

**Technical codes in Media and Information Literacy (MIL)** are the techniques and tools used by media producers to create meaning and influence the audience. They involve the use of camera work, lighting, sound, editing, graphics, and special effects.

#### Examples of Technical Codes in Media and Information Literacy

| Technical Code                   | Purpose                                      | Example                                                   |
|----------------------------------|----------------------------------------------|-----------------------------------------------------------|
| Camera Angle                     | Creates a particular perspective or feeling. | A low-angle shot makes a superhero appear powerful.       |
| Camera Shot                      | Shows different levels of detail.            | A close-up of a person's face highlights emotion.         |
| Lighting                         | Sets the mood or atmosphere.                 | Dim lighting creates mystery in a horror movie.           |
| Sound Effects (SFX)              | Adds realism or emotion.                     | Thunder sounds create suspense before a storm scene.      |
| Background Music                 | Influences the audience's emotions.          | Soft piano music during a sad farewell scene.             |
| Editing                          | Arranges scenes to tell a story.             | Fast cuts during an action sequence increase excitement.  |
| Special Effects (Visual Effects) | Creates scenes that are difficult to film.   | Explosions or magical powers in superhero movies.         |
| Color                            | Conveys emotions or themes.                  | Warm colors create happiness; cool colors create sadness. |
| Transitions                      | Connects one scene to another.               | Fade to black to indicate the passage of time.            |
| Graphics and Animation           | Present information visually.                | Animated weather maps in a television news broadcast.     |

#### Common Camera Shots

| Shot             | Example                                                       |
|------------------|---------------------------------------------------------------|
| Close-up Shot    | Shows a person's facial expression during an emotional scene. |
| Medium Shot      | Shows the character from the waist up during a conversation.  |
| Long Shot        | Shows the entire body and surrounding environment.            |
| Extreme Close-up | Focuses on a person's eyes or a specific object.              |
| Wide Shot        | Shows a landscape or a large crowd.                           |

#### Common Camera Angles

| Angle           | Effect                                                    | Example                    |
|-----------------|-----------------------------------------------------------|----------------------------|
| Eye-Level Angle | Makes the audience feel natural and equal to the subject. | TV interviews              |
| High Angle      | Makes the subject appear weak or vulnerable.              | A child looking frightened |
| Low Angle       | Makes the subject appear powerful or dominant.            | A superhero standing tall  |
| Bird's-Eye View | Shows the scene from directly above.                      | A drone shot of a city     |

#### Examples in Different Media

##### Television

- Slow-motion replay during a sports broadcast.
- Dramatic background music in a talent show.
- Close-up shots during emotional interviews.

##### Movies

- Dark lighting in horror films.
- CGI dinosaurs in adventure films.
- Fast-paced editing in action scenes.

##### Advertisements

- Bright lighting to make food look fresh.
- Upbeat music to create excitement.
- Slow-motion shots showing a refreshing drink being poured.

##### Social Media

- Filters that enhance colors.
- Time-lapse videos.
- Background music in short-form videos.

**Social codes in Media and Information Literacy (MIL)** are the ways people are represented through their appearance, behavior, language, relationships, and cultural practices. These codes help audiences understand a person's identity, role, status, values, and the social context in a media message.

### Examples of Social Codes in Media and Information Literacy

| Social Code                      | Meaning/Purpose                                         | Example in Media                                                     |
|----------------------------------|---------------------------------------------------------|----------------------------------------------------------------------|
| Clothing/Costume                 | Shows a person's occupation, culture, or social status. | A doctor wearing a white coat in a medical drama.                    |
| Facial Expression                | Communicates emotions and feelings.                     | A smiling child in a cereal advertisement to show happiness.         |
| Body Language (Gestures/Posture) | Reveals emotions, confidence, or relationships.         | A handshake between two leaders symbolizes agreement.                |
| Hairstyle                        | Represents identity, age, culture, or personality.      | A soldier with a military haircut.                                   |
| Makeup                           | Enhances appearance or defines a character.             | Heavy makeup used to portray a fantasy villain.                      |
| Language and Accent              | Indicates nationality, education, or social background. | A news anchor speaks in a formal and professional tone.              |
| Behavior/Manners                 | Reflects values, traditions, and personality.           | A student bows to a teacher as a sign of respect.                    |
| Social Roles                     | Shows responsibilities and relationships.               | Parents caring for their children in a family commercial.            |
| Cultural Practices               | Represents traditions and beliefs.                      | A family celebrating Christmas or Eid in a television advertisement. |
| Relationships                    | Shows connections between people.                       | Friends helping each other in a public service announcement.         |

### Examples in Different Media

#### Television

- A police officer wearing a uniform represents **authority and law enforcement**.
- A family eating dinner together symbolizes **love and unity**.

#### Movies

- Characters wearing school uniforms indicate they are **students**.
- A business executive wearing a suit represents **professionalism and leadership**.

#### Advertisements

- Athletes wearing sports uniforms promote **fitness and determination**.
- Farmers working in the fields symbolize **hard work and agriculture**.

#### Social Media

- A graduation photo with a cap and gown represents **academic achievement**.
- A person wearing traditional Filipino attire during a cultural event represents **national pride and heritage**.

### Classroom Examples

| Situation                                                    | Social Code                |
|--------------------------------------------------------------|----------------------------|
| A nurse wears scrubs while treating patients.                | Clothing/Occupation        |
| A child smiles while receiving a gift.                       | Facial expression          |
| Two friends hug after winning a competition.                 | Body language/Relationship |
| Students raise their hands before speaking.                  | Behavior/Manners           |
| A family celebrates a birthday together.                     | Family relationship        |
| People wear traditional clothing during a cultural festival. | Cultural practice          |

**Written codes** in **Media and Information Literacy (MIL)** refer to the use of written language to communicate information, ideas, emotions, and persuade audiences. These include words, phrases, headlines, captions, slogans, and other forms of text found in media.

#### Examples of Written Codes in Media and Information Literacy

| Written Code                | Purpose                                                           | Example                                                      |
|-----------------------------|-------------------------------------------------------------------|--------------------------------------------------------------|
| <b>Headline</b>             | Grabs the audience's attention and introduces the main idea.      | "Typhoon Signals Raised in Northern Luzon"                   |
| <b>Caption</b>              | Explains or gives information about a picture or video.           | "Students participate in the annual tree-planting activity." |
| <b>Slogan</b>               | Promotes a product, service, or advocacy with a memorable phrase. | "Just Do It."                                                |
| <b>Brand Name</b>           | Identifies a company or product.                                  | "Coca-Cola," "Samsung," "Nike"                               |
| <b>Logo Text</b>            | Combines words with a logo to identify a brand.                   | "McDonald's – I'm Lovin' It."                                |
| <b>Advertisement Copy</b>   | Persuades consumers to buy a product or service.                  | "Buy One, Take One Free!"                                    |
| <b>Subheading</b>           | Organizes information into sections.                              | "Benefits of Reading Daily"                                  |
| <b>Hashtags</b>             | Categorize and promote topics on social media.                    | #SaveTheEarth, #BackToSchool                                 |
| <b>Call to Action (CTA)</b> | Encourages the audience to take action.                           | "Subscribe Now!", "Register Today!"                          |
| <b>Quote or Testimonial</b> | Builds credibility or inspires readers.                           | "This product changed my life!"                              |

#### Examples in Different Types of Media

##### 1. Television

- News headline: **"Breaking News: Earthquake Hits Mindanao."**
- Weather update text: **"Classes Suspended Tomorrow."**

##### 2. Newspapers and Magazines

- Headlines
- Bylines (author's name)
- Captions under photographs
- Feature article titles

##### 3. Social Media

- Captions on Instagram posts
- Facebook status updates
- X (Twitter) posts
- Hashtags such as **#MentalHealthMatters** or **#GoGreen**

##### 4. Advertisements

- **"50% OFF This Weekend Only!"**
- **"Experience the Difference."**
- **"Limited Time Offer!"**

##### 5. Websites

- Navigation menus (Home, About, Contact)
- Blog titles
- Buttons such as **"Sign Up"**, **"Learn More"**, or **"Download Now"**

Symbolic codes in Media and Information Literacy (MIL) are objects, signs, colors, gestures, sounds, or images that represent deeper meanings beyond their literal appearance. They help audiences understand hidden messages, emotions, values, and ideas in media texts.

Here are some common examples:

| Symbolic Code    | Meaning                        | Example in Media                                                                    |
|------------------|--------------------------------|-------------------------------------------------------------------------------------|
| ♥ Heart          | Love, affection, romance       | A heart symbol on a Valentine's Day advertisement.                                  |
| ☺ Dove           | Peace, hope                    | A dove released at the end of a news report about a peace agreement.                |
| 🌹 Red Rose       | Love, passion, romance         | A character gives a red rose to propose marriage in a movie.                        |
| ⚰ Black Clothing | Death, mourning, mystery, evil | Villains often wear black in films; mourners wear black at funerals.                |
| 👰 White Clothing | Purity, innocence, peace       | A bride wears a white wedding gown.                                                 |
| 🚩 White Flag     | Surrender, truce               | Soldiers waving a white flag in a war movie.                                        |
| 💡 Light Bulb     | New idea, intelligence         | A light bulb appears above a character's head in a cartoon after solving a problem. |
| 🗑 Broken Chain   | Freedom, liberation            | A campaign poster showing broken chains to symbolize freedom from oppression.       |
| 🦁 Lion           | Courage, strength, leadership  | A company uses a lion in its logo to represent power.                               |
| 🌳 Tree           | Life, growth, stability        | Environmental campaigns use trees to symbolize nature and life.                     |
| 🔥 Fire           | Anger, destruction, passion    | Flames in a movie scene symbolize revenge or intense emotion.                       |
| 🌈 Rainbow        | Hope, diversity, unity         | A public service announcement uses a rainbow to promote inclusion.                  |
| 🕒 Clock          | Time, urgency                  | A countdown timer in disaster preparedness advertisements.                          |
| 💰 Money          | Wealth, success, greed         | A commercial shows piles of money to symbolize financial success.                   |
| 🦅 Eagle          | Freedom, patriotism            | Government seals and patriotic advertisements feature an eagle.                     |

#### Examples in Different Media

##### Television

- A superhero wearing a cape symbolizes bravery and heroism.
- Dark clouds before a scene symbolize danger or sadness.

##### Print Media

- A green leaf in a product advertisement symbolizes that the product is eco-friendly.
- A broken pencil in a poster symbolizes the end of education or loss of learning.

##### Film

- Rain often symbolizes sadness, loneliness, or emotional struggle.
- A closed door symbolizes missed opportunities or secrets.

##### Social Media

- A blue check mark symbolizes a verified account.
- A red notification badge symbolizes urgency or something requiring attention.