



Republic of the Philippines  
**Department of Education**  
 Regional Office IX, Zamboanga Peninsula



- JANUARY**  
*Matuguhon*
- FEBRUARY**  
*Mahigugmaon*
- MARCH**  
*Matinabungan*
- APRIL**  
*Matinahuron*
- MAY**  
*Mahapsay og Mahimpyo*
- JUNE**  
*Maablik og Masunod sa  
Dhasaklong Oras*
- JULY**  
*Maantigo og Maabilidad*
- AUGUST**  
*Maginhuhuhunon  
para sa Uban*
- SEPTEMBER**  
*Madaginaton*
- OCTOBER**  
*Matinud-anon*
- NOVEMBER**  
*Masaligan*
- DECEMBER**  
*Maalampon*



Zest for P rogress  
 Zeal of P artnership

# English

## Quarter 2 – Module 8:

### News in Different Platforms



Name of Learner: \_\_\_\_\_

Grade & Section: \_\_\_\_\_

Name of School: \_\_\_\_\_



# What I Need to Know

We live in a society filled with various media outlets. However, many people have their preference on how they get their news. There are different types of media platforms used to relay news and other information. These are printed, online and broadcast news.

Though the basic characteristics of a news article which is to relay information remain, different types of media platforms influence news reporting in their respective media based on their strengths and weaknesses. The purpose of this module is to understand reporting for various media platforms.

In this module, you will learn to:

- Describe online, printed and broadcast news article.
- Compare and contrast news articles used in different platforms (print, online, broadcast)

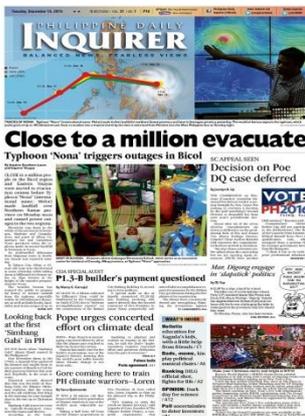


# What's In

**Directions:** Below are pictures of media platforms. Identify if the news platform used is online, printed or broadcast. Write your answers below.

1. \_\_\_\_\_

2. \_\_\_\_\_



3. \_\_\_\_\_

4. \_\_\_\_\_



5. \_\_\_\_\_



## What's New

### Activity 1

**Directions:** Read the news inside the box. Answer the questions below.

#### Zamboanga Sibugay cancels founding anniversary activities due to NCoV

<https://newsinfo.inquirer.net/1224584/zamboanga-sibugay-cancels-founding-anniversary-activities-due-to-ncov>

By: Leah D. Agonoy

Inquirer Mindanao / 03:46 PM February 05, 2020

PAGADIAN CITY — Zamboanga Sibugay Governor Wilter Palma has canceled all activities relating to the province's weeklong observance of its 19th founding anniversary from February 17 to 24 as a precaution against the possible spread of the novel coronavirus (nCoV).

Palma's order came as the Department of Health confirmed a third nCoV case in the country Wednesday.

But Dr. Sherwin Bastero, chief of the government-run Zamboanga Sibugay Hospital, said the province has no reported case of nCoV, clarifying that the governor's order is a pre-emptive measure.

Palma explained that the nCoV epidemic has become a global emergency, per declaration of the World Health Organization.

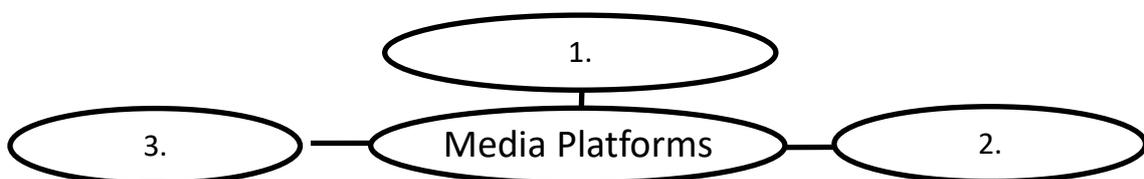
The lined-up activities are moto-cross, basketball tournament, music festivals, agro-fishery trade fair, Sibugay exhibit, drum-and-lyre competition, Gabi ng Parangal, sepak takraw games, extreme off-road race, XTR circuit race, car/motor show, duathlon race, a table tennis tournament, jobs fair, and the traditional Binibining Sibugay.

Edited by LZB

1. Who ordered the cancellation of Zamboanga Sibugay's founding anniversary activities?
2. Why did he make such order?
3. If you were the governor, what would you do to prevent the spread of novel coronavirus (NCov)?
4. Aside from printed news, what other platforms can be used in news reporting?

### Activity 2.

**Directions:** Enumerate the different media platform used to relay news and other information. Write your answers on the blanks provided below.





## What is it

The **news media** are forms of mass media that focus on delivering news to the general public or a target public. These include print media (newspapers, newsmagazines), broadcast news (radio and television), and more recently the Internet (online newspapers, news blogs, news videos, live news streaming, etc.).

Though the basic characteristics of news remains, different platforms influence news reporting in their respective media based on their strength and weaknesses. The purpose here is to understand reporting for various media platforms.

### Print Media

In the broad sense, all printed matter; in a narrower but widespread usage, a synonym for “press,” used to refer to newspapers, magazines, and other periodicals. A fundamental means of informing the public and disseminating ideas, print is a powerful weapon of social and political struggle. It is an educational tool that can be used to spread scientific knowledge, contribute to cultural development, and create a world view.

### Web or Online Media

The web or online media combines the features print as well as broadcast media, besides having its own attribute. It allows the users to read a news story, examine its sources, and interact in various ways. An online news report can include audio clips from interviews, text of government records, and interactive maps that all can change the way a reader understands a story.

### Broadcast Media

Radio and television broadcasting, which includes the production and transmission of educational, entertaining and news-related programming, is a practical application of audio and visual technologies. Broadcasting is both a large and diverse field. The basic difference is that radio broadcasting only transmits audio, while television broadcasting, whether analog or digital, transmits both audio and video.

From above discussion, we find that though the basic journalist principles remain unaffected, each medium has its own style of news reporting as per their respective features. With changing media environment and interest of audience each media type is trying to improve and blur the line of distinction. For example, after witnessing fall in circulation, newspaper now have stated using less formal style. Online media is integrated with newspaper or broadcast news reports.

Media Platforms	Print Media	Radio	Television	Online
	Means of mass communication in the form of printed publications, such as newspapers and magazines.	The activity or industry of broadcasting sound programs to the public.	The activity, profession, or medium of broadcasting on television.	A newspaper published as an electronic document on a computer network (in later use especially the Internet); (sometimes)

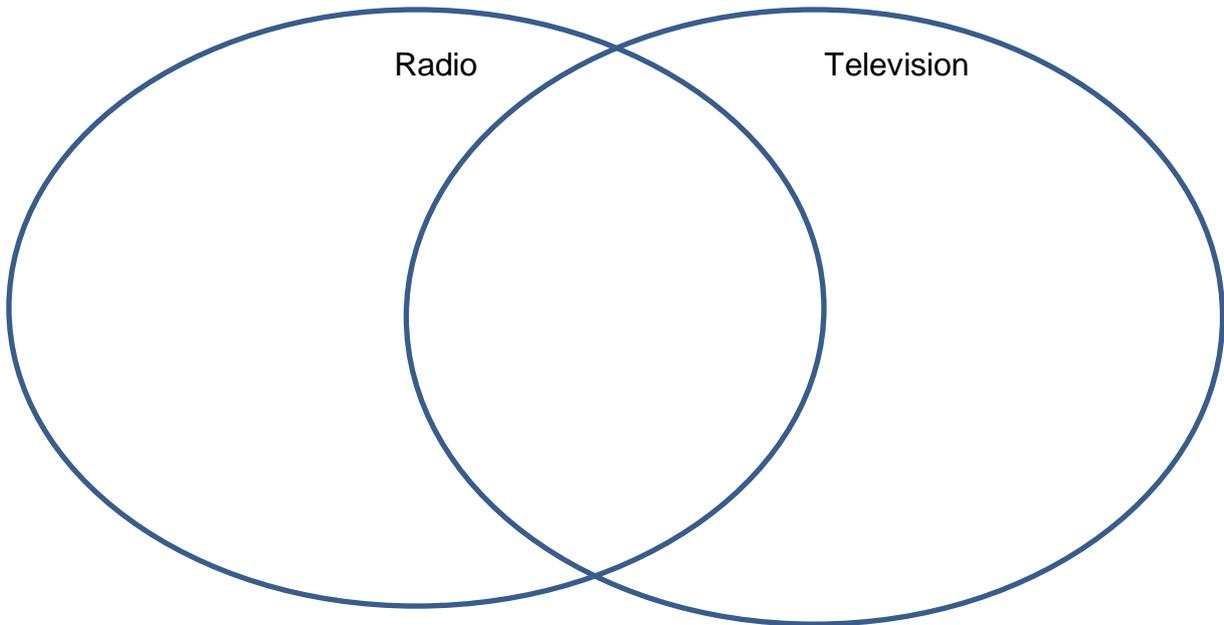
				specifically the digital version of a print newspaper.
Medium	Uses words	Uses words (sound)	Uses word (sound) and pictures (video)	Uses multi-media (words, sounds, pictures, videos, graphic)
Deadline	Fixed Deadline	Every minute is deadline	Every minute is deadline	Every minute is deadline
Audience	Uses educated audience	Can have illiterate audience	Can have illiterate audience	Has educated audience
Structure	Mostly follows inverted pyramid	Gives most important thing first	Gives most important things first	Give most important things first
Availability	Gives opportunity for rewind / reread	No opportunity for going back	No opportunity for going back	Gives opportunity for rewind / reread
Spacing/Time Frame	Constrained by space	Constrained by time	Constrained by time	Constrained by reader's attention
Readability	Readers can choose the story to read	Listeners need to wait for their story	Viewers need to wait for their story	Readers can choose the story to read
Interaction	Less interactive	Interactive	Interactive	Very highly interactive
Content	Needs correct grammar and spelling	Understanding of audience is important	Understanding of the audience is important	Needs correct grammar and spelling
Presentation	Uses graphic to explain something	No opportunity for using graphics	Opportunity for using graphics	Uses graphic to explain something



# What's More

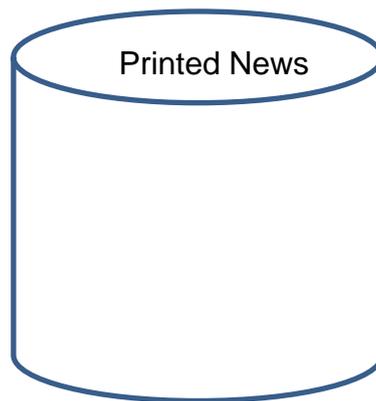
## Activity 1

**Directions:** Identify the similarities and differences between radio and television based on the discussions above. Write them on the space provided in the diagram.



## Activity 2

**Directions:** List at least Five (5) differences between Online News Site and Printed Newspaper.



**Activity 3**

**Directions:** Compare the differences of each media platforms according to their style of news reporting. Write your answers on the space provided below.

Media Platforms	Print	Online	Broadcast
Medium Used			
Deadline of Reporting			
Target Audience			
Style/Structure of reporting			
Opportunity to Read/Listen the news			
Spacing/Time-Frame			
Readability/Availability of the news			
Interactivity			
Content and Spelling			
Presentation			

**Activity 4**

**Directions:** Enumerate the forms of news outlet in each media platform. Write your answers on the space below.

Print News	Online	Broadcast

### Activity 5

All printed forms of information dissemination like newspapers, tabloids, magazines are a part of the Print Journalism. Mediums that use sound, live video and a studio anchor are a part of Broadcast Journalism. Explain in three (3) to five (5) sentences the difference/differences between the said platforms according to:

1. Styles used in reporting

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2. Difference of Audience

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## What I Have Learned

News reporting uses different platforms. With technological advancement, we have more options or channels to get the news.

News media can be broadly divided into three categories namely \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ news.

Newspaper and magazines belong to \_\_\_\_\_ Platform.

Broadcast news includes \_\_\_\_\_ and \_\_\_\_\_.

Internet connectivity is required when using \_\_\_\_\_ Platform.



## What I Can Do

### Activity 1

**Directions:** Compare and contrast the following media platforms below based on the following aspects.

	Print Media	Radio	Television	Online
Medium used				
Deadline				
Audience				
Style/structure				
Availability / opportunity to read				

## Activity 2

**Directions:** Differentiate the writing style between online media and print media. Write it in three (3) to five (5) sentences in the space provided below.

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## Assessment

A. Directions: Draw 😊 if the statement is true and ☹️ if the statement is false. Write your answers on the space provided for each item.

- \_\_\_ 1. Broadcast news requires internet connectivity.
- \_\_\_ 2. Print news usually follows “Inverted Pyramid” structure.
- \_\_\_ 3. Television is the only device used in broadcasting news.
- \_\_\_ 4. There is high interaction in print news.
- \_\_\_ 5. People have their preferences on how they get their news.
- \_\_\_ 6. Online media is the only platform used to relay news and other information.
- \_\_\_ 7. Tabloids, newspapers, and magazines are part of print media.
- \_\_\_ 8. Broadcast media uses sound, live video and a studio anchor.
- \_\_\_ 9. News media can be broadly divided into three categories namely print, broadcast and online media.
- \_\_\_ 10. Broadcast media gives people the opportunity to rewind/reread the news

**B. Directions:** Read each item carefully. Encircle the letter of the correct answer

1. Which of the following news media utilize radio and television only in delivering news and other information?

- A. Print Media
- B. Broadcast Media
- C. Online Media
- D. All of the Above

2. What is the difference between print media and web/online media?

- A. Print media uses visual presentations while online media uses audio only.
- B. Print media uses printed publication while online media uses computer network.
- C. Print media needs correct grammar and spelling while online media does not.
- D. Print media is highly interactive unlike online media

3. Which is not an effect of news media platform?

- A. change opinions
- B. educate
- C. disconnect
- D. entertain

4. Why is online media considered highly interactive?

- A. It allows people to connect to the article by posting comments, views and opinions making them active participants in the media they consume.
- B. It allows illiterate audience to interact by viewing articles and listening to information they want to know.

- C. It allows readers to choose the story to read and skip the unnecessary one.
- D. It allows viewers to wait for their story.

5. What media platform requires internet connectivity in publishing news article?  
 A. Print                      B. Broadcast                      C. Online                      D. Letter

**Additional Activities**

Directions: Look for a news article which is featured through online, print and broadcast. Compare and contrast their styles of reporting using Venn diagram.

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**by Carlos P. Romulo**

I am a Filipino—inheritor of a glorious past, hostage to the uncertain future. As such I must prove equal to a two-fold task—the task of meeting my responsibility to the past, and the task of performing my obligation to the future.

I sprung from a hardy race, child many generations removed of ancient Malayan pioneers. Across the centuries the memory comes rushing back to me: of brown-skinned men putting out to sea in ships that were as frail as their hearts were stout. Over the sea I see them come, borne upon the billowing wave and the whistling wind, carried upon the mighty swell of hope—hope in the free abundance of new land that was to be their home and their children's forever.

I am a Filipino. In my blood runs the immortal seed of heroes—seed that flowered down the centuries in deeds of courage and defiance. In my veins yet pulses the same hot blood that sent Lapulapu to battle against the first invader of this land, that nerved Lakandula in the combat against the alien foe, that drove Diego Silang and Dagohoy into rebellion against the foreign oppressor.

The seed I bear within me is an immortal seed. It is the mark of my manhood, the symbol of dignity as a human being. Like the seeds that were once buried in the tomb of Tutankhamen many thousand years ago, it shall grow and flower and bear fruit again. It is the insignia of my race, and my generation is but a stage in the unending search of my people for freedom and happiness.

I am a Filipino, child of the marriage of the East and the West. The East, with its languor and mysticism, its passivity and endurance, was my mother, and my sire was the West that came thundering across the seas with the Cross and Sword and the Machine. I am of the East, an eager participant in its spirit, and in its struggles for liberation from the imperialist yoke. But I also know that the East must awake from its centuried sleep, shake off the lethargy that has bound his limbs, and start moving where destiny awaits.

I am a Filipino, and this is my inheritance. What pledge shall I give that I may prove worthy of my inheritance? I shall give the pledge that has come ringing down the corridors of the centuries, and it shall be compounded of the joyous cries of my Malayan forebears when first they saw the contours of this land loom before their eyes, of the battle cries that have resounded in every field of combat from Mactan to Tirad Pass, of the voices of my people when they sing:

“I am a Filipino born to freedom, and I shall not rest until freedom shall have been added unto my inheritance—for myself and my children and my children's children—forever.”

*(Reprinted from The Philippines Herald, August 16, 1941)*