

Name: _____

Date: _____



WHAT TO KNOW!

Various Types of Viewing Materials

According to a recent survey, young people between 8-11 years old spend an average of 19 hours and 49 minutes a week watching television or using the internet. If you're on an average, that means you spend nearly 20 hours a week viewing something.

Note that even if you don't realize it, you receive a ton of information from viewing television, movies, and online videos. Visual information shapes the way you think about the world and how you interact with the people in it.

Viewing is the fifth macro-skill today. It refers to understanding visual images and connecting them to accompanying spoken or written words. It involves interpreting the images for which words stand and connecting visual images in videos, computer programs, and websites with printed or spoken words.

It shapes the way you know about the world, what you believe about people, places, and events and what you buy. And because viewing plays such an important vital role in our life, you need to be a critical viewer.

Viewing Materials are things designed to be seen, viewed, or watched. There are various types of viewing materials that we can use but they can be generally classified as Print Viewing Materials or Non-print viewing materials.

Different Types of Viewing Materials

A. Print Viewing Materials

These consist of all printed images found in textbooks, workbooks, reference books, magazines, newspapers, and journals. These include the printed versions of maps, photographs, paintings, drawings, posters, infographics, graphs, and other two-dimensional art.

1. **Photographs**- are still images but they speak a thousand words, capturing significant or relevant emotions and actions
2. **Magazines**- printed materials containing pictures, articles, and illustrations. They are like advertisement. Designers communicate to readers using symbolism.
3. **Newspapers**- is a printed publication containing news, entertainment, sports and others.
4. **Charts/Visual Aids**- a type of viewing material in a form of cartolina, manila paper or tarpaulin that helps facilitate a discussion of certain topics.
5. **Painting**- a visual representation of something using paint, watercolor, or other medium.

B. Non-print Viewing Materials

These are materials that do not depend on the printed sources. Three-dimensional arts like diorama, globes, puppets, models, and other projected materials such as films or movies, filmstrips, commercials, videotapes, and television shows are examples of non-print viewing materials. Like television channels, most of the viewing materials that are non-print are in digital formats. Basically, digital viewing materials are non-print materials. These are materials that are conveyed via digital media, with or without internet connections. Examples of these include digital images and digital visual presentations like PowerPoint presentations and online materials such as vlogs, educational videos, and online broadcasts.

Here are some devices where we can see these non-print viewing materials:

1. **Television**-is an electronic communication medium that allows the transmission of real-time visual images, and often sound.
2. **Cellphone / Cellular Phone**-is a small wireless device that has at least the same functions of a standard wired telephone but is smaller and more mobile.
3. **Tablet**-is a wireless touch screen personal computer that is smaller than a notebook but larger than a smartphone.
4. **Laptop**-is a device that has the capabilities of desktop computers but are designed to be portable. They are smaller and can fold up.
5. **Computer**- is an electronic machine that can store and deal with large amounts of information transmission.



A. Directions: Identify the following pictures. Write your answer on the box provided.



1.



2.



3.



4.



5.

6.

Source: Stokpic. (2020, September 6). Assorted educational illustrations. Pixabay. Retrieved from <https://pixabay.com/images/search/educational%20illustrations/>

B. Directions: Classify the viewing materials as to Print or Non-Print Viewing Materials. Do this on a separate sheet of paper.

family pictures

diorama

globes

art drawings

still photos

coloring book

dance videos

vlogs

magazine cover

movie posters

shampoo commercial

mobile photo gallery

animal chart

Mobile Legend Game

editorial cartoons

PRINT VIEWING MATERIALS	NON-PRINT VIEWING MATERIALS



A. Directions: Choose the letter of the best answer. Write your answer on a separate sheet of paper.

1. These are still images but they speak a thousand words, capturing significant or relevant emotions and actions.

A. books

C. painting

B. magazines

D. photographs

2. These are printed materials containing pictures, articles, and illustrations. They are like advertisement. Designers communicate to readers using symbolism.
- A. chart/visual aids C. newspapers
B. magazines D. photographs
3. This is a type of viewing material in a form of cartolina, manila paper or tarpaulin that aims to facilitate discussion of certain topics.
- A. chart/visual aids C. newspapers
B. photographs D. magazines
4. It refers to a printed publication containing news, entertainment, sports, and others.
- A. books C. newspapers
B. magazines D. photographs
5. It is a visual representation of something using paint, watercolor, or other medium.
- A. sculpture C. still photos
B. painting D. movie posters
6. It is an electronic machine that can store and deal with large amounts of information.
- A. cellular phone C. calculator
B. computer D. television
7. It is a small wireless device that has at least the same functions of a standard wired telephone but is smaller and more mobile.
- A. laptop C. pay phone
B. tablet D. cellular phone
8. It is an electronic communication medium that allows the transmission of real-time visual images, and often sound.
- A. television C. computer
B. satellite D. laptop
9. It is smaller than a desktop computer and can fold up.
- A. mobile phone C. laptop
B. tablet D. smart phone
10. It is a wireless touch screen personal computer that is smaller than a notebook but larger than a smartphone.
- A. Cellular Phone C. laptop
B. desktop D. tablet

B. Directions: Analyze the sets of viewing materials below. Pick out the one that does **NOT** belong to each set. Write your answers on a separate sheet of paper.

1. digital books, recipe books, cooking videos, cooking show
2. cover magazine, editorial cartoons, art drawings, FB profile picture
3. clay sculpture, diorama, globe, world map
4. vlogs, photographs, TV documentary, fast food commercial
5. PowerPoint presentations, manila paper, YouTube videos, Google spreadsheet

6. DepEd Commons, DOH Portal, newspaper, online magazine
7. podcast, coloring book, photo album, tarpaulin
8. painting, poster, tarpaulin, commercials
9. videos, e-books, mobile phone gallery, alphabet chart
10. Tiktok hits, viral videos, trending movies, print news headline



A. Directions: Complete the sentences below using the words in the box. Write your answers on a separate sheet of paper.

*viewing
materials*

*critical
viewer*

8-11 years old

viewing

macro skill

19 hours and 49 minutes

1. Viewing is the fifth _____ today as the learners are exposed on multimedia.
2. _____ are things designed to be seen, viewed, or watched. There are various types of viewing materials that we can use.
3. As viewing plays such an important vital role in our life, you need to be a _____.
4. According to a recent survey, young people between 8-11 years old spend an average of _____ a week watching television or using the internet.
5. _____ is understanding visual images and connecting them to accompanying spoken or written words.

B. Directions: Tell whether the material used is **PRINT** or **NON-PRINT**. Write your answers on a separate sheet of paper.

1. Maria watches the latest news on television to stay informed.
2. I played the video tutorial on making paper flowers for my party decoration.
3. My groupmates and I used manila paper for our reporting in class.

