



What Is This Module About?

Do you read newspapers? Or do you know of people who make it a habit to read the newspaper daily? Well, they do so because the newspaper is a very important source of information.

Need to know the latest information? Maybe you want to check on today's weather forecast, or perhaps you'd like to know about the oil price increase. If you're a sports fan, why not check the latest basketball tournament and read all about the game. Know the latest in politics, government services, the environment, entertainment, shipping schedules, and more! Just simply read a newspaper every day!

The newspaper is a means of communication, and it can help you in your daily life. By reading a newspaper, you can find out what's happening in every corner of the world as well as local events and issues. You can also be heard through a newspaper. You can even use a newspaper to find a job!

This module will help you learn more about reading a newspaper and understanding its importance. We have two lessons to help you along the way:

Lesson 1 – *The Importance and Use of a Newspaper*

Lesson 2 – *How to Read and Interpret Headlines and Sub-headlines*



What Will You Learn From This Module?

After studying this module, you should be able to:

- ◆ explain the importance and use of reading a newspaper in your everyday life; and
- ◆ interpret newspaper headlines and sub-headlines.



Let's See What You Already Know

Before you start studying this module, take this test to find out what you already know about the topic.

A. Read the following statements. If you think the statement is correct, write **True** in the blank. If you think it is incorrect, write **False**.

1. The newspaper is a form of mass media. _____
2. If I want to know the latest in sports, I can rely on a newspaper.

3. You don't need to read a newspaper if you are a farmer.

4. Watching the news on television can give you all the news you need, so you don't need to read a newspaper. _____
5. You can find out more about health care services through newspapers. _____
6. The latest developments in science and technology are not found in a newspaper. _____
7. I can search for a job in a newspaper. _____
8. I cannot advertise my services as a hairdresser through a newspaper.

9. Reading newspapers is a waste of time; listen to the hourly updates on the radio instead. _____
10. I can state my opinion about anything through a newspaper.

B. See if you can understand and interpret the following headlines. Write what you think they mean in the spaces provided.

1. **Erap still says no to rebel demands, no ransom payment**

2. **Fil athletes fly to Sydney, gun for gold**

3. **Rice prices still soaring**

4. **20 kilos shabu taken from schoolteacher**

Well, how was it? Do you think you fared well? Compare your answers with those in the *Answer Key* on pages 28–29.

If all your answers are correct, very good! This shows that you already know much about the topics in this module. You may still study the module to review what you already know. Who knows, you might learn a few more new things as well.

If you got a low score, don't feel bad. This means that this module is for you. It will help you understand important concepts that you can apply in your daily life. If you study this module carefully, you would learn the answers to all the items in the test and a lot more! Are you ready?

You may go now to the next page and begin Lesson 1.

The Importance and Use of a Newspaper

We live in a world where information and communication are very important. Decisions in the government and businesses are made based on facts and figures. For all these, a great amount of information on current events is needed. This information is passed around through means of communication like mass media.

The same goes for common people like you and me. We need information just like anybody else. If you were planning to go on a sea trip, you would need to know about the weather on the day of your travel. An expectant mother would want to catch the latest in health care for her baby. A farmer will definitely want to find out how an oil price increase will affect the price of his crops. Access to this information is made possible through mass media, and more specifically, through newspapers.

June 14, 2000
Vol. 15, No. 340
P15

THE MORNING STAR

Jeepney drivers go on nationwide strike

This is the story of Asia's biggest financial institution. In 1996, Japan's Bank of Tokyo and Mitsubishi Bank finalized a merger of equals that created the Bank of Tokyo-Mitsubishi. The new entity had assets of \$719 billion, nearly twice as big as those of its then closest rival Sumitomo Bank. Because of the cost of the union, Bank of Tokyo-Mitsubishi's fiscal 1996 profit of \$287.7 million was nothing to crow about. But the future looked bright. Until, that is, the 1997 currency crisis that felled the economies of Thailand, Indonesia and South Korea and badly dented almost everyone else's. When that horrible year ended, the Bank of Tokyo-Mitsubishi had lost \$5.9 billion. In fiscal year 1998, it bled another \$5 billion.

Look at the behemoth now. In the year to March 2000, the biggest bank in the Asiaweek Financial 500 made \$1.2 billion. Fifty-nine of the 144 other Japanese banks in this year's listing also swung back to profitability. So have some institutions in South Korea, including H & CB and the Industrial Bank of Korea. And lenders in Singapore, Hong Kong and Malaysia, which saw sharp reductions in earnings in 1997 and 1998, notched three-digit percentage increases in 1999. Their first-half interim results, especially those of Hong Kong Bank, are even more spectacular (see story page 58). In all, Asia's 500 biggest banks made \$19.5 billion last year (see table page 54), compared with \$17.1 billion in 1998. That is still smaller than their combined pre-Crisis earnings of \$28.2 billion in 1996.

It seems the overlay of rust on the

chrome plates of Asia's banks is finally being polished away. Some hard-to-remove stains remain, it is true, particularly in Indonesia. But in many countries, market regulations have been tightened, banks restructured and recapitalized, and provisions for bad debts tucked away. "In some markets, banks have made a substantial overhaul of the credit-approval process and put in place better risk-management," says John Hobson, a regional bank analyst with CS First Boston in Hong Kong, who deems Japan's banking system already "in decent shape." Fewer loans are turning bad, which has emboldened many institutions to claw back loan-loss provisions, one reason why so many reported profits last year and in the first half of 2000.

The challenge now is to maintain profitability — and meet the demands of globalization and new technology. "Asia hasn't had the sort of banking consolidation that everybody expected two years ago," says Rana Talwar, CEO of London-based Standard Chartered Bank, which last week won a bidding for the Hong Kong retail assets of Chase Manhattan Bank. "There are nationalistic reasons and, in some cases, some family-owned banks are just not ready to change. Size is everything in banking these days. You need to have a regional or global brand and economies of scale. You need resources to invest in new technology." Since 1998, foreign financial institutions have acquired all or part of 18 Asian banks, making them formidable competitors (see story page 72).

Other observers fret about governance. "There are still a number of countries where the same managers are running the banks," says Raymond Lee, head of regional bank

Local News:

Nueva Ecija town is now RP's first science city

The challenge now is to maintain profitability — and meet the demands of globalization and new technology. "Asia hasn't had the sort of banking consolidation that everybody expected two years ago," says Rana Talwar, CEO of London-based Standard Chartered Bank, which last week won a bidding for the Hong Kong retail assets of Chase Manhattan Bank. "There are nationalistic reasons and, in some cases, some family-owned banks are just not ready to change. Size is everything in banking these days. You need to have a regional or global brand and economies of scale. You need resources to invest in new technology." Since 1998, foreign financial institutions have acquired all or part of 18 Asian banks, making them formidable competitors (see story page 72).

Other observers fret about governance. "There are still a number of countries where the same managers are running the banks," says Raymond Lee, head of regional bank

research at Salomon Smith Barney in Hong Kong. But even institutions that have undertaken real change could remain in danger. Ironically, the improvements in risk assessment and other systems are holding back loan growth. "Banks no longer operate as banks in Thailand," groans a foreign businessman who is having trouble getting loans. "The lending must be credible," counters Bangkok Bank president Charat Suphophonach. "The fact that we don't have much lending at the moment is a function of the current state of the economy." Anemic loan growth is a problem not only in Thailand. It is also an issue in Indonesia, Hong Kong, Japan, Malaysia, the Philippines and South Korea

Inside this issue

The World	2
Editorial	2
Technology	2
Sports	3
Entertainment	4
Lifestyle	5
Classified Ads	6

Weather

- THE WORLD COUNTRY PARTED: ...



Let's Try This

Maybe you think you can live independently, without any outside information to help you. Think again. Newspapers can provide you with the latest data that can help you in your work, studies, physical health, and more! To fully understand this, let's do this activity.

Listed below are examples of individuals in different situations. Do you think a newspaper can help them in their lives? Answer **yes** or **no** in the spaces provided.



Dr. Reyes is a heart surgeon. Lately, he heard about the latest in laser technology that can help him when operating patients.

Can reading the newspaper help him? _____



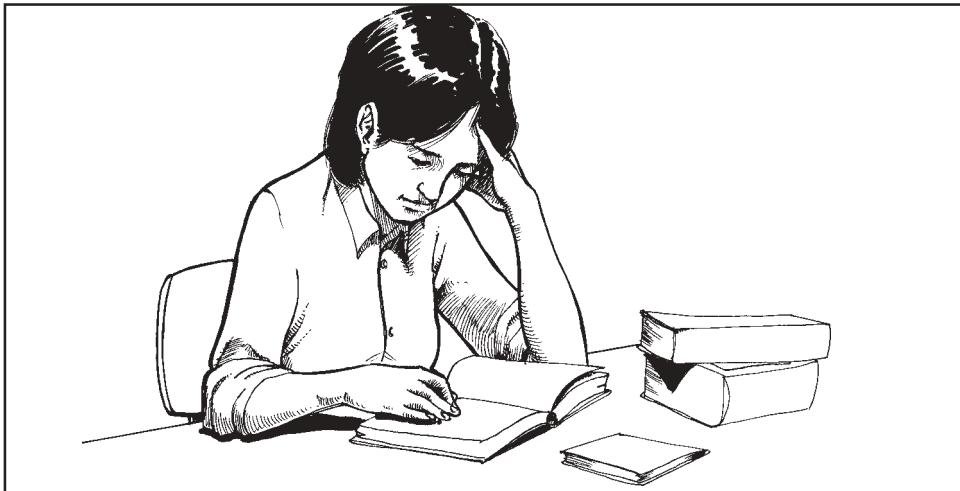
Anna cannot decide what to do this Saturday night. She'd like to watch a movie, but she doesn't know what movies are being shown at the nearest mall.

Can reading the newspaper help Ana? _____



Mando has been working overtime at the factory. He wants to learn more about the latest on wage increase.

Can reading the newspaper help Mando? _____



Karen has a report on how the government is protecting wildlife in the country. She needs to know the latest government policies on this topic.

Will reading the newspaper help Karen? _____



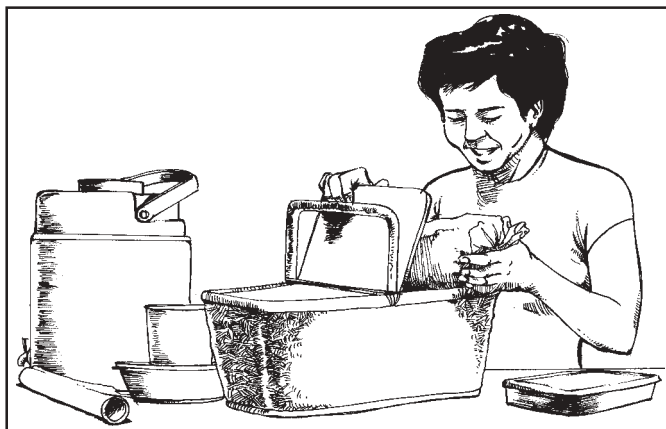
Boyet is leaving for Saudi Arabia to work as a forklift operator. He knows that he will miss the Philippines. So, he wants to be updated on what is happening in the country daily.

Will he get updates on the country in the newspaper? _____



Marie has just graduated with a degree in Commerce this year. She's interested in finding a job for herself in an accounting firm.

Will reading newspaper help her? _____



Aling Minda is planning to go on a picnic by the beach with her children tomorrow. She hopes the weather will be sunny on that day.

Will Aling Minda learn about the weather in the newspaper? _____



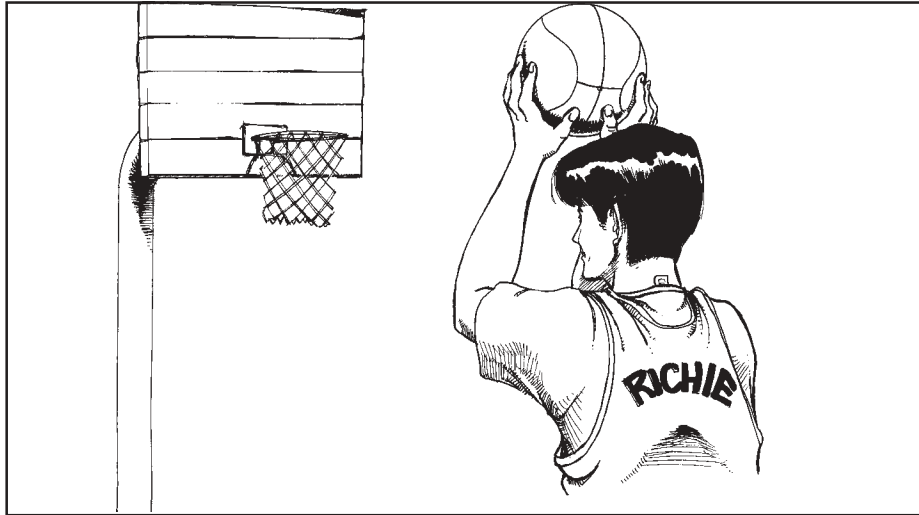
Aling Lucy sells fish and shrimps at the local market. She knows prices have gone up and would like to estimate how much she should sell her goods.

Will reading newspaper help her? _____



Michelle is a fan of the teen heartthrob actor Joey Jimenez. She wants to know more about him and his latest television show.

Will she be able to get more information about her idol in the newspaper?



Richie is a basketball fanatic. He wants to know the results of last night's game.

Will Richie get the information in the newspaper? _____

Compare your answers with those provided in the *Answer Key* on pages 29–30. If your answers are correct, great! But don't worry if you didn't get all the answers. You can read on to learn more about the importance and use of a newspaper.



Let's Study and Analyze

The **mass media** is a means of communication to large numbers of people. This is done effectively through broadcasting that includes television and radio, and through print or written means like newspapers, magazines, and tabloids.

A newspaper is an important mass medium. As a written medium, it can tell us a lot about what is happening in our country. Newspapers record events as they happen every day. They also educate and inform us about the latest developments in:

- ◆ Science – new discoveries are reported in newspapers, as well as the latest scientific principles.
- ◆ Technology – newspapers give updates on the latest inventions and innovations.
- ◆ Health – learn about the latest in health care through newspapers.
- ◆ Environment – find out about environment laws and news.
- ◆ Entertainment – read about the latest in movies, music, actors and actresses, singers, fashion and art.



Let's Think About This

Without mass media, we cannot get all the everyday information that we need. However, unlike other forms of mass media, the newspaper is effective because it can be read again and again. Not only that; it is an inexpensive way of gathering information. Also, newspapers reach all readers, even in places where television cannot be found.

In the activity you have just finished, you saw how the lives of different people were affected by information that they needed. Through the use of a newspaper, they can work and live more efficiently and happily.



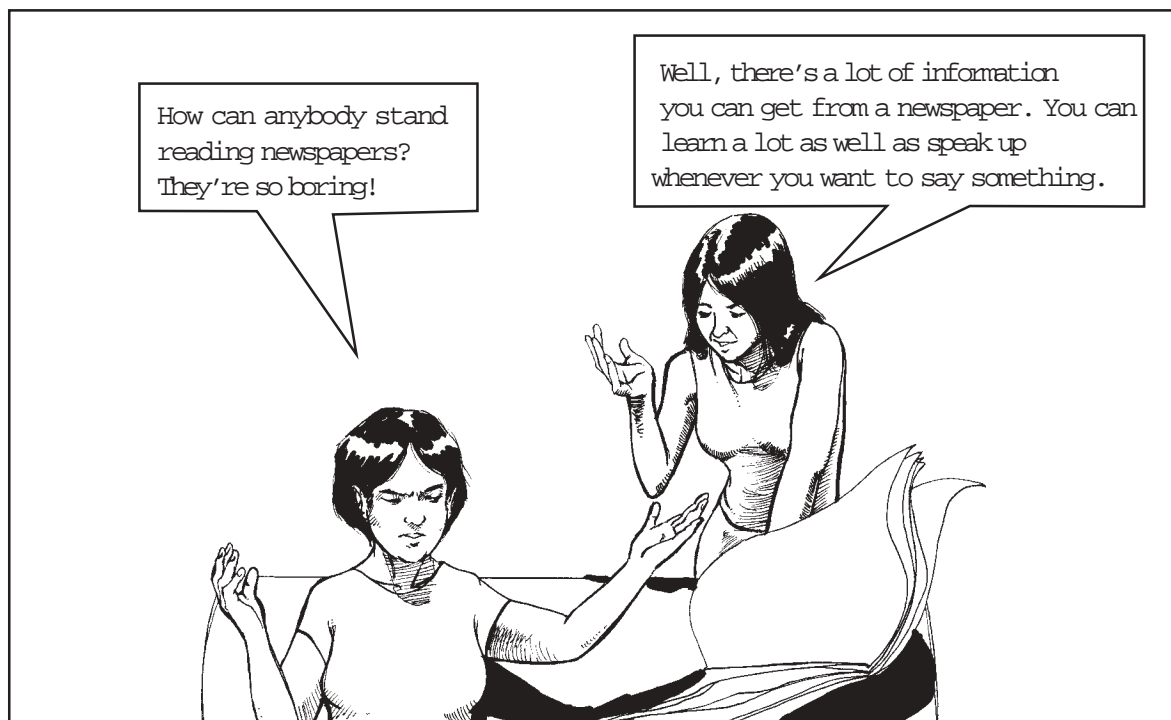
Let's Read This

Read the comic strip below.

Characters:

Cora, a young girl of eleven

Ditas, her elder sister, fourteen



I have all I need to know from TV!
And besides, who needs every bit of
information anyway? I also don't
think anyone will care what I think
about the latest oil-price increase.

The television or radio may give you information,
but it would be hard for you to appear on TV
everytime you want to say something. Through a
newspaper, you can give your reactions anytime!



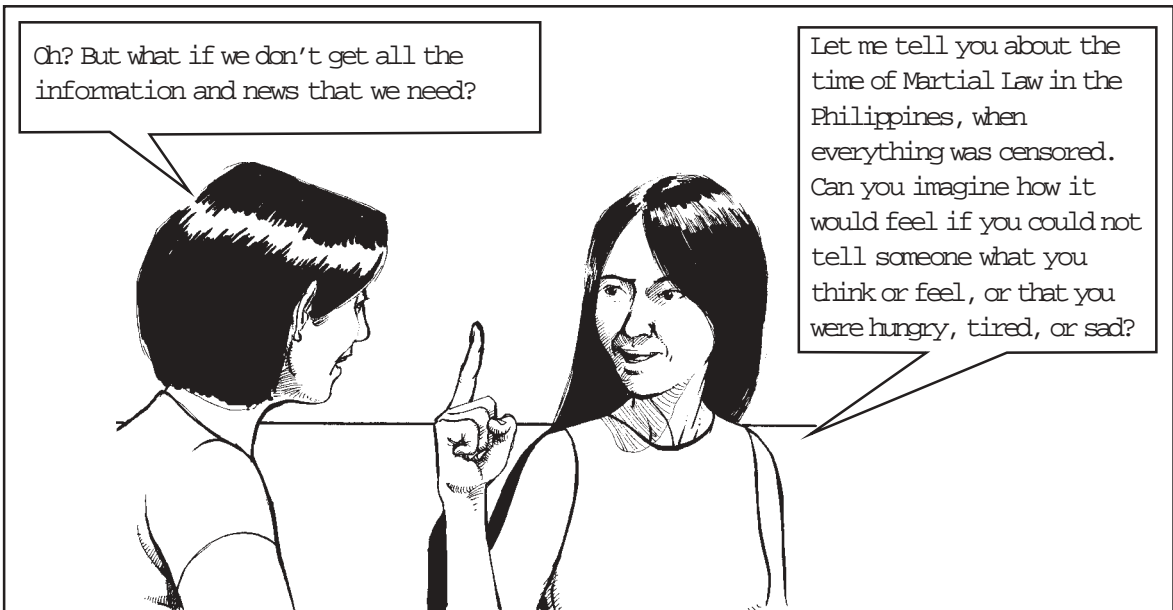
Really? How?

Simply by writing
them!



Oh? But what if we don't get all the
information and news that we need?

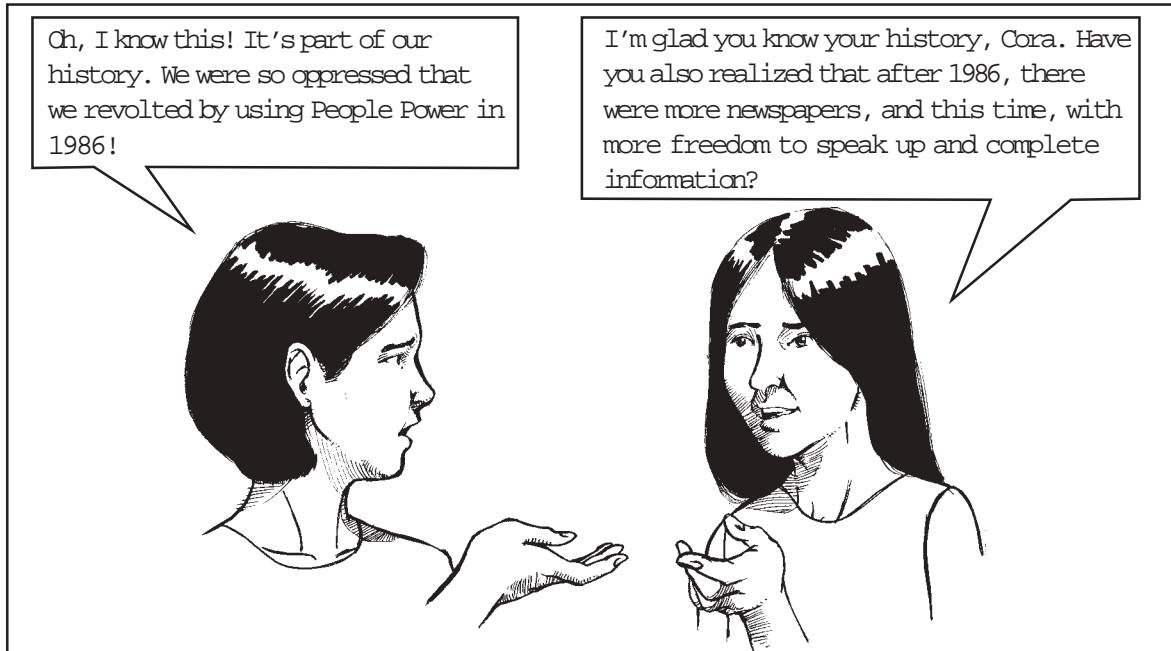
Let me tell you about the
time of Martial Law in the
Philippines, when
everything was censored.
Can you imagine how it
would feel if you could not
tell someone what you
think or feel, or that you
were hungry, tired, or sad?





I'd hate that! I'd feel so bad!

Well, that's exactly what happened when the government censored some material in newspapers. Also, information was incomplete and opinions were edited out. People did not know what was really happening in the country.



Oh, I know this! It's part of our history. We were so oppressed that we revolted by using People Power in 1986!

I'm glad you know your history, Cora. Have you also realized that after 1986, there were more newspapers, and this time, with more freedom to speak up and complete information?



Yes, you're right! I'm glad we have our newspapers today. I now realize their importance.

That's very good! Make it a habit now to read newspapers every day.



Let's Study and Analyze

Read the item in the box below. What do you think it is?

Letter to the Editor

The Daily News

I am a student from the province of Calumpit, Bulacan. My parents are both farmers, and we live beside a rice field. It makes me sad to see how many factories have been polluting our rivers here in Bulacan. Some rice fields were sold to make way for more factories.

I don't hate the factories because they give jobs to people here in Bulacan. But I wish they would learn how to be responsible and care for the environment. Because of them, the river is dirty and smelly. Farmers have a hard time looking for clean water. Fishermen can no longer fish in the dirty waters. I hope the government can do something about this.

Jose Mercado

Brgy. Otso, Calumpit, Bulacan

We don't just get information from a newspaper. As readers, we are also given the freedom and opportunity to air our views and express our opinions. The letter you have just read concerns the feelings of a student. He lives near a rice field and sees how pollution is destroying his hometown. Through the "Letters" section of the newspaper, one can speak up and give comments on certain issues.

Here is a similar item. This one is called an "opinion." Read and understand what it says.

My Voice

By Lani Antonio

The Daily News

Traffic in Metro Manila is getting worse every day. During the daytime, we see that the roads look like parking lots. Cars do not move at all. Buses fight for space in the road. Jeepneys make the situation worse by stopping anywhere. Even commuters take up the spaces in the roads as they wait for their rides.

The Metro Manila Development Authority (MMDA) should do something about this. It should have more rules and enforcers. The MMDA officials should be more vigilant about traffic violations.

Writers are also entitled to air their opinions through columns in the newspaper. The opinion you just read was made by Lani Antonio, a writer for the Daily News. The writer is expressing what she feels about the traffic situation in Metro Manila. She also voiced out what she thinks the government should do. Newspapers allow the airing of different opinions on various topics.

Let's See What You Have Learned

Think about five people in your family or community. Talk to them and ask them about their likes and dislikes. What are their jobs? Are they still in school? Think about their needs as individuals and see how newspapers can affect their lives. Write their names and list how reading a newspaper shapes their lives. A sample answer is given to help you.

Name	Job or occupation	Importance of a newspaper
1. Atty. Reyes	Lawyer	It helps him know about the latest laws.
2.		
3.		
4.		
5.		
6.		

Show the completed table to your Instructional Manager or Facilitator.



Let's Remember

A newspaper is an effective mass medium for communication and information. It is important because:

- ◆ It provides us with information about local and international issues and events.
- ◆ It helps us in our daily lives by providing information on various topics.
- ◆ It gives us a voice, a chance to express our opinions.

How to Read or Interpret Headlines and Sub-headlines

You already know that information from a newspaper is very useful and that the newspaper is an important medium for communication. You also learned that the quickest way of finding out the latest news of the day is by reading newspapers.

Now you want to learn more, but you're having a little difficulty understanding the short phrases you see in a newspaper. These are called headlines, and interpreting them can help you understand the content of what you are about to read.



Let's Read

A **headline** is the title of an article. It serves two purposes. First, it gives the main idea or main topic of the news. Second, it captures the attention or interest of the readers. Below are examples of headlines and an excerpt of the content of the story. Read them carefully.

A.

AFP: All Hostages Safe

By Paolo Romero and Roel Pareño

The military gave assurance that 19 hostages were alive as fighting between the AFP and Abu Sayyaf rebels raged in the southern island of Sulu for the second time yesterday.

No details were given on the fate of the hostages as the government imposed a news blackout on the assault.

The Philippine Star, September 18, 2000

B.

Romanian Lifters Expelled

Sydney, Australia – The Romanian weightlifting team was thrown out of the Sydney Olympics after two lifters failed drug tests before the games.

International Olympic Committee Director General Francois Carrard said Sunday that the expulsion of the Romanian lifting team was ordered by the International Weightlifting Federation.

The Philippine Star, September 18, 2000

C.

Physical Activity Better Than Dieting

Physical activity is better for the prevention and treatment of overweight and obese people than dieting. This was the conclusion made by fitness experts Ana Sison and Dr. Marvin Santos in a study of obesity.

According to the studies, the rate of weight loss is related to how many times you exercise. Aerobic exercise and strength training were said to be better than cutting down on food intake.

What did you notice about the headlines? Write it down below.

They are short and precise, using exact words to describe the content of the article so that the reader can easily grasp its main topic at a first glance. If you read the whole article, you will know further what the headline was all about.

You will notice that the headline is usually followed by the **by-line**, which gives the name of the person who wrote the news. Not all articles have by-lines, however.

Let's look at two of the headlines you just read.

Read the headline of Article A – **AFP: All Hostages Safe**. What is this headline trying to say? AFP stands for “Armed Forces of the Philippines.” By reading on, we can conclude that the AFP says that all the hostages are safe. Which hostages is the headline referring to? This article was written during the fighting between the Abu Sayyaf and the government. The hostages are those captured by the Abu Sayyaf rebels.

If you read the article, you will learn that according to the government, the hostages were safe and alive even during the fighting.

Now read the headline of Article B – **Romanian Lifters Expelled**. With this, you can tell that weightlifters from Romania have been removed from a competition. If you continue reading the news item, you will know that this was written during the Olympics. You will learn that two Romanians were disqualified for taking drugs. In the Olympics, athletes are not allowed to take drugs that help them get stronger.

See how headlines help you? They give you ideas about what the news articles are about and help you understand their contents.



Let's Read

Learning to interpret a headline can greatly improve your newspaper reading skills. Do you want to learn more on how to read effectively? Well, there are many ways to understand an article. Let's do this step-by-step.

Read the example shown on the next page. What is the headline?

What does this tell you? It tells that the city is flooded. By the word "Metro," we can deduce that the article speaks of Metro Manila. You can also read that the homeless are estimated at 105. Still, we do not know if the article tells us whether 105 families or 105 people are homeless. To learn more, we must read on.

What is the sub-headline?

The **sub-headline** adds to what we already know from reading the headline. We learned that Metro Manila is flooded, with a count of 105 homeless. This sub-headline tells us more. It states that experts predict more rain. Still, this does not give us all the information we can get from the article. Read on!

FLOODS SUBMERGE METRO; _____ headline
105 HOMELESS

Experts predict more rain in the coming weeks _____ sub-headline

By: Rosel C. Manahan _____ by-line

_____ picture



Underwater: Residents of Pulang Lupa, Marikina wade thru waters. _____ caption

What is the by-line?

The by-line shows who wrote the article.

Besides the headline, sub-headline and by-line, we see a picture in this example. By looking at the picture, we can learn more. Study the figures carefully. What do you see?

- ◆ A flooded street
- ◆ A woman carrying a child while wading in waters
- ◆ Homes submerged in floodwater
- ◆ People sitting on rooftops

The **picture** emphasizes the content of the article and the message of the headline. It clearly shows us how the situation in Metro Manila is through a single picture. By looking at it, we can even see what the woman feels as she carries the child. Is that child her daughter? Is she happy or sad? Do the people sitting atop rooftops feel happy? What do you think?

The words under the picture make up the caption. What is the caption in the example?

The **caption** provides information about the picture, such as the persons in the picture, the event, the place where the picture was taken.



Let's Read

The Article

The headline and picture you just saw has an article. An article is like a story. It is the narration of the events that happened. Reading the article will inform you what the headline was trying to tell you.

You will be able to understand the content of an article through the details. The first sentences or the first paragraph is called the **lead**. Read the article.

Large portions of Metro Manila were left flooded by rain-water after the downpour last Tuesday.

The Department of Interior and Local Government (DILG) also confirmed the rising number of homeless families to 105. The families were relocated to barangay centers near their area.

According to PAGASA's weather station, rains were caused by tropical depression Mariang, blowing in from the South China Sea. More rain is expected next week due to tropical depression Aning, blowing in from the Pacific.

The lead answers the questions *who*, *what*, *when*, and *where*. The important facts are stated in the lead.



Let's Review

It is important to note whether the headline was able to give you an idea of the story. Let's see if the headline and sub-headline you read were accurate and if they helped you understand the story. Answer the following questions:

1. What facts did the headline state?

2. Were these facts found in the article?

3. Did the headline and sub-headline help you understand the article?

Check your answers against the *Answer Key* on page 30 to see if they are correct.



Let's Try This

Maybe you too can write for a newspaper! Let's see if you are already familiar with the concept of a headline. In Set A are a few short articles without a headline. Read them carefully and match them with the headline you can find in Set B. Write in the blanks the letter of the corresponding headline.

Set A

1. Basketball superstar Michael Cruz thrilled the audience yesterday at the Cuneta Astrodome by giving the Purebeef Team a 24-point lead. The Beefsters beat the Milkmen, 84–60. _____
2. Department of Health (DOH) official Luis de los Reyes was arrested yesterday for estafa. De los Reyes was reportedly issuing false checks and forging order documents to acquire cash from the DOH. _____

3. Filipina actress Ana Mayor impressed the international audience with her acting in the film “Gabriela” and won two awards last Saturday. The actress received the “Best Actress Award” from the World Academy of Film, as well as “Best New Actress.” _____
4. Manila Archbishop Jaime Cardinal Sin yesterday visited inmates at Camp Sampaguita, Muntinlupa. The Cardinal gave mass and distributed to the inmates canned goods and gifts from donors all over the country. _____
5. High school teacher Virginia Fernandez, 26, was charged guilty of murder yesterday. The teacher was sentenced to life imprisonment for stabbing two co-teachers. _____
6. Scientists at the University of Oklahoma, discovered a new vaccine against hepatitis B. According to Dr. Ann Monroe, the vaccine will be available to the public early next year. _____

Set B

- a. **Teacher Gets Life for Murder**
- b. **Fil Actress Wows the World**
- c. **DOH Official Nabbed for Estafa**
- d. **Cruz Leads Beefsters by 24**
- e. **Sin Brings Hope to Inmates**
- f. **New Vaccine Against Hepa B**

Check your answers against the *Answer Key* on page 30. If you got all the answers correctly, congratulations! But don't worry if you didn't get everything right. Read on and learn some more.



Let's Study and Analyze

Now you have learned how to use a headline to help you understand an article. But remember, not all headlines are accurate. There are some that mislead a reader. They present information in a certain way to make you think of a situation different from that in the article. Misleading headlines can confuse you. So be very careful when reading a newspaper! Read on to understand.

Here are two examples of misleading headlines and their articles.

Example 1

Dog Wins as Phil President!

COMELEC official claims landslide victory

The Philippine Federation of Dog Owners yesterday appointed Sir Michael, a 3-year-old fox terrier, as president of the Philippine Canine Association (PCA).

COMELEC official Dante Sison, owner of Sir Michael, claimed that it was the biggest victory since the last elections in 1997.

Pet dogs from all over the country are nominated and elected to a presidency for a 3-year term. Active participations in the event continue since the PCA's establishment in 1992.

When you first read the headline, what did you think? You probably thought that a dog was elected as president of the Philippines. This is what the headline made you believe.

The sub-headline “COMELEC official claims landslide victory” confused you further. The COMELEC is the committee assigned to review government elections in the country. By reading the sub-headline, you would think that the COMELEC was involved in the election. And this definitely will make you think that the election was for the government and that a dog won as president!

The headline was not deviating from the facts — it told you what was in the article. But it stated it in such a way that you were misled to think of another situation.

Example 2

La Aunor Ends Life at 57

Thousands of fans hold vigil

Vilma Aunor always said “Show business is my life.” And so the movie star and singer ended her showbiz life by retiring yesterday. The actress made the decision after finishing her last movie, “Filipina.”

La Aunor's fans said they respect her decision, but will hold a 3-day vigil at the old LVN studio, where the actress made her first film.

Again you will notice that the headline is misleading. Readers will think that the popular actress, La Aunor, ended her life or committed suicide. But if you read closely, the life being referred to was her life in show business. The actress retired and thus, “ended her life.”

The sub-headline makes readers think that fans will hold a vigil for the death of the actress. Again, if you read the article, you will see that the vigil is for La Aunor’s retirement and not for her death.

Be careful then when reading headlines like these! You may get confused and be tricked into believing something else. Now that you know how to read carefully and analyze headlines, you will not be misled easily.



Let’s Remember

Reading and understanding the news is easier if you know how to interpret the headlines, make use of the other details such as the sub-headlines, pictures and captions. There are five steps you can take in reading a newspaper article:

1. Read the headline to get a general idea of the article.
2. Check for sub-headlines to give you more ideas about the article.
3. Look at the picture and read the caption.
4. Check if the headline is accurate and does not mislead you from the facts.

Now you have reached the end of the module! Congratulations! I hope you enjoyed reading it and you learned much on appreciating and reading a newspaper. Let’s go back a little to sum up and review what you learned.



Let’s Sum Up

This module tells you all about the:

- ◆ Importance of a newspaper as a medium for information.
- ◆ Importance of a newspaper for expressing our opinions.

Also, this module guided you in reading a newspaper article by:

- ◆ Understanding and interpreting a headline.
- ◆ Using the parts of an article — the sub-headline, picture, caption, and the lead.
- ◆ Helping you spot misleading headlines to avoid confusion.



What Have You Learned?

Let's see if you can remember all that you learned by reading this module. Do the following exercises.

A. Answer the following questions:

1. Why is a newspaper important in your everyday life?

2. How can a newspaper be used for expressing your opinions?

B. Check () the box if you think the statements are true. Put an () if you think they are false.

- 1. Tina does not need a newspaper because she watches the news every day on television.
- 2. A newspaper is effective because you can get news even in places without television through the newspaper.
- 3. The newspaper is not a form of mass media.
- 4. Newspapers do not have information about health.
- 5. You can read about music and movies in newspapers.
- 6. Opinions are not allowed in newspapers.

C. Read the three articles carefully. Choose from the box the headline that matches each article. Encircle your answer.

1. The Department of Health (DOH) distributed free medicine in areas in Tondo, yesterday. This was part of the program “Medicine for Health” for the benefit of Manila residents who have no access to medicine and health care.

Free Medicine for the Philippines

DOH Gives Medicine to Poor

Tondo Residents Receive Medicine from DOH

2. A viral disease in Pakistan’s Balochistan province has claimed at least six lives in the past week. According to health officials, the virus is commonly known as the Congo virus. Medical officials were immediately sent to the areas affected by the virus.

Congo Virus Kills 6 in Pakistan

Virus Stopped by Officials

Medical Officials in Pakistan Die

3. Thousands of people marched in the streets yesterday for the 28th anniversary of the declaration of martial law. Labor workers, students, and drivers marched along Quezon Avenue and España. The Western Police District (WPD) said that the rally was peaceful and organized.

Rally Against Martial Law Turned Violent

Peaceful Protest Rally Held

WPD Arrests Rally Members


D. Label the following parts of a newspaper article. Write your answers inside the boxes.

PRESIDENT TO MEET WITH _____

WORLD LEADERS

Summit to last 10 days _____

By: Jigme Palaña _____



Pres. Estrada waves as he leaves for Singapore to meet with world leaders for the Millennium Summit. _____

E. Read the two articles below. Each news item has two headlines found inside the box. One of the headlines is misleading. Cross it out and explain why it is a “bad” headline.

- The Filipino athletes did not win any medal in the recent Sydney Olympics, but for the Federation of Filipino Athletes (FFA), they all scored gold. According to FFA President Mario Hizon, the athletes deserved gold medals for their efforts and training. The FFA presented the athletes with gold medals in a ceremony held last Tuesday.

Fil Athletes Won Golds in the Olympics!
FFA Presents Athletes with Gold Medals

Explanation:

2. The Philippines yesterday joined the newly organized United Southeast Asia. The USA was established by Southeast Asian leaders to promote peace and cooperation within the region.

President Arroyo said she was happy to be part of the organization.

Philippines Now Part of USA

Phil Joins United Southeast Asia

Explanation:

Did you finish the test? Check your answers by referring to the *Answer Key* on pages 31–32. If your score is:

- 14 – 18 Good! You learned a lot from the module. You can now proceed to the next module.
- 9 – 13 Study again the parts of the module which you didn't understand very well.
- 0 – 8 You need to study the whole module again.



Answer Key

A. Let's See What You Already Know (pages 2–3)

- A. 1. **True.** Mass media is a means of communication to people. It can be through broadcasting, like television and radio, or it could be written, like a newspaper.
2. **True.** Newspapers have a section called a sports page, where events and developments in sports are written.
3. **False.** Everyone needs a newspaper. A farmer can learn many things from reading a newspaper.
4. **False.** Television cannot give you all the news you need. It is also costly and expensive in some areas, while a newspaper is not. Also, some areas do not have access to television.
5. **True.** Newspapers are updated on the latest in health care services provided by the government.
6. **False.** Newspapers have a section on technology and science that can give you the latest development.
7. **True.** Newspapers have a section called “Classified Ads” where job vacancies are listed.
8. **False.** Through the “Classified Ads,” anyone can advertise his or her expertise or talent.
9. **False.** Reading newspapers is better because the news is discussed comprehensively. You can even read it again and again for as long as you want. In the case of radio broadcasts, you have to wait for the right schedule to hear the news again.
10. **True.** You can write a letter to the editor to express your opinion on a particular topic.

- B. 1. This headline states that the former President refuses the ransom demands of the rebels.
2. The headline states that Filipino athletes are on their way to Sydney Australia to join the Olympics. “Gun for Gold” is an expression which means that the athletes are eyeing gold medals in the events they will be joining.
3. This headline states that rice prices are still increasing. “Soaring” means “rising dramatically.” By this, we understand that rice prices will still go up.
4. This headline states that 20 kilos of shabu was found in the possession of a schoolteacher.

B. Lesson 1

Let's Try This (pages 5–9)

The answer is yes to all the questions! Read on to understand why.

1. Dr. Reyes can find out all about the latest in health and medicine through the science and health section of a newspaper.
2. Ana can find out the schedules of movies currently showing through a movie guide. This can be found in a newspaper.
3. A newspaper can provide Mando with information about the latest wage increase.
4. Newspapers have sections on the environment and science. So, Karen can check the latest government policies on the matter.
5. Boyet can simply read a newspaper to find out the latest about the country every day.
6. Marie can look for a job through the Classified Ads. This is the newspaper section where companies advertise for jobs needed.
7. Aling Minda can check the daily weather forecast in a newspaper.
8. Aling Lucy will find out the latest on price increases through a newspaper. Through this, she will know how much she should sell her goods.

9. Newspapers have articles on entertainment, movies, actors and actresses. Michelle can read more about her favorite actor in these articles.
10. Richie can find out more through reading the sports section of a newspaper. In the sports section, the scores of the latest games are found.

C. Lesson 2

Let's Review (page 20)

1. The headline stated the following facts:
 - ◆ Floods submerged the Metro
 - ◆ 105 were homeless
2. The facts were found in the article. The article stated that most of Metro Manila was flooded due to the rains. It also stated that 105 families were left homeless because of the floods.
3. The headline and sub-headline were helpful because they gave ideas on the article's content. They were accurate and coherent to the facts of the story.

Let's Try This (pages 20–21)

1. **(d)** Cruz Leads Beefsters by 24
2. **(c)** DOH Official Nabbed For Estafa
3. **(b)** Fil Actress Wows the World
4. **(e)** Sin Brings Hope to Inmates
5. **(a)** Teacher Gets Life For Murder
6. **(f)** New Vaccine Against Hepa B

D. What Have You Learned? (pages 24–27)

A.

1. A newspaper is important because it is a means of communication. It also provides information that we can use in our daily lives.
2. You can express your opinion by writing to a column, or stating your feelings in a letter to the editor.

B.

1. (8) – Tina still needs a newspaper even if she watches television. This is because a newspaper is also full of information, it is inexpensive, and it can be read over and over again.
2. (4) – A newspaper can provide you with information in areas where there are no TV and radios.
3. (8) – The newspaper is a written form of mass media.
4. (8) – A newspaper has a section on health.
5. (4) – A newspaper has a section on entertainment, which includes the latest news on music and movies.
6. (8) – You can air your opinions by sending a letter to the editor and writing comments addressed to a particular column writer.

C.

1. Free Medicine for the Phil – 8 – This headline cannot be used because it gives you the idea that the entire population received free medicine. If you read the article, only Tondo residents were indicated as receiving the free medicine.

DOH Gives Medicine to the Poor – 8 – This lacks specificity required in a headline. It did not state the specific place or people where or to whom the DOH distributed the medicine.

Tondo Residents Receive Medicine from DOH – 4 – This is the correct headline because it is accurate. Tondo residents indeed received the free medicine, and it was from the DOH.

2. Congo Virus Kills 6 in Pakistan – 4 – This is the correct headline. It states the facts of the article.

Virus Stopped by Officials – 8 – This headline is wrong because the article did not say that the officials of Pakistan stopped the virus.

Medical Officials in Pakistan Die – 8 – This headline is also wrong because the article did not state that medical officials died.

3. Rally Against Martial Law Turned Violent – 8 – This headline is wrong because the article did not say that the rally was violent.

Peaceful Protest Rally Held – 4 – This headline is correct. In the article, the WPD states that the rally was peaceful.

WPD Arrests Rally Members – 8 – This headline is wrong. The article did not state that rally members were arrested by the WPD.

D. The answers, in their correct order, are:

Arrow 1 – headline

Arrow 2 – sub-headline

Arrow 3 – by-line

Arrow 4 – picture

Arrow 5 – caption

E.

1. Fil Athletes Won Gold in the Olympics! – This should be crossed out because it is the “bad” headline. It makes you believe that the Filipino athletes garnered gold medals in the Olympics. The medals that the athletes received were actually given by the Federation of Filipino Athletes.
2. Phil Now Part of USA – This should be crossed out; it is misleading. It makes you believe that the Philippines is part of the United States of America, or USA. In the article, USA stands for “United Southeast Asia.”

