



**November 5, 2014**

**DIVISION MEMORANDUM**  
No. 599, s. 2014

**MEDIA LITERACY SEMINAR-WORKSHOP**

**To: Assistant Superintendents  
Education Supervisors/Coordinators  
District Supervisors/OICs  
Elementary and Secondary School Heads**

1. Attached is Regional Memorandum No. 676, s. 2014, entitled, "**Media Literacy Seminar-Workshop.**"
2. Immediate dissemination of this Memorandum is desired.

  
**ARDEN D. MONISIT, Ed.D.**  
Schools Division Superintendent

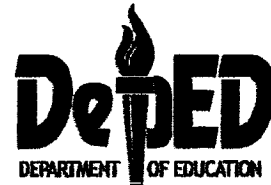
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Asst. Schools Division Superintendent: (032) 414-7457  
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REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
KAGAWARAN NG EDUKASYON  
DEPARTMENT OF EDUCATION  
REHIYON VII, GITNANG VISAYAS  
REGION VII, CENTRAL VISAYAS  
Sudlon, Lahug, Cebu City



OCT 29 2014


REGIONAL MEMORANDUM

No. 676, s. 2014

**MEDIA LITERACY SEMINAR-WORKSHOP**

To : Schools Division Superintendents/OICs

1. Enclosed is a letter from Dr. Belinda F. Espiritu, Director, Center for Media Literacy Education, University of the Philippines Cebu (UP-Cebu), informing this Office on the conduct of the Media Literacy Seminar-Workshop on November 7, 2014, Thursday, 9:00 AM to 5:00 PM at the Interactive Learning Center-AVR, 2<sup>nd</sup> Flr., Administration Bldg., UP-Cebu, Lahug, Cebu City.
2. For more details, refer to the attached communication.
3. Participation of teachers to this Seminar-Workshop shall be subject to the discretion of the Schools Division Superintendents, and to the **No-Disruption-of-Classes Policy** stipulated in DepEd Order No. 9, s. 2005 entitled **Instituting Measures to Increase Engaged Time-on-Task** and ensuring compliance therewith. This is also subject to the provisions of DECS Order No. 28, s. 2001 entitled **Prohibiting the Commercialization of the DECS Organization through Endorsements and Accreditation of Goods and Services**.
4. For the information of all concerned.

  
CARMELITA T. DULANGON  
Director III  
Officer-In-Charge

CTD/EBE, J/mgb

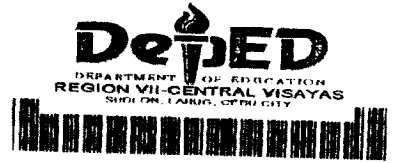
Regional Director's Office: Tel. nos.: (032) 231-1433; 231-1309; Telefax 414-7399; 414-7325; Asst. Regional Director's Office Telefax: (032) 255-4542;  
Field Effectiveness Division: (032) 414-7324; Curriculum Learning Materials Division (032) 414-7323;  
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UNIVERSITY OF THE PHILIPPINES CEBU  
*Arts and Humanities Cluster*

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RD2014-19754  
29 - Oct

October 28, 2014

**DR. CARMELITA T. DULANGON**

Director

Department of Education

Region 7

Dear Dr. Dulangon,

Warm greetings!

May we request you to endorse a Media Literacy Seminar-Workshop we plan to conduct for upper grade to high school and college teachers of the different schools (public and private) in Cebu City and its vicinity areas? The objectives of this seminar-workshop are the following: 1) to provide a foundation on the definition and core concepts of media literacy; 2) to develop media literacy in the areas of advertising, film, news, and Internet use; and 3) to enable the participants to integrate media literacy principles in their subject area teaching.

The Media Literacy Seminar-Workshop is to be held on November 27, 2014, Thursday, from 9:00 am to 5:00 pm at the Interactive Learning Center Audio-Visual Room located at the second floor of the Administration Building of the University of the Philippines Cebu. A modest registration fee worth 500 pesos is to be collected from each participant to cover the expenses for the morning and afternoon snacks, lunch, media literacy kit, and certificate.

A copy of the program is attached with this letter. The Mass Communication professors of UP Cebu will be the resource speakers in this seminar-workshop as our extension program under the Center for Media Literacy Education which we launched last March 20, 2014.

You can reach us through landline by dialing this number: (032) 233-8202, or email at [belinda.espiritu@gmail.com](mailto:belinda.espiritu@gmail.com).

We are hoping for your favorable response to this request.

Thank you very much.

Very truly yours,

**DR. BELINDA F. ESPIRITU**

Director

Center for Media Literacy Education

Noted by:

**PROF. LILIA T. TIO**

Chair

Arts and Humanities Cluster

# **MEDIA LITERACY SEMINAR-WORKSHOP**

*November 27, 2014; 9:00 am to 5:00 pm  
ILC AVR, UP Cebu*

## **Program**

- 8:30 - 9:30 .....Registration Period
- 9:30 - 9:45.....Invocation and Philippine National Anthem
- 9:45 - 10:00.....Welcome Remarks and Introduction to Media Literacy
- Dr. Belinda F. Espiritu
  - Director, Center for Media Literacy Education
- 10:00 - 10:30 .....Advertising Literacy
- Prof. Ulysses Sison
  - Broadcasting and Advertising Professor
- 10:30 - 10:45.....Break Time
- 10:45 - 11:15.....News Literacy
- Prof. Januar Yap
  - Journalism Professor, Sunstar Editor and Columnist
- 11:15 - 11:45.....Film Literacy
- Ms. Jeneth Borlasa
  - Broadcasting Instructor, Associate Producer of Cebuano Independent Films
- 11:45 - 12:00.....Q & A
- 12:00 - 1:00.....Lunch Break
- 1:00-1:10.....Ice Breaker
- 1:10 - 1:25 .....Digital Literacy (Evaluating web sources and more)
- Dr. Belinda F. Espiritu
- 1:25- 1:45.....Digital Literacy (Internet scams)
- Mr. Gregg Lloren, Multimedia Instructor
- 1:40 - 1:50.....Q & A
- 1:50 - 3:00.....Workshop on Integrating Media Literacy in their Subject Area Teaching
- 3:00 - 4:30 .....Group Presentations
- 4:30 to 5:00 .....Awarding of Certificates and Closing Remarks
- Prof. Lilia Tio
  - Chair, Arts and Humanities Cluster

*Ms. Afni Dorothy Emphasis  
Emcee/Moderator*