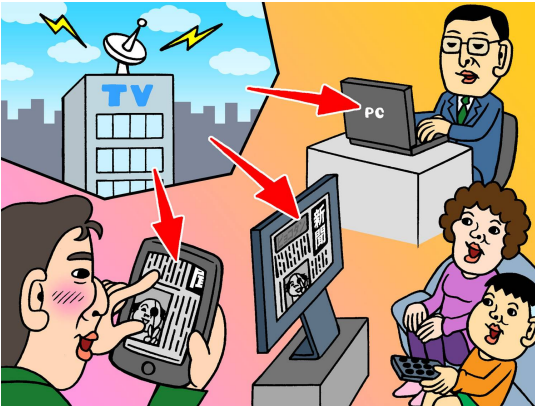


SEMI DETAILED LESSON PLAN	SCHOOL		GRADE LEVEL	Grade 12
	TEACHER		LEARNING AREA	MEDIA INFORMATION LITERACY
	DATE/TIME		QUARTER	

I. OBLECTIVES	
A. Content Standard	The learner demonstrates understanding of media and information literacy (MIL) and MIL related concepts.
B. Performance Standard	The learner organizes a creative and interactive symposium for the community focusing on being a media and information literate individual.
C. Learning Competency	define media convergence through current examples (MIL11/12TYM-IIIId-11); and evaluate why media convergence is a trend that cannot be done away (SSHS).
Specific Objectives	Students should be able to: - Define media convergence. - Discuss why media convergence is happening - Provide examples of media convergence in the Philippines.
II. CONTENT	MEDIA CONVERGENCE
III. LEARNING RESOURCES	PPT Presentation by Arniel Ping
A. References B. Other Learning Resources/Materials	
IV. PROCEDURES	
Daily Routine Recapitulation	Prayer Checking of Attendance. Short Kumustahan Brief Review Review of the previous topic What are the different types of Media. Give example for each.
A. Activity	A. Cartoon Analysis (Springboard)  B. Video Presentation Explaining Media Convergence (answer the guide questions that follows) Guide Questions - What is media convergence? - Why is media convergence happening? - What are examples of media convergence in the Philippine? Why is it considered as a media convergence? - How are we, as consumers of media and information, affected by media convergence?
B. Analysis	   Guide Questions - What is the commonality between these movies? - These movies were released in cinemas, where can you find it if you want to watch it today? Answers:

1. Film adaptation of a book.

2. Possible answers:

• These movies are shown on free TV or cable TV. (But you have no control over when or what channel.)

• Find a DVD copy and watch it using DVD player connected on TV.

• You can download from the internet a digital copy of these movies and watch it in your computer, laptop, mobile phone, or TV with USB capability.

• You stream movies online (watch it online)



1. How can you access the newspaper Inquirer?

2. Is these media convergence? Why or why not?

3. What is the advantage of making Inquirer available in different platforms.



Is this an evidence of media convergence? Why?

Top 8 Media Companies based on Revenue

MEDIA OWNERSHIP MONITOR
Philippines

	1	2	3	4	5	6	7	8
SEC Data	Dec15	Dec15	Dec15	Dec15	Dec15	Dec14	Dec15	Dec15
TV	●	●				●	●	
Radio	●	●	●	●	●	●		●
Print	●		●	●	●			
Online	●	●			●	●	●	●
Revenue (in mil. \$)	817.04	293	58.89	44.92	42.88	38.31	29.28	23.08
Advertising (in mil. \$)	453.88	264.61	31.65	—	—	—	—	21.69
Ad. in % of Revenue	56%	90%	53%	—	—	—	—	94%
Profit (in mil. \$)	76.68	63.65	2.46	5.66	1,004	-82.43	2.66	3.3
Market Share	58.47%	20.97%	4.29%	3.21%	3.07%	2.74%	2.10%	1.65%
	79.44%							
					Total Market Share 96.49%			
					Total Market Revenue 1397.45			
					Total Market Profit 62,162			

Sources:

Securities and Exchange Commission – General Information Statement (GIS)& Financial Statements (FS)



For more information: <https://philippines.mom-rsf.org>

Note: Manila Bulletin and Philippines Star are now available online.
What information can we get from this table?
Is media convergence shown in this table?
Which company dominates the market share? Why? Is it because of media convergence?

C. Abstraction

1. What is media convergence?

2. Why media convergence a trend that cannot be done away?

3. What are other examples of media convergence in Philippine media?

4. How does media convergence change the way we access media?

D. Application	Why is 24 Oras a media convergence? Refer to the screenshot. 
V. EVALUATION	Short quiz - What is convergence? - the merger of one media or one technology - the merger of different human activities - the merger of different few media or technology - multiple products for multiple platforms to reach a mass audience with interactive content - Why do convergence happen in media? - The revolution factory emergence become early of cause change from media - The revolution human emergence become early of cause change from media - The rapid technology development from communication side - The development of society from industry society into individual age - Which are not elements of convergence? - Technology convergence - Sport convergence - Contents media convergence - Collaboration media convergence - What is the negative effect from media convergence? - Media convergence give lots of choices to user to select the information based on their desire. - People begin to exclude newspapers or traditional media. - Media convergence enrich widely information about world because the access of the Internet. - People can directly give feed back to the information that delivered. - What is the good effect of media convergence? - Media convergence give lots of choices to user to select the information based on their desire. - Newspaper or traditional media begin excluded with new media. - Media convergence enrich widely information about world because the access of the Internet. - Social gap become large ANSWER: - C and D - C - B - B - C
VI. AGREEMENT	- What are the different types of media that can be used as a source of information? - What are the advantages and disadvantages of the different types of media as sources of information? - How can you evaluate or measure information quality?

V. Remarks/Reflections A. No. of learners who earned at least 80% on the formative assessment	
B. No. of learners who require additional activities for remediation	
C. Did the remedial lessons work? No. of learners who have caught up with the lesson.	
D. No. of learners who continue to require remediation	
E. Which of my teaching strategies worked well? Why did this work?	
F. What difficulties did I encounter which my principal or supervisor can help me solve?	
G. What innovation or localized materials did I use/ discover which I wish to share with other teachers?	

Prepared by: