



Republic of the Philippines
Department of Education
Region VI-Western Visayas
SCHOOLS DIVISION OFFICE OF KABANKALAN CITY
City of Kabankalan

DIVISION MEMORANDUM

No. 187, s. 2017

TO : Chiefs of CID and SGOD
Education Program Supervisors
Public Schools District Supervisors
Public Secondary School Principals
Senior High School Teachers

FROM : **ANTHONY H. LIOBET, CESO VI**
Schools Division Superintendent

SUBJECT : **UNDERSTANDING AND UTILIZING MEDIA IN TEACHING: A Seminar-Workshop on Media Literacy Integration in the K to 12 Curriculum**

DATE : **October 2, 2017**

1. Pursuant to the mandate of promoting media education, the National Council for Children's Television (NCCT) through the collaboration with SDO Kabankalan City will conduct a **3-Day live-out seminar titled, "UNDERSTANDING AND UTILIZING MEDIA IN TEACHING: A Seminar-Workshop on Media Literacy Integration in the K to 12 Curriculum"** on **October 16-18, 2017** at the **Zaycoland Hotel and Resort, Kabankalan City**.
2. This activity generally aims to promote awareness on Media and Media Literacy and to develop the teachers' critical lens on media education. Specifically, this training will provide the participants with:
 - a. Understanding on the role that media plays in our students' environment;
 - b. Knowledge and understanding of the different media literacy concepts;
 - c. Ways of integrating media literacy lessons in different subject areas;
 - d. Skills in writing, demonstrating and critiquing of the different media literacy education lesson plans; and
3. The participants to this seminar-workshop are one hundred thirty [130] Grade 12 and selected Grade 11 Senior High School Teachers of the Schools Division Office of Kabankalan City.
4. First meal to be served will be morning snacks of October 16, 2017 and the last meal is afternoon snacks of October 18, 2017. Participants are expected to bring with them a laptop, Curriculum Guide, extension cord and pocket wi-fi.
5. Senior High School Principals are requested to submit the list of possible participants to this office on or before Monday, October 9, 2017. The final list of participants will be sent through an addendum to be issued by this office.
6. Transportation and incidental expenses incurred by the participants are chargeable against School MOOE/ local funds and other sources of funds, while expenses for the food of the participants, board and lodging and transportation of the speakers and training team [from and to the airport] will be charged against Division HRTD funds subject to the usual accounting and auditing rules and regulations.
7. Wide dissemination of this memorandum is highly desired.

UNDERSTANDING AND UTILIZING MEDIA IN TEACHING:
A Seminar-Workshop on Media Literacy Integration in the K to 12 Curriculum

TRAINING MATRIX

TIME	ACTIVITIES	CONTENT
DAY 1, October 16, 2017		
7:00-8:00	Registration	
8:00-8:15	Opening Program	
8:16-8:20	Welcome Remarks	
8:21-9:20	Preliminaries	Overview of NCCT & UUMT Leveling of Expectations
9:21-10:30	Module 1 Understanding Media	A. Introducing Communication B. Introducing Media
10:31-10:45	BREAK	
10:46-12:00	Module 2 Media and the Society	A. Leveling of Knowledge B. Teacher Core Competencies C. Conditions for Media Learning D. Open Forum
12:01-1:00	LUNCH BREAK	
1:01-2:30	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
2:31-3:00	Module 4 Key Concepts in Media Literacy	Module 4.1 Key Concept 1: Media are constructed
3:01-3:15	BREAK	
3:16-5:00	Module 4 (Cont.)	Module 4.2 Key Concept 2: Each medium has a unique aesthetic form
		Module 4.3 Key Concept 3: Audiences negotiate meaning
		Module 4.4 Key Concept 4: Media have social and political implications
		Module 4.5 Key Concept 5: Media and commercial implications
DAY 2, October 17, 2017		
8:00-8:30	Recap of Day 1	
8:31-10:00	Module 5 Program and Advertisement Analysis	A. Analysis of Program Advertisements B. Good Media and Bad Media
10:01-10:15	BREAK	
10:16-12:00	Module 6 Landscape of Child-Friendly Television Programs	A. What is a Child-Friendly TV program? B. Identifying Child-Friendly and Not Child-Friendly TV Programs
12:01-1:00	LUNCH	
1:01-2:30	Module 7 Critical Thinking in Media Education	A. Taking a second look-finding subtexts B. Digging for the purpose C. Revisiting the key concepts of Media
2:31-5:00	Module 8 Art of Questioning in Media Literacy Integration and Lesson Plan Development	A. Art of Questioning in Media Literacy Integration B. Lesson Plan Development
DAY 3, October 18, 2017		
8:00-8:30	Recap of Day 2	
8:31-3:00	Demo Teaching, Lesson Plan Assessment and Critiquing	

3:01-3:15	BREAK
3:16-3:30	SYNTHESIS
3:31-4:00	EVALUATION
4:01-5:00	CLOSING PROGRAM
5:01 ~	Home Sweet Home