

Advisory No. 020, s. 2020

February 7, 2020

In compliance with DepEd Order (DO) No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
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WORKSHOP ON EMPOWERING EDUCATORS THROUGH MEDIA AND INFORMATION  
LITERACY OF THE UP COLLEGE OF MASS COMMUNICATION FOUNDATION INC.

The University of the Philippines College of Mass Communication Foundation Inc., (UPCMCFI) in partnership with the British Embassy in Manila, will conduct a workshop on media information and literacy with the theme, Empowering Educators through Media and Information Literacy, on February 14, 2020 at the Novotel, Araneta, Cubao, Quezon City.

The activity aims to enable participants to

1. appreciate and form an understanding of the concept of media and information literacy;
2. define media and information literacy;
3. learn basic skills, knowledge, and (hopefully) attitudes necessary to interpret the ways media actively engage them as consumers;
4. have a widened awareness of the social, cultural, political, and economic implications of the constructions mediated by mass media and other information sources;
5. be a media and information literate person who is able to read, analyze, evaluate, and produce communications in a variety of media; and
6. become better equipped in teaching media and information literacy to their students.

The following topics will be discussed

1. The Digital Convergence of the Media Forms,
2. The traditional/legacy media forms and forming literacy about them,
3. Mobile Phone Literacy, and
4. Social Media Literacy and developing reading comprehension among the youth.

Target participants are elementary school teachers from public and private elementary schools in the National Capital Region identified by the UPCMCFI. Admission to the workshop is free but interested participants are requested to register online and email [up.cmcfi@gmail.com](mailto:up.cmcfi@gmail.com) to confirm attendance and avail of the free slots.

Participation of public and private schools shall be subject to the no-disruption-of-classes policy stipulated in DepEd Order (DO) No. 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith.

For more information, contact

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