



January 15, 2018

DIVISION MEMORANDUM

No. 10, s. 2018

To: Public Elementary School Heads
All Others Concerned

CONDUCT OF THE SEMINAR-WORKSHOP ON MEDIA LITERACY INTEGRATION IN THE K TO 12 CURRICULUM

1. This Office informs the conduct of a Free, National, Live-out Seminar-Workshop on Media Literacy Integration in the K to 12 Curriculum to be held on January 29-31, 2018 at a venue to be announced later.
2. The seminar-workshop, one of the flagship programs of the National Council for Children's Television (NCCT), aims to enable participants to:
 - a. Understand the role that media plays in the learners' environment;
 - b. Know and understand the different media literacy concepts;
 - c. Examine ways of integrating media literacy lessons in different subject areas;
 - d. Write, demonstrate, and critique different media literacy education lesson plans; and,
 - e. Submit exemplary lesson plans in media literacy in different subject areas to be compiled by NCCT.
3. Participants to the training are ten (10) elementary teachers of each of the following areas: English, Filipino, Math, Science, AP, EsP, TLE, MAPEH, and ALS identified by their respective school heads.
4. Selected participants shall meet the following requirements:
 - a. Preferably key teachers not older than 50 years old;
 - b. In good physical condition;
 - c. With at least one (1) year teaching experience; and,
 - d. Can cascade the program in his/her school.
5. Names of **guaranteed** participants are to be submitted to Mr. Manuel P. Dela Cruz, HRD Senior Education Program Specialist, on a first-come, first-served basis from the release of this Memorandum until January 19, 2018.
6. Enclosure No. 1 shows the Workshop Syllabus for reference.
7. For immediate dissemination and compliance.


GERMELINA H. PASCUAL, CESO V
Schools Division Superintendent

NATIONAL COUNCIL FOR CHILDREN'S TELEVISION
UNDERSTANDING AND UTILIZING MEDIA IN TEACHING (UUMT):
 A Seminar-Workshop on Media Literacy Integration in the K to 12 Curriculum
WORKSHOP SYLLABUS

TIME	MODULE	CONTENT/DISCUSSION POINTS	OBJECTIVE/S
DAY 1			
7:00AM – 8:00AM	Registration		
8:00AM – 8:15AM	Opening Program		
8: 15AM – 9:00AM	Preliminaries	Overview of NCCT & UUMT	
9:00AM – 10:30AM	Module 1 Understanding Media	A. Introducing Communication 1. Definitions 2. Forms B. Introducing Media 1. Definitions and Examples 2. Forms of Media 3. Formats/Genres used by the Broadcast Media 4. Media Consumption 4.1. Trends That are Shaping Global Media Consumption 4.2. Media and Democracy	Capacitate the teacher-participants in: <ol style="list-style-type: none"> defining what is media, its forms, and the different genres used by the broadcast media; understanding the dynamics of the Philippine Television and how it affects the society; developing a critical understanding of how media and information can enhance the ability of teachers in instruction; and engaging with media and other information providers as tools for freedom of expression, democratic dialogue, good governance, and personal and community development.
10:30AM – 12:00NN	Working Session: Module 2 Media and the Society	<ol style="list-style-type: none"> Leveling of knowledge and values Teacher Core Competencies Conditions for Media Learning Open Forum 	The Module aims to: <ol style="list-style-type: none"> Debrief or "mind-cleanse" the teacher-participants from biases that they usually acquire through the different messages and portrayals presented in the media. Discuss the different 21st Century Values, Conditions, and Sensitivity needed in Classroom Instruction
12:00NN – 1:00PM	Lunch		
1:00PM – 2:30PM	Module 3 Media Literacy and Media Education	A. Definition of Media Literacy and Media Education B. What Media Literacy IS and IS NOT C. Benefits of Media Literacy in Education 1. Why Teach Media Literacy? 2. Benefits of Media Literacy	<ol style="list-style-type: none"> Introduce media education to the participants; help the participants in assessing the instruction they use in promoting media literacy; and expose the participants in a wider perspective of media literacy through research evidence and studies.
2:30PM – 3:00PM	Module 4 Key Concepts in Media Literacy	Module 4.1 Key Concept 1: Media are constructed	Capacitate the teacher-participants in understanding the Key Concepts of Media to help identify the purpose and the different meanings they portray and how they affect the perspective of the viewer or audience
3:00PM – 3:15PM	Break		
3:15PM – 5:00PM	Module 4 Key Concepts in Media Literacy	Module 4.2 Key Concept 2: Each medium has a unique aesthetic form Module 4.3 Key Concept 3: Audiences negotiate meaning	Capacitate the teacher-participants in understanding the Key Concepts of Media to help identify the purpose and the different meanings they portray and how they affect the perspective of the viewer or audience

		<p>Module 4.4 Key Concept 4: Media have social and political implications</p> <p>Module 4.5 Key Concept 5: Media have commercial implications</p>	
DAY 2			
8:00AM – 8:30AM	Recap of Day 1		
8:30AM – 10:00AM	<p>Module 5 Deconstructing Media Messages</p>	<p>A. Analysis of Programs and Advertisements</p> <p>B. Good Media and Bad Media</p>	<p>The module aims to capacitate the teacher-participants in:</p> <ol style="list-style-type: none"> 1. assessing and analyzing the different meanings media messages portray according to the target audience, purpose, etc. 2. identifying and differentiating what is good media and bad media
10:00AM – 10:15AM	Break		
10:15AM – 12:00NN	<p>Module 6 Landscape of Child-friendly Television (CFTV) Programs</p>	<p>A. What is a Child-Friendly TV Program?</p> <p>B. Identifying Child-friendly and Not Child-friendly TV Programs</p>	<p>The module aims to capacitate the teacher-participants in assessing and identifying child-friendly television programs shown in the Philippine TV.</p>
12:00NN – 1:00PM	Lunch		
1:00PM – 2:30PM	<p>Module 7 Critical Thinking in Media Education</p>	<p>A. Taking a second look – finding subtexts</p> <p>B. Digging for the purpose</p> <p>C. Revisiting the Key Concepts of Media</p>	<p>Capacitate the teacher-participants in:</p> <ol style="list-style-type: none"> 1. understanding further media messages through Critical Thinking; and 2. identifying different strategies that promote Critical Thinking
2:30PM – 3:30PM	<p>Discussion: Module 8 Art of Questioning in Media Literacy Integration</p>	<p>A. Art of Questioning in Media Literacy Integration</p>	<p>A. To enhance the level of Critical Thinking through Art of Questioning with the Integration of Media Literacy</p> <p>B. Capacitate the teacher-participants through:</p> <ol style="list-style-type: none"> 1. intensive discussion on ways how to integrate Media Literacy across the Curriculum by identifying the entry points for Media Literacy Instruction (per Subject Area) and developing a sample Media Literacy integrated lesson plan
3:30PM – 5:00PM	<p>Workshop: Module 8 Lesson Plan Development</p>	<p>B. Lesson Plan Development</p> <ol style="list-style-type: none"> 1. Integrating Media Literacy in the Classroom 2. Media Literacy Across Curriculum <p>Workshop on Lesson Plan Development</p>	
DAY 3			
8:00AM – 9:00AM	Submission of Lesson Plan Outputs		
9:00AM – 12:00NN	<p>Workshop: Demonstration Teaching and Lesson Plan Assessment</p>		
12:00NN – 1:00PM	Lunch		
1:00PM – 2:45PM	<p>Continuation of Workshop: Demonstration Teaching and Lesson Plan Assessment</p>		
2:45PM – 3:00PM	Synthesis		
3:00PM – 3:15PM	Break		
3:15PM – 4:30PM	Closing Program		
	Evaluation		