

### Language

-pertains to the technical and symbolic ingredients or codes and conventions that media and information professionals may select and use 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 view

### 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 receive payment for that reproduction. An author may grant or sell those rights to others, including publishers or recording companies.

### Infringement

-Violation of a copyright

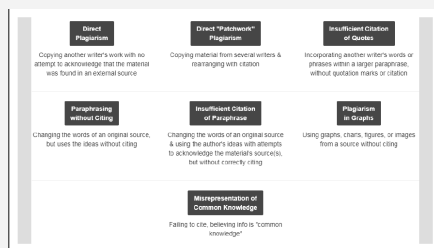
### Republic Act No. 8293

-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 interferes with daily life  
-interferes 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 addiction	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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