name for a portable cassette player from Sony in Japan. The name of the device was assumed to have let people know its use: which is to listen to sounds while walking. It was released to the public in the year 1979 and shot up to success soon after. In the same year, the United States got a hold of this device, causing a phenomenon
in New York and in no time, it became the talk of town. The device came with a leather case and a pair of headphones to plug into its ear jack.

Since its popularity among music fans, Sony has sold about 100 million of this device around the world. While the initial model of the Walkman could play cassette tapes only, it has evolved over the years to accommodate the wants and needs of its consumers so some versions of the Walkman came with AM and FM radios and some that could play CDs.

Discman

Almost similar in purpose with the Walkman, the Discman is made for the purpose of playing CDs. This was released by Sony to the market in 1984. The most famous model released was the D-50, which was sold to the public two years after CDs were produced. It played music or any audio from CDs by determining the reflection of light cast off by the disc.

When digital audio became widespread and other more portable listening devices emerged, Discman ceased in production.
MP3 player

A portable music player that plays digital music files. Originating from its predecessors such as the Discman and Walkman, this is comparably lighter in weight and smaller in size, making it easier to carry around. MP3 stands for Moving Pictures Experts Group, Standard One, Audio Layer 3 which is developed “to compress audio for storage and playback on digital devices,” according to Amazon’s MP3 Player Basics. The reduction in file size is also glaringly different from compact discs for Discmans, making it easier for MP3 player users to store their music in their devices.

iPod

A portable music player wherein users of iTunes can transfer songs they purchased or downloaded through the use of computer and the iPod software. This was released in 2001 under the Apple brand and since then, variations of the product have been successively released to the public such as the iPod Touch, iPod Shuffle, iPod Mini, and iPod Nano.
iTunes

a software under Apple that is designed to let people play, download and store music. This application can serve as a media player, media library, online radio broadcaster, and mobile device management. This contains a wide variety of audio and video content for the user’s consumption. Through the iTunes store, you can download or buy audio files such as music, podcasts and audiobooks. The only setback for this nifty application is that it applies best for Apple devices.

PRODUCING AUDIO INFORMATION

Besides the various audio media used to disseminate audio information, it is also important to note the following ways of producing audio information.

Cassette tape

Phillips released the “Compact Cassette” in the early 1960s appearing as a toy-like device. This medium became a hit with teenagers in the United States in 1964 because of its mere accessibility and as a way for them to record sounds and voices or collect music at a low cost.

William Lear introduced the 8-track tape player in 1965 that incorporates a tape cartridge in cars. The demand for this increased for the new cars in the US.

Through the years, the cassette tape has evolved and many improvements were made on the original product. The Dolby noise reduction and improved forms of tape helped boost its credibility by increasing the sound quality of the tapes. The fall of the cassette came with the popularity of compact discs.

Vinyl records

An American named Emile Berliner produced a patent for a recording system on a flat disc instead of a cylinder formed for phonographs. These discs, compared to the cylinders, are
The vinyl record, on average, has a diameter of 10 inches while its rotational speed is varied, depending on the manufacturer. Most of the vinyl records, however, turned at between 75 to 80 revolutions per minute. Given time, 78 rpm became a standard for Gramophones, which are used to play this.

The earliest 78 rpms play on one side only but eventually the later versions of the discs began to have double sided recordings, which is introduced by a Columbia company. A rival came to challenge the 78rpm by Columbia which produced the 7inch 45rpm vinyl disc which has the same storage capacity as 78rpm discs but significantly smaller in size.

The 45rpm began to sell more in the UK in the early 1958 for rock and roll music. This was also used as the format for some records of The Beatles.

Phonograph

Thomas Edison developed a device for communication that would be capable of recording a message from the telegraph before sending to the recipient in the late 1870s. He made use of an electrical diaphragm that would convert the voice into electrical signal with a stylus attached to a telegraph that would then convert this into dots and dashes on paper. Later on, as Edison slowly made his way through creating the device, he replaced the medium of recording from paper to tin foil as a way to record the sound waves. This piece of tin foil was formed into a cylinder shape that would rotate in a circle with a stylus. With this device, the stylus touching the tin cylinder would make indentations on the foil, imitating the sound it receives. It was said that the first sound ever recorded and played back was of Edison narrating the nursery rhyme, “Mary Had a Little Lamb.”
These cylinders were initially made to produce music. Since Edison’s invention, the device evolved from a simple record and playback device stored in cylinders into the phonograph we see today: the one with a large horn as a speaker which was known as victrolas.

Compact disc

The Compact Disc was born from the meeting between Philips and Sony in 1979. These big companies convened to find a way for audio encoding to happen, or the process of recording audio signals in digital format. They decided on making the compact disc that is 4.72 inches (120 millimeters) in diameter and 0.47 inches (1.2 millimeters) thick, and could store 74 minutes of material, with the 74 minutes a reference to Beethoven’s 9th Symphony. Compact Discs, or CDs, are considered to be very precise and accurate as any dust particle touching the bottom could cause unreadability of the device.

Japan released the first ever CDs in 1983. Since then, countries in the west began to popularize the use of these, especially for music. It has been the standard format of music releases for bands, music artists, and other musicians to distribute their works. But with the constant evolving of technology, devices that allowed for more storage in smaller and comparably less sensitive than CDs were developed. CDs, as of the present, is still used by most in the music industry, despite the abundance and convenience of digital releases.

Live performance

Another way of obtaining audio information is through live performances. These are conducted inside halls or arenas or generally areas where the public could watch and hear the performers. Some examples of this type of media are concerts, lectures, among others.

AUDIO FILE FORMATS

There are different types of audio files. NCH Software has identified the following along with their uses and definitions:

Open File Formats

1) wav – this is the standard audio file format used mainly for Windows. This type of audio format is commonly used for CD sounds and is comparably larger in size.
2) mp3 – also known as the MPEG Layer-3 format, the mp3 is the most popular format for downloading and storing music. It is compressed to a smaller size while maintaining its good quality.
3) **ogg** – a free, open source container format with almost the same quality as mp3s but not as widely used.

4) **gsm** – a practical format for telephone quality voice. It is the recommended format for voice audio files.

5) **dct** – a variable codec format designed for dictation.

6) **flac** – a lossless compression codec.

7) **au** – the standard audio file format used by Sun, Unix and Java.

8) **aiff** – the standard audio file format used by Apple.

9) **vox** – this format uses the Dialogic ADPCM codec which compresses to 4-bits.

10) **raw** – this file can contain audio in any codec. This audio format is rarely used except in technical tests.

**Proprietary Formats**

1) **wma** – the Windows Media Audio format owned by Microsoft has the capability for copy protection.

2) **aac** – the Advanced Audio Coding format is owned by Dolby.

3) **atrac** – this is the older style Sony ATRAC format.

4) **ra** – the Real Audio format for the streamed audio on the internet.

5) **ram** – a text file connecting to a link to the real audio file in the internet.

6) **dss** – Digital Speech Standard file is a fairly old and poor codec.

7) **msv** – a Sony proprietary format for Memory Stick compressed voice files.

8) **dvf** – a Sony proprietary format for compressed voice files.

**EVALUATING AUDIO INFORMATION**

Like any form of information, audio information is open for evaluation. The following criteria to consider in evaluation audio information is identified by Magpile (2016):

1) **Sound quality** – one factor to consider in evaluating audio information is the quality of the sound produced by the device. Sometimes, this depends on the medium or the type of audio format you’re listening to. The audio may either be too soft or too loud, or it may have distinct cracking and other unnecessary noises that may be caused by technical errors that could distract you from obtaining the audio information.

2) **Voice quality** – the quality of recorded voices of people is also important in evaluating audio information. Unnecessary noises and sounds unrelated to the person speaking may cause distraction to the receiver of the message, deeming it not suitable for listening. According to an article by hunterfact in Knoji (retrieved from: https://publicspeaking-presentations.knoji.com/the-qualities-of-an-effective-speaking-voice/) good voice quality must have audibility, pleasantness, variety, animation and clarity.
3) **Type of content** – Aside from the quality of the audio, it is also important to take a keen look at the type of content the audio contains. Through the evaluation of the type of content, you’d know its target audience, who would benefit from it, is it suitable for listening.

Advantages of Audio Information

1) Easily obtained through the sense of hearing.
2) Enables people to multitask: receiving audio information while doing other tasks

Limitations of audio information and media

1) Susceptible to noise or distraction.

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**CHAPTER 12: Motion Information and Media**

**INTRODUCTION**

At the end of this module you are expected to:

1) Describe the different dimensions of motion information and media
2) Comprehend how motion information and media formally and informally produced, organized, disseminated
3) Evaluate a creative motion based presentation using design principle and elements

**WHAT IS MOTION INFORMATION?**

Motion information is basically information that comes in the form of moving text or graphics. Media that makes use of such methods are basically called motion media.

Unlike the forms of media mentioned earlier, motion media incorporates sight, sound, and movement altogether

**Relevance**

Motion information is relevant to the masses, particularly in the digital age today. This is the type of media that the youth are currently exposed nowadays, with all the television and films that are out today, not to mention the growing number of videos that can be viewed online through streaming sites.

An advantage of motion information is that it taps text, audio and visual information which allows it to provide more for the audience. People can see, read and hear the message.

**Attractive**

One can never deny the power of motion information to gather a wide audience, thanks to its aesthetics. The use of motion media nowadays is highly effective on
attracting large number of audiences. It is for this reason that many companies look upon television and online videos as prospective media for their advertisements, as they are aware of the number of viewers.

TYPES OF MOTION MEDIA

Motion Picture

One of the most notable forms of motion media is the film. Motion pictures could be traced back in the 1890s, just a few decades after photography had increased in popularity. Back then motion pictures were merely all about movement – there was no sound, and sometimes there was no plot, just movement. Well-known pioneers of such shows were the Lumiere Brothers, who delighted their audience in Paris with their collection of short scenes.

And then around 1900s, filmmakers began to offer more and focus on telling stories through motion picture. Among the first of this kind was Edwin Porter’s 1903 film, “The Great Train Robbery.” It told the story of a robbery, complete with a chase scene and the capture of the robbers at the end. Soon the film industry grew, producing famous stars like Charlie Chaplin and Rudolph Valentino.

And then around 1927-28, films have been developed to include sound. Paramount, 20th Century Fox, Warner Brothers, Columbia and Universal became among the top studios that produce such motion pictures, and they remain among the major filmmakers today.

Throughout the years, motion pictures became among the most influential forms of media.

Film production gradually became a more complex work that requires a team consisted of people with various skills. Nowadays, this involves more than the film director and the actors – there are individuals involved in financing the film, people working for the post-production, and so on.
Film making takes a lot of time and work, as well as a sufficient budget and a team to work on various aspects of it. Its production can be divided into three stages: the preproduction, production and post-production.

### People Involved in Motion Production

<table>
<thead>
<tr>
<th>Pre-production:</th>
<th>Production:</th>
<th>Post-Production:</th>
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<tbody>
<tr>
<td>• Story Editor</td>
<td>• Unit Production Manager</td>
<td>• Post-Production Supervisor</td>
</tr>
<tr>
<td>• Writer</td>
<td>• Line Producer</td>
<td>• Editor</td>
</tr>
<tr>
<td>• Location Manager</td>
<td>• Director</td>
<td>• Foley Artist</td>
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<tr>
<td>• Set Designer</td>
<td>• Assistant Director</td>
<td>• ADR Editor</td>
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<tr>
<td>• Art Director</td>
<td>• Production Assistant</td>
<td>• Music Mixer</td>
</tr>
<tr>
<td>• Costume Designer</td>
<td>• Costumer, Make-up Artist, Hairdresser</td>
<td>• Matte Artist</td>
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</tbody>
</table>

### Film Making Steps

<table>
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<tr>
<th>Pre-production:</th>
<th>Production:</th>
<th>Post-Production:</th>
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</thead>
<tbody>
<tr>
<td>• Scenario and Script writing</td>
<td>• Shooting Location setting</td>
<td>• Editing</td>
</tr>
<tr>
<td>• Actors Characterizing intermiziation</td>
<td>• Directing (actors, camers, lighting)</td>
<td>• Music Arrangement</td>
</tr>
<tr>
<td>• Production scheduling and budgeting</td>
<td>• Motion Picture Recording</td>
<td>• Rendering (saving the film into file format)</td>
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<td>• shooting location and permitting</td>
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Film making takes a lot of time and work, as well as a sufficient budget and a team to work on various aspects of it. Its production can be divided into three stages: the preproduction, production and post-production.
Television

The television immediately became popular since its invention in 1927. It immediately became one of the favored forms of media today, thanks to its wide coverage and content. Everything from the latest news to the most entertaining shows, can be viewed using the television. It can provide information and entertainment, depending on what the public desires to see.

As such, the television remains as one of the highly profitable forms of media, even with the rise of the internet today.

Production

The television production involves a lot of work – creating the entire program may include developing a script, creating a budget to fund the program, hiring the creative talent needed, and setting up the sets and scenes. And then there’s the post-production editing of the audio and video, as well as the addition of visual and sound effects if necessary.

The following are some of the people who are vital for a television production:

- **Executive producer** – the one who’s mainly responsible for the entire project.
- **Director** – the TV director works with writers, actors, and producers in order to make the original ideas into complete programs.
- **Writers** – the writers are among the creative talent needed for the production of a television program. They produce the script needed for each show, and even for editing the script if needed.
- **Actors and Performers** – Actors are creative talent who work under the direction of the director, often to portray a character for the television program. Performers, on the other hand, include variety show hosts, newscasters, and even sports announcers.
- **Production manager** – handles the physical production elements. This includes the essential equipment for the production of the program, as well as the crew and the location. They also have to ensure that everything runs smoothly, on time, and within the given budget.
- **Production designer/Art director** – the one who’s mainly responsible for the design and construction of the set, as well as the appearance of the actors and performers. They take care of the set and the wardrobe.

*Television Production*

Just like the motion picture production, television production comes in three stages: the pre-production, production and post-production.

Pre-production:

The pre-production is where the entire television program concept was being conceived. This is where the idea generation takes place, as well as the budgeting and scheduling.
The scripting and the arranging of equipment, set, properties, costumes, and talents, also takes place during the pre-production stage.

Production:

The production stage is where the shooting for the television program happens. It can take place in the studio or in a certain location (which was already selected and arranged during the pre-production).

Post-production:

Lastly, the post-production takes place to finalize the details of the program before it gets aired. This includes cutting the recorded visuals into appropriate length, arranging the visuals, music, and other essential effects that must be included in the program.

Animation

Animation is defined by the Oxford English Dictionary as the “production of moving images”; the technique by which movement is given on film, to a series of drawings. It is generally viewed as a moving image that is created frame-by-frame, producing motion.

Animation is utilized for a variety of purposes nowadays. Film, television, or advertising, you will encounter an animated work or two.

Production

There are four prominent kinds of animation in existence today: Cel animation, stopmotion, drawing-on-film, and computer animation.

Stop-motion

When you say stop-motion animation you would think of movies such as Nightmare Before Christmas and Coraline. A more recent example would be the Oscar-nominated film Kubo and the Two Strings.

Also known as object animation, Stop-motion is among the most basic techniques of animation. Here you will take a picture of an object (it can be puppets, clay, or even humans), and you move it – then you create another picture of it. You take images of the objects and put them together, creating an illusion of movement.

Stop motion is among the earliest forms of animation, and has been used for over 100 years already.

Cel animation

Cel animation is said to be the traditional animation. It is named after the transparent sheets of paper on which objects are drawn and used for animation. Each cel is placed in front of a background and recorded, and once these are combined it would form a moving picture. Cel animation was the popular form of animation before computer-generated animation became popular.
Computer animation

The most recent of animation techniques, computer animation makes use of modern technology to provide 2D or 3D animated graphics. It can be classified into two categories: the computer-assisted animation and the computer-generated animation.

Computer-assisted animation usually refers to 2D or 2.5D systems in which the traditional animation process is computerize. Computer-generated animation, on the other hand, makes use of 3D graphics and environment. Computer-generated animation makes use of many techniques which cannot be applied using computer-assisted animation.

Stages of Animation Production

Stages of animation production may vary, but here are some of the important parts:

1) **Scripting** – nowadays, animation should come with an underlying story. Scripts are also needed especially if you plan to voice over some parts of the production.

2) **VO** – Voice Over. Some animation requires an unseen narrator who will voice over the message or the story. Some animations require the characters to speak.

3) **Design** – the look and feel of the animation is essential to give the audience. It is important to plan for the design of the objects, characters, and animation before the production begins.

4) **Storyboard** – this is essential as it gives an overview of how the animation will go together with the script.

5) **Production** – this is when the work for the animation begins. The technique used in production may vary depending on what type of method you wanted to use.

6) **Feedback and sign-off** – the animation may be subject to revisions, especially after review. Prompt feedback is necessary to ensure that any changes needed are made right away, before its final release.

7) **Rendering and final delivery** – finalizing the animation after numerous changes are made. It takes time and money, especially if there are further changes to be made afterwards.

CHAPTER 13: Manipulative Information and Media

INTRODUCTION

At the end of this module you are expected to:

1) Distinguish manipulative information techniques done by media
2) Define the strategies done by ad agencies and public relations firms
3) Determine the types of media manipulation
4) Identify the ways to evaluate manipulative information

MANIPULATIVE INFORMATION

It is best to know and understand the different techniques done to manipulate media as it shapes the information we receive from different media.

Manipulate is defined by Oxford Dictionary as the act of controlling or influencing. Magpile (2016) further describes that a person who manipulates does it skillfully in order to achieve what he or she wants in the way he or she wants it. Media manipulation is highly subjective and most of the time, the control or hold on something is only beneficial or favorable for one. This is done “by exploiting the viewer’s interests and deceiving their perception of reality.” (Magpile, 2016)

Advertising and marketing firms are known to use this strategy for a particular objective that would benefit and satisfy their clients. This may include the use of propaganda techniques and withholding of information to manipulate the public into thinking a certain way through the use of various media platforms. While there may be debates on whether manipulative information is largely harmful to be practiced or not

ADVERTISING AGENCIES

Advertising has become a huge part of the economy today. This provides all the essential information the people need to consume a product or a service. With time, people began to look at media, not only as an entertainment and information source, but as a basis for their decisions.

Magpile (2016) describes advertising agencies and firms with “clients whose products need marketing to boost sales.” These agencies are in charge of creating and planning the advertising and other forms of marketing promotions for its clients.

An article published in 2012 showed that many advertising agencies have shut down due to the corrupt practices that have grown rampant in the industry causing them to be the first ones to be cut in the operations of companies.

According to a top Filipino marketing director formerly based in the Greater China market quoted in the same article, “Ad agencies must give value to marketers other than the usual. If they want to survive, old-style, one-size-fits-all mass marketing and advertising can’t do this anymore.”

Currently, local ad agencies have been providing tailor-fit and unique solutions for a certain brand to stand out from the rest. Running local agencies are advised to remain responsive to what the client and consumer needs.
Before we dive into examining the content produced by advertising, it is best to know how these advertising agencies work.

An advertisement would not be possible without the prompt of a client. An advertising agency usually gets its clients through a pitch. Pitch, as defined by The Balance, “is an audition with the client giving a brief to a number of advertising agencies and choosing the one that best resolves the brief.”

Once the agreement has been settled between the chosen agency and the client, the production of an advertisement begins. The agency would then provide the client’s desired set amount of work for a particular amount of payment which would be given upon accomplishment of the project.

Advertising agencies are naturally problem-solvers for the clients. While the objective for the advertising may vary from client to client, the process of an advertising agency is fairly similar.

How does an advertising agency work?

The Balance (source: https://www.thebalance.com/how-does-an-advertising-agency-work-38447) has enumerated the basic steps followed by most agencies:

1) The account manager and team and the client meet to identify the problem needing to be solved.

2) The account manager writes a creative brief based on the problem. This brief will include the competitive analysis, research, the assistance of the planner and/or creative director before receiving a sign-off from the client.

3) The account manager notifies the creative team about the timeline, the allotted budget, proposed media and other factors to be considered in taking on the project.

4) The creative team will work on the project within the given time frame and the first round of ideas would be offered to the creative director.

5) The creative director will choose which ideas would be good enough to explore and which would possibly not work.

6) The creative team will work on their ideas and enlist the help of the production team and/or the account manager to gauge the work needed to be accomplished to satisfy the needs of the client.

7) The creative director approves the final ideas and presents the results to the client.

8) The client will discuss these ideas before giving feedback to the agency. This may either result to revisions or reworking of the ideas or it may be given the green
light to proceed with execution. The budget and timeline approval will be given at this point, as well.

9) The creative team and account teams will work hand in hand with the creative director to produce the advertisement in whatever form.

10) The final ads are presented to the client for their approval. If the client approves, the final product will be disseminated through publications, print and online, outdoors, in the air and other media forms.

11) The advertising agency will monitor the success of the ads and give feedback to the client.

12) The client pays the agency for the work before the whole process is repeated.

Gaining the trust of clients through quality work may ensure long-term partnerships between the client and the advertising agency.

Placing Advertisements
In order for the message of advertisements to reach its target audience, it is vital to know which media outlets are used in displaying these advertisements.

*Traditional Choices*

**Newspapers**

The most accessible way for an advertisement to reach people is through newspapers. Prices for the advertisement space on newspapers vary depending on the size of the advertisement and the publication the agency chose. Aside from its cheap price, it’s easier for people to go through pages of newspaper to go back to a particular advertisement. However, in this age, as the number of newspaper readers dwindle due to the online alternatives for consuming news, it would be hard to sell this to people who are mostly connected to the internet. One disadvantage of printed ads on newspaper is the image quality. Some come in colored pages while some are printed in black and white. This may cause the advertisement to be ignored if not deemed catchy enough to capture the attention of the readers. The strategic positioning of the advertisement on the newspaper would also need to be in consideration as there are pages that would naturally be scanned by most of the readers.

As newspapers are only accurate for the day or week, it may be abandoned or discarded as soon as possible after its distribution. This sets another drawback for the dissemination of newspaper advertisements.
The image below is an example of a newspaper ad. For this example, National Book Store and SMART occupied the bottom part of the cover page of The Philippine Star.

Magazines

Unlike newspapers, magazines tend to have longer shelf life due to the fact that they can remain relevant and readable after weeks and months. This would be beneficial for advertisements as it offers greater chance at exposure. Due to longer shelf life, they may also be passed among peers who enjoy reading the same type of magazine. Magazine readers are significantly narrowed down compared to newspapers as magazines are specialized to focus on a theme or aim.

Magazines are described to be “more prestigious” than newspapers with its slick paper and splashier graphics. (Vivian, 2009).

For advertising agencies, however, there may be a few disadvantages to ad placements on magazines. One example is the requirement for reservations on the spaces for magazines that would take up to three months. Last-minute changes on the ads must also be limited.

One example of an ad in a magazine is the image below from an issue in Liwayway magazine released in 1981.
Radio

Radio is easily accessible for the most part and compared to the previous media types, placing advertisements on radio is relatively cheaper. Another advantage is that they may also allow last-minute changes to the ad until before its air-time.

Since there is no visual presentation of the advertised product unlike in television, radio ads bank on catchy jingles and catchphrases that would attract the listener’s attention and encourage them to conjure images from what they hear for them to eventually aim for its retention on the public to be remembered or recalled. However, radio ads have the risk of inattentive listeners or the free will of the listeners to tune in or out from the radio.

In the Philippines, it is still an effective way to reach listeners in provinces and other regions which the popular campaigns on television could not reach. According to Business Friday’s interview with Vic Icasas, the president and managing Partner of Hit Productions for 20 years, “Music-driven radio ads, i.e. jingle and song-based campaigns, will always have a natural home on radio, and for a music-loving country like ours, I don’t see that going away anytime soon.”
Television

An article by Angeles-Giongco in The Manila Times in 2016 highlighted the domination of TV ads in the Philippines. She cited a study conducted by Nielsen which reported, “With the rise of video-on-demand platforms where consumers have the power to select, watch, or listen to video content whenever they want, broadcast TV still reigns supreme in the Philippines.”

Television advertisements, for its motion audio-visual nature, yield more impact than other types of media ads. However, companies and advertising agencies would have to risk higher production costs to get their ads on TV, according to duration. Due to its restrictions on airtime, some ads are shortened to suit a timeslot resulting to advertising or marketing clutter experienced by consumers. Advertising or marketing clutter is the large amount of advertisements that the consumers are exposed to on a daily basis.

While there are reports proving that televisions remain on top in advertising, the new media emerging and continuously evolving has opened more opportunities and choices for the consumers to choose which media they would prefer to access at any given time of the day, making it possible for them to choose it over television.

Online

Included in the rise of new media, online advertisements are considered effective these days as almost anyone can access the internet. Online advertising is defined by Techopedia as “a marketing strategy that involves the use of internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers.” Online advertising has been gaining popularity because they have made their way into social networking websites, as well as other websites with much consumer traffic such as video streaming sites like Youtube. Online ads enable interested consumers to directly contact the companies or the producers to inquire about their services and/or their product through email, telephone numbers and other advertised contact information.

Along with easy accessibility, online advertising also has its risks. One of these is the consumers’ susceptibility to fake ads and false information. There is no easy way to distinguish the genuine ads from the fake unless it is from a known brand. Another possible disadvantage or advantage of online ads is immediate feedback from the consumers, whether it is good or bad. Proper response to these would be risky because wrong statements may cause the company to lose their credibility.

According to Techopedia, one nifty use of online advertising is the opportunity for interaction. Online advertisements may be purchased through one of the following:

- **Cost per Thousand/Cost per Mille (CPM)** – advertisers pay for the exposure on a website based on the traffic it receives.
- **Cost per Click/Pay per Click (CPC, PPC)** – advertisers pay for each click on the ad.
• **Cost per Action (CPA)** – advertisers pay for each transaction or action done on the ad.

Types of Digital Advertising

1) Banner ads
2) Adsense
3) Email advertising
4) Native advertising
5) Facebook Ads
6) Youtube Ads
7) Sponsored tweets
8) Rich Media Ads
9) Pop Up Ads
10) Pre-video ads
11) Blogging

**PUBLIC RELATIONS FIRMS**

The Public Relations Society of America has defined public relations as “a strategic communication process that builds mutually beneficial relationships between organization and the public.” Public relations firms are responsible for conceiving, producing and controlling the messages distributed to the public through media on the client’s place.

Reputation is important in keeping a company up and running. Public relations help take care of this in the stead of the client for them to build meaningful relationships with other stakeholders. Public relations firms make use of different types of media to inform and persuade the public that the organization or company is worth their time and money. They promote companies or individuals through various media means. It is their objective to find the good in the company or the individual for them to create or write positive images and write-ups about them.

The PRSA has enumerated the following functions of PR:

• To understand and interpret the public’s opinion, attitude and issues that may affect the procedures of the company or organization.

• To consult regarding policy decisions, courses of action and communication by the people from all levels in the organization while considering the responsibility of the organization and its possible results.

• To research further on possible programs of action and communication and conduct them to convey the organization’s aims to the public.
• To plan and implement efforts of the organization to initiate change. This may include planning, budgeting, recruiting, developing or improving facilities, among other things.

Individuals who use PR are mostly prominent figures such as celebrities and politicians who could not reach out to the media all the time and whose reputation needed safekeeping. PR people are known to use the following tools and tactics in accomplishing their jobs:

• Fact sheets
• Press release
• Press release
• Pitch letters
• Drafts for speech
• Letters to the editor
• Blog posts
• Columns in newspapers
• Appearance on radio and TV shows
• Promotions and campaigns through social media
• Conducting market research on firm
• Planning and executing special events for public outreach and media relations

TYPES OF MEDIA MANIPULATION

With the two types of manipulative media identified, we need to spot the manipulation techniques done through these to distinguish them from other media strategies. While sometimes made with good intentions, the following techniques to manipulate media is being used to take advantage of the people’s ability to make their own buying or consuming decisions.

The various strategies of media manipulation are the following:

Consumer confusion

The IGI global group has defined consumer confusion as “a consumer’s state of mind during a buying decision-making process characterized by inability to finalize the choice of product or brand.” Most cases of consumer confusion are caused by the consumer’s failure to distinguish and recognize the brand or product being advertised. In order to avoid this or prevent this from happening, it is important for various products of the similar kind to have unique features that would make it different from others.

With the competition rampant in the market, it is important for companies to differentiate the product from the rest when you advertise its use. One famous example of consumer confusion is the widely-used joke that goes, “Pabili nga po ng Colgate, ‘yung Close Up.” Both brands are well known and used in the Philippines.
However, they have almost similar color in the packaging that people sometimes mistake one for the other.

Crowd manipulation

Crowd manipulation is defined by Hydrogen2Oxygen as “the intentional use of techniques based on the principles of crowd psychology to engage, control or influence the desires of a crowd in order to direct its behavior toward a specific action.” Using this technique to sway the crowd to be in the direction you intended may be questionable on terms of ethics as it could cross the line towards harmful. A crowd manipulator would make use of media to reach out to as much of the masses as possible, thus maximizing their potential to influence the people into action. This tactic was evident during the Martial Law era as discussed in one of the previous modules.

Propaganda

Tightly linked with crowd manipulation, propaganda refers to “information, ideas, opinions, or images, often only giving one part of an argument, that are broadcast, published, or in some other way spread with the intention of influencing people’s opinions.” Before the manipulator could gather a crowd, he or she has probably swayed them through distributed propaganda.

Some examples of propaganda are the following:

Glittering generalities

– these are positive responses or statements pertaining to a particular product or individual. This kind of statement outpours with good intentions and nice words.

Jollibee is one of the most famous fast food chains in the Philippines. Their way of reeling customers in is through catchy advertising. An example of one of their promotional posters for Amazing Aloha burger shows an example of glittering generalities with the use of the tagline, “Amazing Langhap, Amazing Sarap!”
Name-calling

– contrary to the first example, this entails badmouthing or the attacks of ad hominem towards a product or person.

Mocha Uson, who was assigned as the Assistant Secretary for the Presidential Communications Operations Office in May 2017, has been on the spotlight due to her controversial blog posts through Facebook. The contents of her blog posts have been seen to resort to namecalling. She has popularized the term, “Yellowtards,” a portmanteau of the color yellow or the image color of the Aquinos and the liberal party and ‘tard’ which is an offensive term used to describe those with low intelligence, referring to the supporters of former president Benigno Aquino III. This is one example of a namecalling propaganda.
Testimonial

— these are statements of endorsement usually delivered by prominent people who hold a good reputation to promote an individual or a company, regardless of intention.

An example of this type of propaganda is celebrities endorsing political candidates during the elections to woo a portion of the public for their votes. In the recent 2016 elections, all the political candidates had a celebrity ally. According to an article by Rappler on April 13, 2016, former vice president Jejomar Binay was supported by Manny Pacquiao, Alma Moreno and Ai-Ai Delas Alas. The late Miriam Defensor-Santiago was promoted by social media star, Kimpoy Feliciano. Another candidate for presidency, Grace Poe, has been supported by comedians such as Wally Bayola, Jose Manalo, Ruby Rodriguez and artists such as Lovi Poe and Aegis. Current president Rodrigo Duterte found allies in famous personalities such as Robin Padilla, Aiza Seguerra, the Barrettos, among others.
Plain folks

– this is done by using regular people’s values such as family and patriotism to appeal to the masses.

The Department of Tourism’s advertisement with the famous tagline, “It’s More Fun in the Philippines,” that promotes the beautiful cities and places in the Philippines, appealing not only to the citizens to the country but to attract tourists. You can watch one sample video of DOT’s ads here: https://www.youtube.com/watch?v=ADNgEHFDYzo

Bandwagon

– this technique encourages the public to jump into a group or become one of them to influence them into believing a cause.

The famous catchphrase of the local face-cleansing product called Master is “Ang Sikreto ng mga Gwapo,” influencing men to use the product for them to be as good-looking as the endorses such as James Reid. One example of the commercial can be viewed through this link: https://www.youtube.com/watch?v=NQ7KD7LkDSg

Card-stacking

– this is a manipulation technique that involves unfair comparison or omitting facts to make a product seem better than others.

Local cleaning detergents’ commercials often use Brand X to pertain to a rival detergent product that is significantly inferior in cleaning capabilities to make their product appear effective. Tide has been using this as reference for their commercials, claiming that the demonstration of comparison between brand X and their product is based on an actual test.

Transfer

- this is a technique that aims to make the consumer, who has his/her own personal accepted beliefs, approve and respect another thing that the propagandist is making him/her approve of.

Recently, Pepsi released a commercial featuring reality star, Kendall Jenner that incited many negative reactions from netizens. The ad entitled, “Live for Now Moments Anthem,” depicted Jenner joining a protest in the streets and had brought the public as one by handing a can of soda to the cops on the other side. Due to the onslaught of negative reactions to the ad for its insensitivity to acts of protests, Pepsi pulled down the video and released a statement that said, “Pepsi was trying to project a global message of unity, peace, and understanding. Clearly, we missed the mark and apologize.” The commercial has been banned since the issue sparked.

Gatekeeping

The term gatekeeping refers to a tactic of media to filter what information they release to the public. They withhold information while maintaining the guise of telling all the relevant facts to a story. This tactic enables them to lead people to believe something by omitting facts that may negate their objective, keeping them from entertaining other possibilities.

One example of gatekeeping tactic is the image of terrorists who have caused the 9/11 attacks as Muslims. This gave a negative image on Muslims, not to mention, that the media has not opened other possibilities of the identification of the killer.

Celebrity endorsements

There are several reasons why celebrity endorsements of products and companies work, especially in the Philippines. Ads Aren’t Annoying gave the following reasons why these endorsements are effective:

- People like to see a familiar face on the product. Seeing a famous face attached to a product would entice you to try the product yourself to see why the celebrity was endorsing it. Associating this person to the product he or she promotes would be retained in the consumer’s mind.

- People want to be like the celebrities. Celebrities inspire the regular people. Knowing that they are using a common product would be as close to a celebrity as they could get.

- They open up a new demographic. If the celebrity’s reputation is known even to those of different nationalities and age, they could possibly support the product that the celebrity endorses, thus opening a new demographic for the product.
• The belief of getting high quality product. We picture the celebrities' life as something extravagant and they would not use products that are not up to their standards. Using the product that they endorse, people assume that what they're offering people to buy and support is of high quality that they can approve of.

• People remember the ads after seeing it. The impact of having celebrities promote the product in various media platforms is different than ordinary advertisements. Their association with a particular product would work for customer retention.

Hoax

Hoax is defined by Merriam Webster as the act of “tricking into believing or accepting as genuine something false and often preposterous.” This type of media manipulation technique is currently prevalent in the Philippines and is being dubbed as fake news.

An article by Ciria Cruz (2017) stated that Facebook has identified that the fake news items which were flagged by users in 44 countries have stemmed from the Philippines. Due to the lack of policies regulating the distribution of these unverified articles, they still continue to roam the web and is used by some social media figures with a huge following, creating a circle of false information.

Fear mongering

If there was another thing more effective than celebrity endorsements to sell or promote something, it is fear. Peretti (2014) cited a line from the first episode of the show, Mad Men that goes, “Advertising is based on one thing: happiness. And do you know what happiness is? It’s freedom from fear.”

To take advantage of the worries and anxieties of an average consumer, products advertised through media offer a temporary refuge from fear.

A group in Australia has released an advertisement through television that encourages the community to vote “no” to gay marriage. According to the ad, there is no evidence to prove that people are born gay. The ad also released data which showed that while men in same-sex marriage has increased mortality by 40%, they are 300 times more likely to die from AIDS (Acquired Immunodeficiency Syndrome). The graph that the group released also implied that the suicide rate is higher among those in same-sex marriages than those in traditional marriages. The advertisement prompted a debate and heated discourse about the fear mongering tactic that the doctor led the campaign with.

EVALUATING MANIPULATIVE INFORMATION

Manipulative information requires evaluation in identifying why and how it was made. Since people tend to question its validity and credibility, it is important to analyze the following criteria in evaluating manipulative information.

1. Motive or purpose
Manipulative information, whether good or bad, was made from an intent or purpose. It may seek to inform, persuade, encourage, destroy, among other things. Seeking the motive and purpose of the manipulative information will make us understand why it had to be made.

2. **Degree of influence or impact**
   After you have identified the purpose or intent of manipulative information, you need to gauge its degree of influence or impact on the public or consumers who are the receivers of this information. This may have short-term or long-term effects on the behavior, attitude and lifestyle of the consumers.

## CHAPTER 14: Multimedia Information and Media

### INTRODUCTION

At the end of the lesson, the students shall be able to do the following:

1. Identify the different dimension of multimedia information and media
2. Comprehend how multimedia information and media is/are formally and informally produced, organized, and disseminated

### DEFINITION OF MULTIMEDIA

Multimedia has a variety of definitions. According to Merriam Webster Dictionary, multimedia refers to “using, involving, or encompassing several media”. Oxford Dictionary defines the term as “using more than one medium of communication, artistic expression, etc.”

Regardless of which dictionary you prefer, the main idea about the definition of multimedia is that it covers several other forms of media – text, audio, video, graphic, and any other media in which information can be represented – these are all incorporated together to provide and transmit and process information digitally.

### ELEMENTS OF MULTIMEDIA

As multimedia is a combination of a variety of other media forms, it is important to take note the following elements it consists of.

1. **Text**
   The most basic element of multimedia. These characters are used to create words, sentences and paragraphs which will carry the message for the receivers. Nowadays it is often combined with other elements of multimedia in order to efficiently distribute information. Examples of these are web pages, which are usually a combination of graphics and textual content.
In a way, we can divide text into the following:

a. Alphabet characters: letters A-Z
b. Numbers: 0-9
c. Special characters: These would be the . ; : ‘ “

2. Graphic
Graphics are essential in multimedia as its main purpose is to make the multimedia attractive. It can be divided into two types: the raster graphics (also known as bitmap graphics) are images taken from real life subjects – examples of these are photographs or images captured using scanners and digital cameras. Vector graphics, on the other hand, are drawn on the computer. Examples of this would be logos and interface graphics.

3. Animation
Animation basically refers to a series of drawn frames which were put together to create an illusion of movement. It is an essential element of multimedia as it can make the message look attractive to the viewer.

4. Video
The video is an element that can have a unique and powerful impact. The incorporation of images to form motion picture with sound, can certainly get people’s attention, making it more efficient in spreading the message.

5. Audio
Audio is essential to any multimedia that requires the incorporation of speech, music, or sound effects. It enhances the multimedia and adds a certain effect that will not be found if you merely use text or graphics.

INTERACTIVE AND NON-INTERACTIVE MULTIMEDIA

Multimedia is a combination of different elements of media, forming into one powerful tool used in spreading information. And thanks to the technology today, multimedia has also become more interactive.

1. Interactive multimedia
Interactive multimedia is a term used to refer to a physical or digital system that makes use of text, graphics, video, audio, and animation to give users the capability to manipulate media by means of interactive behavior. The integration of the computer and multimedia information allow users not just to “receive” information, but to “participate” in that information as well.

Interactive multimedia offers two-way communication. An example of this would be videogames, wherein the user participates in the
communication by pressing the commands which determines the action of its character. It is also used in arts or education.

2. **Non-interactive multimedia**
   Non-interactive multimedia, on the other hand, is passive in form. It is a one-way communication, as the viewer only receives the information provided and is unable to provide feedback.

   Examples of non-interactive multimedia are advertisements, films, and multimedia presentations.

**USES OF MULTIMEDIA**

In the modern times, multimedia is being utilized for a wide range of purposes. Every field from business to education makes use of multimedia.

1. **Multimedia presentations**
   Nowadays, various corporations make use of multimedia for creative or commercial purposes. Multimedia is utilized in presentations, thanks to a wide range of editing and multimedia presentation tools. Examples of such tools would be the Microsoft Office applications.

   An efficient multimedia presentation will be essential in spreading the message especially among people.

2. **Education**
   Multimedia nowadays is used as a learning tool for students. It enables more engaging learning for learners of all ages.

   With the help of multimedia, students are offered various learning modes which provide them to choose the way they learn a topic. Multimedia takes advantage of both the sense of sight and hearing, utilizing auditory and visual channels to boost the amount of information that the brain can process.

3. **Virtual Reality**
   Virtual reality is one of the current technology trends. The journey to an entirely different world and the experience of new adventures are made possible thanks to the power of multimedia. The incorporation of graphics, audio and other components allow people to see, hear, and feel like they are immersed in a different dimension.

4. **Entertainment**
Multimedia can also be used to provide engaging content that can entertain people.

Videogames, for instance, allow people to immerse in a new world, entertaining users by means of gaming. Players are exposed to the graphics, and sound incorporated together to create an engaging form of media.