



SUBJECT: MEDIA AND INFORMATION LITERACY

TOPIC: TYPES OF MEDIA

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SEMESTER: FIRST

GRADE: 12

WEEK: 4

QUEST:

- classifies contents of different media types; **MIL11/12TYM-IIIId-10**
- defines media convergence through current examples; **MIL11/12TYM-IIIId-11**
- discusses to class on how a particular individual / or society is portrayed in public using different type of media; **MIL11/12TYM-IIIId-12**

Mission1: Multiple Choice

Instructions: Select and encircle the best answer for each question.

1. What do you call a collection of communication outlets that distribute messages and information to society?
a. media
b. literacy
c. information
d. digital media
2. It is a periodical that contains a variety of articles as well as illustrations, which are of entertaining, promotional and instructive nature.
a. magazine
b. newspaper
c. brochure
d. books
3. What kind of print media that contains information about finance, food, lifestyle, fashion, sports?
a. magazine
b. newspaper
c. billboard
d. brochure
4. What kind of outdoor media that is used to advertise a company's services and products, hung on easily-noticed sights to attract people's attention?
a. flyers
b. billboard
c. banner
d. magazine
5. What kind of outdoor media that is typically placed in high traffic areas, such as along highways and in cities, so they're seen by the highest number of drivers and pedestrians?
a. newspaper
b. billboard
c. flyers
d. banner
6. It covers a wide spectrum of different communication methods such as television, radio, newspapers, magazines and any other materials supplied by the media and press.
a. print media
b. broadcast media
c. radio
d. television
7. Which of the following is not an example of magazine?
a. Cosmopolitan
b. Preview.ph
c. Manila Bulletin
d. Candy
8. What type of media is a form of publishing that relies upon paper as its medium?
a. print media
b. podcast
c. broadcast media
d. newspaper

9. The province of Bohol was about to be hit by a strong typhoon. There was no television signal there, but fortunately they had a radio. When the residents heard the news on the radio, they evacuated. The radio is an example of what type of media?
a. media
b. broadcast media
c. print media
d. all of the above
10. Celebrity actors and actresses use billboard commercials to encourage people to plant trees. The billboard exemplifies what type of media?
a. media
b. broadcast media
c. print media
d. outdoor media

Media

Media refers to the various forms of communication designed to reach a broad audience.

Whether on a local, national, or world level, news media communicates stories to its audience through television broadcasts, magazine articles, websites, newspapers, and more. An NBC 6 News television reporter interviews a Miami Beach police officer.



(Photograph by: Sean Drakes/ Getty Images)

Media is the plural form of the word *medium*, which is a means of *conveying something*—in this case, information. Media serves many purposes, including communicating information about a subject or providing entertainment. There are many forms of media in the modern world. Television, newspapers, websites, and magazines are all forms of media.

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- Media is frequently designed to *influence public opinion*.
The ways in which stories are reported impact not only what people know about a subject but also their personal views about anything from policy issues to political candidates. \
- Media can even *influence how people dress and what they buy in a store*. People often seek out media that reinforces their own views and opinions. Some people believe that this form of validation of already-held opinions is harmful to being fully informed about a topic.



Types of Media

The goal of media is to convey an advertising message to the audience through the most appropriate media channel for their product. In general, you can classify media in three main categories.

1. Print Media

Print media are traditional mass media published on paper. The concept not only includes the published products but also regards the organizational context shaping the journalistic routines and norms behind the printed products. Print media represents the oldest and the most widespread type of mass media because as opposed to electronic media it does not require an elaborate technical infrastructure on the part of the user.

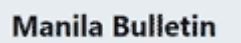
a. Newspaper

- Newspaper is a major source of information for a large number of readers.
- It may be National or local, daily or weekly newspaper.
- Newspapers allow presentation of detailed messages which can be read at reader's conveyance.
- It allows prompt delivery of detailed coverage of news and other information with interesting features for readers.
- It is available to masses at a very low cost.

Classification of Newspapers

- National Newspapers
- Daily Newspapers (Local/Regional)
- Special Audience Newspapers

 (Philippine Daily Inquirer)

 (Manila Bulletin)

 (Philippine Star)

 (SunStar)

b. Magazines

- A specialized advertising media that serves educational, informational, entertainment and other specialized needs of consumers, businesses, and industries.
- It allows presentation of detailed and message along with photos, illustrations, colours etc.
- It is a high involvement media as readers pay a premium price for it and magazines are not dumped after reading.
- Magazines can be classified into Local/Regional/National or Weekly/Monthly/ Quarterly Magazine.

Types of Magazine

Consumer Magazines

Magazines bought by general public for information and entertainment. It can be used to reach a specific target audience. It may be a –

- ❖ General Interest Magazine
- ❖ Glamour Magazine
- ❖ Film Magazine
- ❖ Special Interest Magazine

❖ Women Lifestyle Magazine



Business Publications

Business magazines includes publication such as trade journals for businesses, industries or occupation. It may be published weekly or monthly or quarterly. Generally, readership includes businesses managers and executives, businessmen, business students etc. It may be categorized into –

- ❖ Business Publications
- ❖ Professional Publications
- ❖ Trade Journals
- ❖ Industrial and Institutional Publications



2. Broadcast Media

The term '*broadcast media*' covers a wide spectrum of different communication methods such as television, radio, newspapers, magazines and any other materials supplied by the media and press. The broadcasting media provides valuable information, for example speeches, documentaries,

interviews, advertisements, daily news, financial markets and much more. The latest (newest/most up-to-date) information can be found here.

Forms of Broadcasting Media:

- Television
- Radio (AM, FM, Pirate Radio, Terrestrial Radio, and Satellite)
- Traditional Telephone
- Film/Movie/Motion Picture
- Video Games
- Audio Recording and Reproduction



3. Outdoor Media

This is also known as OOH or Out-of-Home Media and is focused on *transmitting information and news when the public is outside their home*. Outdoor media gives importance to displaying advertising and attracting individuals towards new products, some social cause or any development or change in society.

These are prominent in brand promotion seen on buildings, streets, electric polls, roadside, vehicles, screens, kiosks, etc. This is one of the most prominent types of mass media used for commercial as well as public welfare advertising and mainly includes billboards, banners, posters, brochure distribution, Com Park Advertising, and Wallscape, amongst others!

Forms of Outdoor Media

- **Billboards or Bulletins** - are typically placed in high traffic areas, such as along highways and in cities, so they're seen by the highest number of drivers and pedestrians.
- **Banner** - are used primarily for an advertising purpose to publicize the advertiser's products or services. Its most common use is for the promotion of brands, events, products or websites.
- **Posters** - capture a moving audience with a message.
- **Signs and Placards** – a placard is a notice installed in a public place, like a small card, sign, or plaque. It can be attached to or hung from a vehicle or building to indicate information about the vehicle operator or contents of a vehicle or building.
- **Brochure distribution** - is an informative paper document for advertising, which can be folded into a template, pamphlet, or leaflet. Brochures are promotional documents, primarily used to introduce a company, organization, products, or services and inform potential customers or members of the public of the benefits.

4. New/Digital Media

New Media is an interactive two-way communication with users being the active producers of content and information. The Internet is considered a highly interactive mass medium and can be simply defined as the “network of networks”. It has quickly transformed into the center of the mass media as it has marvelously integrated all the prominent types of mass media. Now, you can see news websites, broadcasted TV shows as well as listen to online radio using the internet and this is also called the **convergence of mass media!**

Forms of Digital Media

- Websites
- Emails
- Social Media and Social Networking Sites (SNS)
- Webcast and Podcast
- Blogging and Vlogging
- IPTV (Internet Protocol Television)
- E-forums and E-books
- E-commerce and M-commerce
- Digital Videos
- Computer Animation
- Digital Video Games
- Human-Computer Interface
- Virtual World & Virtual Reality



Convergence

Media Convergence simply refers to the merging of different types of mass media such as Traditional Media, Print Media, Broadcast Media, New Media and the Internet as well as portable and highly interactive technologies through digital media platforms. This results in the combination of 3Cs, i.e. Communication, Computing and Content as all three are integrated through technology. The most relevant example of media convergence is a Smartphone that blends together various media, i.e. print media (e-books, news apps), broadcast media (streaming websites, radio, music apps) as well as new media (the internet) into a single device that performs various functions from calling and texting to photography, videography, gaming and so much more.

Examples

The most popular **examples of Media Convergence** are:

- Smartphones (converging camera, music, the internet, books, and all other media together)
- Online Radio (converging radio with the Internet)
- E-books (converging paperbacks with the digital technology)
- News Websites and Apps

Mission 2: Read and Think Beyond

Directions: Read the paragraph carefully and answer the following questions below.

Several young children and teenagers are brought into a room and are shown a rotary telephone. An adult asks them if they are familiar with the device. What follows is not only quite comical, but perhaps is an even more sobering realization that our world is changing at a pace never before seen. But, I digress. As the children remain bewildered by this archaic device, most are surprised to learn that this less than elegant contraption is actually a telephone; one child even asking if it was capable of text messaging; Sigh. Needless to say, the nearly nine million views of this **YouTube video** (TheFineBros, 2014) demonstrates how many people are affected, indeed ambivalent, about the painfully evident growing gap in our society; a gap caused by the evolution of mass media. More importantly, however, those nearly 9 million views (at the time this article was written) took place via a form of mass media that has become one of the most effective means of entertainment, communication, and education--YouTube. Yet, YouTube is merely one of the more recent forms of mass media that have evolved during the last century, each having influenced American culture in their own unique and powerful ways.

1. How has the media evolved?

2. How have the various types of media converged?

3. How has media convergence affected everyday life?

4. Provide an example of a time when the media convergence positively impacted your life.

Mission 3: Process and Assess

Directions: Choose the appropriate answer. Encircle the letter of your choice.

1. Which of the following is the different types of media?

- A. Broadcast Media
- C. Print Media
- B. Digital/Newt Media
- D. All of the above

2. It is a type of booklet that includes everything about the company it's products, services, terms and conditions, contact details, address, etc.

- A. Flyers
- C. Brochures
- B. Newspaper
- D. Magazines

3. What do you call the combination of physical objects used to communicate or mass communication through physical objects such as radio, television, computers, or films?
A. Media
B. Information Literacy
C. Access
D. Digital
4. It is a media that reach target audience using airwaves as the transmission medium.
A. Broadcast Media
B. Digital/New Media
C. Print Media
D. All of the above
5. It is a media consisting of paper and ink, reproduced in a printing process that is traditionally mechanical.
A. Broadcast Media
B. Print Media
C. Digital/New Media
D. All of the above
6. Which of the following is media convergence usually occurs in various platforms?
A. Multimedia Personality
B. Learning Management System
C. Social Media
D. All of the above
7. A series of audios focus on a particular topic or theme. We can listen to them on a computer or a mobile phone.
A. Online Forum
B. Podcast
C. Movies
D. Television
8. It happens when different kinds of media sources join together.
A. Online Forum
B. Media
C. Media Convergence
D. Podcasts
9. What do you call the type of media that the content are organized and distributed on digital platforms?
A. Broadcast Media
B. Print Media
C. Digital/New Media
D. Media Convergence
10. Which of the following is an example of Broadcast Media?
A. Online Forum
B. Movies
C. Television
D. Both B and C

Mission 4: Process your thoughts!

Instructions: Write the important functions of each type of media in the box. Elaborate the definition by giving specific examples.

Print Media	Broadcast Media	Outdoor Media	New/Digital Media

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