Language

-pertains to the technical and symbolic ingredients or codes and conventions that media and information professionals may select and sue in an effort to communicate ideas, information and knowledge.

Media Language

codes, conventions, formats, symbols and narrative structures that indicate the meaning of media messages to an audience.

Message

-the information sent to a receiver from a source

Types of Media Languages

Visual
Written
Verbal
Non-verbal

Convention

-Refers to a standard or norm that acts as a rule governing behaviour
-Are generally established and accepted ways of doing something

Codes

are systems of sign that when put together creates meaning

Types of Codes

Symbolic Codes	shows what is beneath the surface of what we see or iconic symbols that are easily understood
Written Codes	use of language style and textual layout
Technical Codes	ways in which the equipment is used to tell the story

Camera Shots

Extreme Long shot	aka extreme wide shots, large crowd scenes or a view of a scenery as far as the horizon
Long Shot	a view of a situation or setting from a distance
Medium Long Shot	shows a group of people in interaction with each other
Full Shot	a view of the figure's entire body to show the action or a constellation group of characters
Medium Close Shot	shows a subject down to his/her waist
Close Up Shot	a full-screen shot of the subjects face showing the expression
Extreme Close Up Shot	a shot of any object in detail
Bird's eye view	a view from a high angle seen like a bird in flight

Camera Movements

Pan	"panorama", the camera moves horizontally from a static position
Tilt	camera moves vertically from a static position
Zoom	change of focal length either closer or farther away
Dolly	tracking shot, camera moves on track and wheels giving it smooth movement
Handheld	gives frame a shaky look, POV shot

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Copyright

-a legal device that gives the creator of a literary, artistic, musical, or other creative work the sole right to publish and sell that work. Copyright owners have the right to control the reproduction of their work including the right to receve payment for that reproduction. An author may grant or sell those rights to others, including publishers or recording companies.

Infringement

-Violation of a copyright

Republic Act No. 8293

-Philippine law that discusses copyright

Plagiarism

-an act or instance of using or closely imitating the language and thoughts of another author without authorization; the representation of that author's work as one's own, as by not crediting the original author.

Types of Plagiarism



Computer Addiction

-excessive use of computers which it inteferes with daily life
-inteferes with work or sleep or result in problems with social interactions, moods, relationship and thought processes.

Types of Computer Addiction

Information Overload	excessive online surfing, inefficient at work and less family interconnection
Compulsion	overtime spent in online activities like games, bartering stocks and gambling
Cybersex addicition	exceed time spent in surfing inappropriate sites
Cyber-relationship	excessive time spent in social networking sites with a goal of making relationships i

Symptoms of computer addict person

Emotional Symptoms	guilt, anxiety, depression, dishonesty etc
Physical Symptoms	backpain, headache, sleep disorder etc.

Prevention measures of computer Addiction

Set limit in using computers and doing online activities

Talk to your family and friends and mingle with them most of the time

Organize a non-computer related activity like sports

Place your gadgets away from you when not needed.

Cyberbullying

-Bullying that takes place online or using electronic technology
-severe or repeated use by one or more students, directed at another student that has the effect of physical, emotional or damage to his property.

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Digital Divide

-economic inequality between groups in terms of access to, use of, or knowledge of ICT.
-differences between individuals, households, businesses and geographic areas at different levels.

Opportunity

it is a set of situations that makes it possible to do something

Ways social media is changing the world

An essential component of business strategy

Banks of the future

Shaking healthcare and public health

changing how we governed are governed

helping us better responds to disaster

tackle world's biggest challenges

Opportunities of social media

Education

Social

Political

News around the clock

Demographics and targeting

Challenges of Social Media

Illegal Content

CyberCrime

Copyright Infringement

Identity theft

Power

Media power means the concentration of symbolic power in media institutions in television, radio and the press.

Haptics Technology

-feedback technology of the user
-applying force, vibrations, touch and motions

Examples:
Smartphones
Tablets

Contextual Awareness

Combines hard and soft sensor which learns about the user and how they live, work or play.

hard sensor- senses information on where you are and the conditions around you
soft sensor-senses info like calendar, social network, past preferences.

Voice and Tone Recognition

Recognizes voice and tone. Can detect the person's identity and detect their health or emotional state.

Intelligent Routing to Devices

benefits staff and will be able to provide precise description of location. Alerts the responsible team in action.

Eye tracking technology

-measures eye position and movements.
-helpful in security and has many applications

Internet glasses

glasses that can display images while not blocking our eyesight and can be used for variety of different things

wearable technology

-smartwatches
-fitness tracker
-VR headset

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