SUBJECT: MEDIA AND INFORMATION LITERACY
TOPIC: The Evolution of Traditional To New Media
PREPARED BY: Lyka A. Casipag   **GRADE: 12**
SEMESTER: FIRST   **WEEK: 2**

QUEST:

- identifies traditional media and new media and their relationships; **MIL11/12EMIL-IIIb-5**
- editorializes the roles and functions of media in democratic society; **MIL11/12EMIL-IIIb-6**
- searches latest theory on information and media; **MIL11/12EMIL-IIIb-7**

MISSION 1: MULTIPLE CHOICES

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

1. What do you called the period of human history characterized by the shift from tradit ional industry revolution brought industrialization, to an economy based on information computerization?
   a. New/Information Technology   c. Industrial Age
   b. Electronic l Age   d. Pre- historic Age

2. What do you called the media that   allows businesses to target a broad target audience through billboards, print advertising?
   a. Media Democracy   c. New Media
   b. Role of Media   d. Traditional Media

3. What do you call the period of human activity between the uses of the first stone stools?
   a. New/Information Technology   c. Pre- historic Age
   b. Electronic l Age   d. Industrial Age

4. What age of evolution of media where people harnessed the power of transistor that led to the transistor communication become more efficient?
   a. New/Information Technology   c. Pre- historic Age
   b. Electronic   Age   d. Industrial Age

5. What do you called the media that   allows businesses to target a narrow target audience through social media, paid online ads, and search engine?
   a. Media Democracy   c. Traditional Media
   b. Role of Media   d. New Media

EQUIP

Prehistoric Age: (1500 BC – 1500 AD)

Prehistoric refers to the time before the existence of written or recorded history. According to archaeologists, the Prehistoric Age occurred some 4.5 million years ago or approximately 30, 000 years ago. This era is divided into two periods: The **Stone Age** and the **Metal Age**. They are called as such because of the kind of tools that the prehistoric people used during those times. As the tools were relatively crude, archaeologist believe that a system of writing had not yet existed during this era. As prehistoric men learned how to sharpen their tools and use them for hunting, they also acquired the knowledge on how to use these materials in carving stones. Eventually, this paved the way for them to create a system of writing, which marked the start of the historic period.

a. Stone Age

Caves served as big canvas while sharpened tools became their pen. Prehistoric men drew on caves what they see around them, such as animals and nature. During the Stone Age, prehistoric people also used these crude stone tools to create objects, which are now considered rock art. There are two kinds of rock art during Stone Age. These are called **petroglyphs** and **pictographs**.
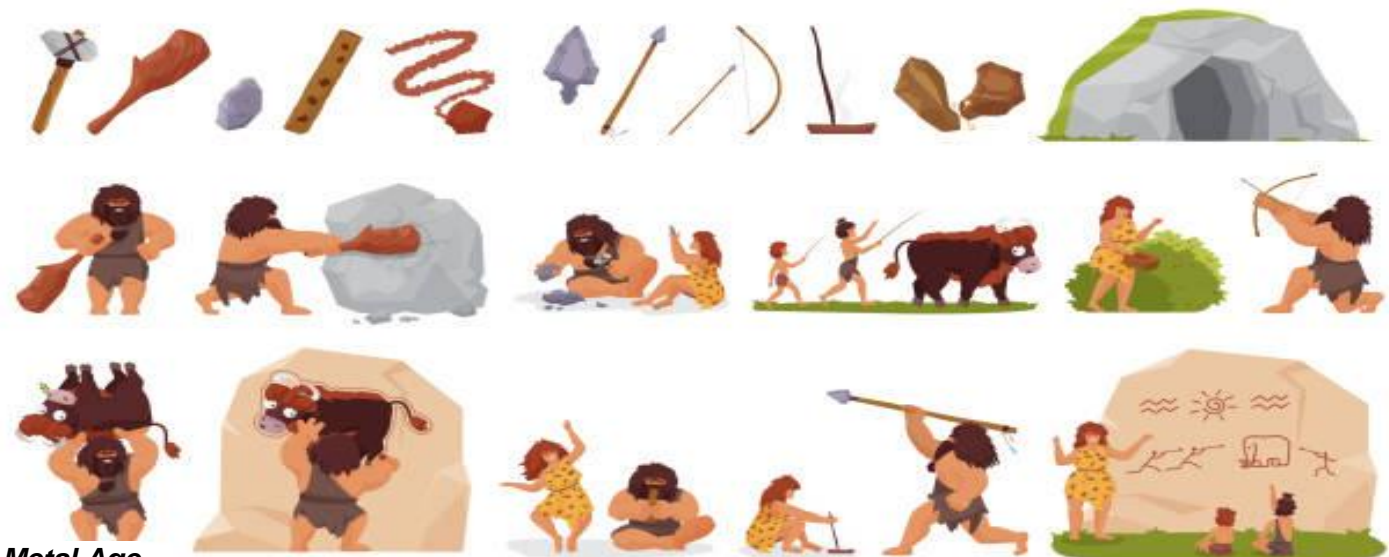
b. Metal Age

The Metal Age is divided into three stages: **The Copper Age, the Bronze Age and the Iron Age**. During the Metal Ages, people made a variety of metal objects. They also invented new techniques for making clay pottery. The most characteristic examples are beaker pots.

PETROGLYPHS
Can be carvings in rocks or caves while pictographs represent words phrases through images or symbols

PICTOGRAPHS
Used to refer to sketches or paintings that actually depict nature giving us glimpse of the early people's way of life

Example: images of some wild animals and men carrying hunting tools make an impression most of the people during Stone Age used to be hunters.

Industrial Age: (1700s – 1930s)

The **Industrial Age** is a period of history that encompasses the changes in economic and social organization that began around 1760 in Great Britain and later in other countries, characterized chiefly by the replacement of hand tools with power-driven machines such as the power loom and the steam engine, and by the concentration of industry in large establishments.
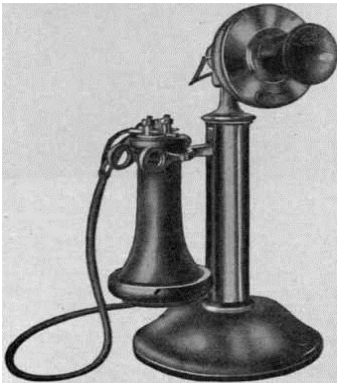
Telephone   **Typewriter**   **Telegraph**
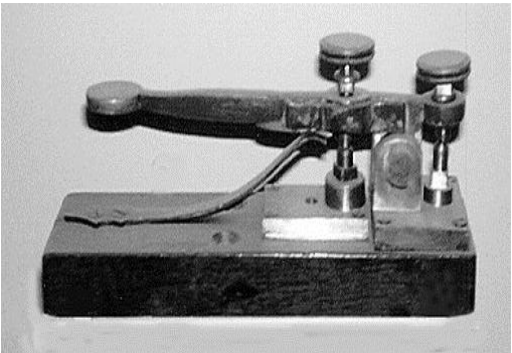
Electronic Age: (1930s – 1980s)

The Electronic age is the invention of the transistor ushered in the electronic age. People harnessed the power of transistor that led to the transistor communication became more efficient.

Transistor Radio (1947)   Television (1941)

Large electronic computers- i.e. EDSAC (1949) and UNIVAC 1 (1951)

Digital Age: (1900s-2000s)

Digital Age or Informational Age is a period in human history characterized by the shift from traditional industry that the Industrial Revolution brought through industrialization, to an economy based on information computerization. The internet paved the way advanced the used of microelectronics with the invention of personal computers, devices wearable technology. Moreover, voice, image, sounds, and data are digitalized

Laptop   Tablet   Smartphone   VR Goggles   Headphones
Smartwatch   Headphones   Microphone   Speakers   Headphones

ink saving Eco

Mission 2: Fill in the Box
 Directions: Provide   the answers in the table below.

AGE	What devices did people use to communicate with each other?	List one advantage of using the device	List one disadvantage of using the device
Prehistoric Age			
Industrial Age			
Electronic Age			
Digital Age			

Relationship between Traditional Media and New Media

Traditional media allows businesses to target a broad target audience through billboards, print advertising, television commercials, and more. In comparison, new media allows companies to target a narrow target audience through social media, paid online ads, and search results

Mission 3: Travel in time
Instructions: Technology has evolved through the years. In this activity, you will create a timeline that exudes the transformation of traditional media into new media.

Tips on How to Make a Creative Timeline (By Akshay Bhanawat -January 29, 2022)

1. Organize the timeline around a central theme.
2. Use real objects that represent time.
3. Make a list of things that happened in chronological order.
4. Represent time through images.
5. Use graphic design elements.
6. Add key dates.
7. Use multimedia.

Example:
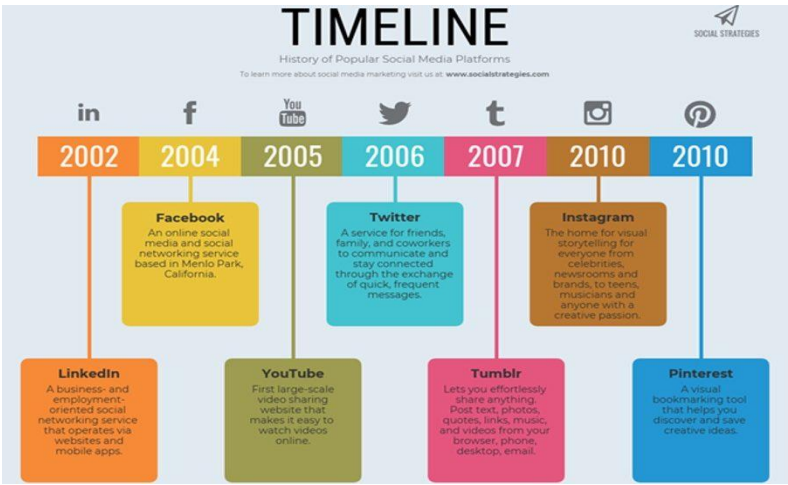
Below is the rubric for your performance task:

Category	Score
Quality of information	10
Timeliness	10
Coherence	10
Creativity	10
Total:	**40**

Roles and Functions of Media in a Democratic Society

Media democracy
Set of ideas advocating reforming the mass media, strengthening public service broadcasting, and developing and participating in alternative media and citizen journalism focuses on using information technologies to both empower individual citizens and promote democratic ideals through the spread of information.

Role of Media
The term also refers to a modern social movement evident in countries all over the world, which attempts to make mainstream media more accountable to the publics they serve.

Responsibility towards the Society
- publish corrections to the audience or mass people
- essential to maintain distinction between facts and opinion
- Use only trained professional reporters with knowledge of subject and who check sources before reporting.
- Media makes us aware of various social, political and economic activities happening around the world.
- Preserve state secrets or do not use

information likely to be harmful to national security or to endanger individuals. Roles and Functions of Media in Democratic Society by Ray Sabio (prezi.com)

Mission 4: Short Discussion
Below are the activities that you will demonstrate to show the role of media in a democratic society. It will assess the influence of an individual on how you convey information you acquire in the media.
Task:
1. Choose the most recent theory by conducting a research.
2. Discuss the crucial information in front of the class.
3. Ask two or three students about the theory.

References:
- Media and Information Literacy Curriculum Guide by DepEd
- https://media-and-information-literacy-mil-the-evolution-of-traditional-to-new-media-6-638.jpg (638×479) (slidesharecdn.com)
- https://xtec.gencat.cat/web/.content/alfresco/d/d/workspace/SpacesStore/0034/123e50f1-ff9a-466e-9bcc-2ca2d70e2fc1/metal_ages.pdf
- https://www.sutori.com/en/story/the-evolution-of-traditional-media-to-new-media--6EnZMSt2SqCEmNnYTdYXh2XN