

1. Explain the Pre-Industrial Age briefly in the evolution of Media.

ANSWER:

The Pre-Industrial Age had been stage in the development of media that spanned antiquity and the nineteenth century. Oral communication, written texts and images, and tangible objects were the only forms of media available throughout this time. Items including cave paintings, books, manuscripts, and hieroglyphics. Paper manufactured from plants by people exists. Stone, bronze, copper, and iron were used to make tools and weapons after the discovery of fire.

2. Explain the Industrial Age in the evolution of Media.

ANSWER:

The late 18th century saw the beginning of the Industrial Era, a crucial era in the development of media. Till the middle of the 20th century. The rise of mass manufacturing, industrialization, and modernization were significant during this time. Technologies for communication like radio, film, and television. In the Industrial Era, there were new media that allowed for the widespread distribution of information and pleasure to a larger audience. The developments of the telegraph, telephone, and phonograph transformed communication and newspapers, magazines, and advertising grew into significant industries. Person(s) innovated Iron production, the development of machine tools, the use of steam power, and the creation of a variety of goods.

3. Explain Electronic Age in the evolution of Media.

ANSWER:

The current stage in media history known as the "New Age" or "Information Age" is characterized by the rise of digital internet and technology. It started in the late 20th century, and it still exists today. The era of information and entertainment are produced in large quantities and distributed digitally. Internet, social media, streaming services, and mobile devices are examples of media. Growth of digital technology has revolutionized how people access and share information, upending conventional methods. Barriers to communication and enabling instantaneous global communication. Additionally, the Information Age created new industries like e-commerce, online marketing, and digital advertising. However, it has also prompted worries about information security, privacy, and dependability.

4. Explain the difference between Radio broadcasting and Television broadcasting.

ANSWER:

Radio broadcasting transmits audio signals using radio waves, which radios and other devices receive utilizing radio receivers. Because it is an audio-only medium, sound is used to convey information to the audience's amusement. The use of radio broadcasting for news, music, talk shows, and sports is common events. On the other hand, radio waves are used in television broadcasting to transmit both audio and video. Televisions and other devices with TV receivers receive these signals. This visual medium makes use of the use of sound, movement, and images to entertain and inform the audience. Radio, in general, is the main difference between radio broadcasting and television broadcasting is that radio is an audio-only medium.

5. In your own opinion, which is the best way to deliver content in media?

ANSWER:

Numerous media outlets (movies, music videos, visualizations, and news articles) have very high production values and are able to convey complex ideas in a brief amount of time. This promotes the growth of quantitative reasoning. Use the Teaching Quantitative Reasoning with the News module to learn more about this approach. Both cognitive and emotional experiences are provided by media. If the scenes contain strong emotional content, it can spark conversation, an evaluation of one's values, and an evaluation of oneself. Media resources

are used to introduce students to current affairs that are relevant to their culture. As a result, a benefit of using media is that instructors must keep their examples and materials current.