DepED
DEPARTMENT OF EDUCATION

MEDIA AND INFORMATION LITERACY

First Quarter
Module 3
Evolution of Media

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INTRODUCTION

This module is written in support of the K to 12 Basic Education Program to ensure attainment of standards expected of you as a learner.

This aims to equip you with essential knowledge on the Introduction to Media and Information Literacy and The Evolution of Traditional to New Media.

This includes the following activities/tasks:

■ Expected Learning Outcome — This lays out the learning outcome that you are expected to accomplish at the end of the module.

■ Pre-test — This determines your prior learning of the particular lesson you are about to take.

■ Discussion of the Lesson —This provides you with the important knowledge, principles and attitude that will help you meet the expected learning outcome.

■ Learning Activities — These provide you with the application of the knowledge and principles you have gained from the lesson and enable you to further enhance your skills as you carry out prescribed tasks.

■ Post-test — This evaluates your overall understanding about the module.

With the different activities provided in this module, may you find this material engaging and challenging as it develops your critical thinking skills.

What I Need to Know

At the end of this lesson, you will be able to:

❖ identifies traditional media and new media and their relationships
(MIL11/12EMIL-IIIb5);

❖ searches latest theory on information and media
(MIL11/12EMIL-IIIb-7);

What I Know

Pre-Test

A. To find out what you already know about the topic to be discussed in this module, take the Pre-test. Write your answers in your notebook.

Direction: To Which Era Do These Inventions Belong? Write **PIA** if it is <u>Pre-Industrial Age</u>, **IA** if it is <u>Industrial Age</u>, **EA** if it is <u>Electronic Age</u>, **NIA** if it is <u>New Information Age</u>

1. WEARABLE TECHNOLOGIES
2. MAYAN CODEX
3. TELEVISION
4. TYPEWRITER
5. SMARTPHONES
6. CLAY TABLETS
7. TELEPHONE
8. TELEGRAPH
9. FACEBOOK
10. TRANSISTOR RADIO

11. BLACK & WHITE MOTION PICTURES
12. CAVE PAINTINGS
13. PAPYRUS SCROLLS IN EGYPT
14. PORTABLE LAPTOP
15. GENERAL COMPUTER
16. INSTAGRAM

What's In

Previous module talks about responsible use of media and information since now a day their lots of people do not know how to behave online and offline. As population increased, people became more dispersed and settlements were built, mostly in areas where they could find food for living. These developments altered how people communicated with one another, how they passed on information across diverse and dispersed groups of people. Institutions emerged and became sites whereby knowledge is communicated, and conduits whereby communication is transmitted.

What' New
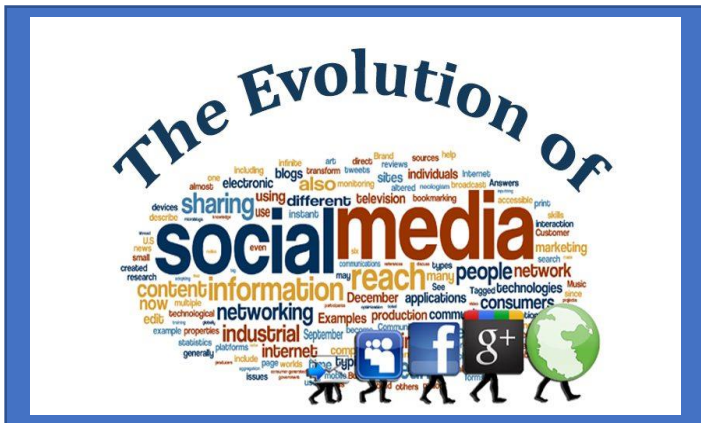
Does technology shaped us or is it us, our culture and society, that shaped technology?

What Is It

THE EVOLUTION OF MEDIA

Pre-Industrial Age, P**IA**

PRE-INDUSTRIAL AGE (BEFORE 1700)
- ➢ People discovered fire, developed a paper from plants, and forged weapons and tools with stone, bronze, copper and iron
- ➢ Media forms were cave paintings, calligraphies, scrolls, cuneiform, etc.

ACTA DIURNA IN ROME 130 BC

CAVE PAINTINGS 35,000 BC

CLAY TABLETS IN MESOPOTAMIA 2400 BC

PAPYRUS IN EGYPT 2500 BC

Industrial Age, **IA**

INDUSTRIAL AGE (1700S TO 1930S)
> ➢ People used the power of steam, developed machine tools, established iron production, and the manufacturing of various products (including books through the printing press)

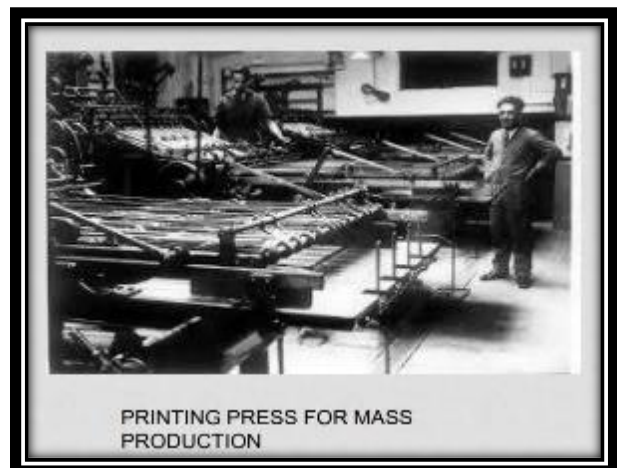TELEGRAPH

TELEPHONE 1876

TYPEWRITER 1800

PRINTING PRESS FOR MASS PRODUCTION

Electronic Age, **EA**

ELECTRONIC AGE (1930S TO 1980S)
> ➢ The invention of the transistor ushered in the electronic age. People have harnessed the power of transistors that led to the transistor radio, electronic circuits, and the early computers. In this age, long distance communication became more efficient.

TRANSISTOR RADIO

TELEVISION 1941

MAINFRAME COMPUTER

LARGE ELECTRONIC COMPUTER

APPLE 1 COMPUTER

http://www.philstar.com/headlines/2017/03/30/1686079/duterte-blasts-media-organizations-unfair-twisted-coverage
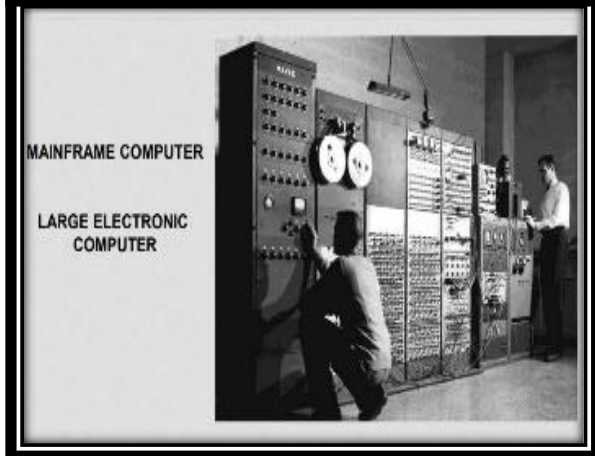
New Information Age **NIA**

NEW/ INFORMATION AGE (1900S TO 2000S)
➢ The Internet has paved the way for faster communication and the creation of the social network. People advanced the use of microelectronics with the invention of personal computers, mobile devices, and wearable technology. Moreover, voice, image, sound and data are digitized. We are now living in the information age.

PORTABLE LAPTOP 1980

MOSAIC 1993

TABLET 1993

GOOGLE 1997

FRIENDSTER 2002

SKYPE 2003

THEFACEBOOK 2004

TWITTER 2007

SMART PHONES

WEARABLE TECHNOLOGIES
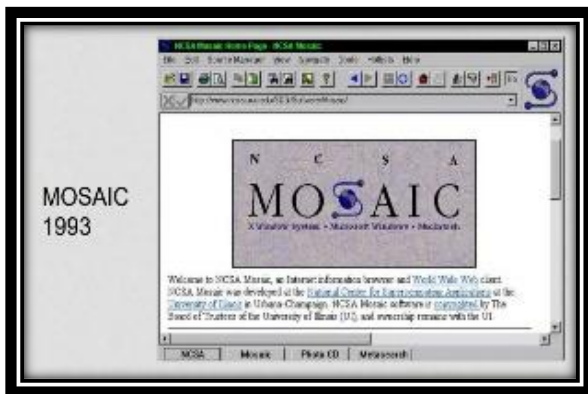
TO SUM UP MEDIA EVOLUTION FROM THE 60'S:

EVOLUTION OF MEDIA

television
radio
internet

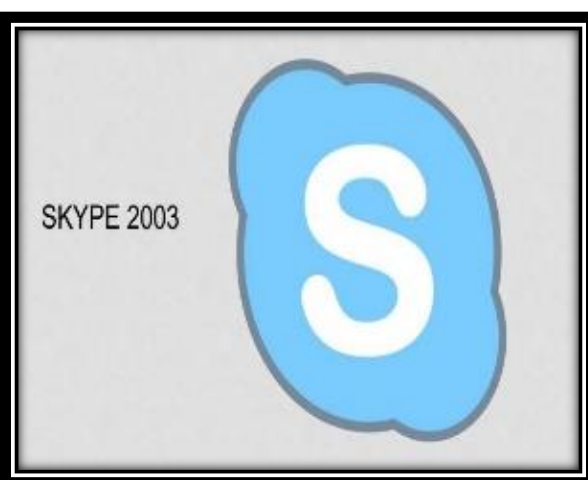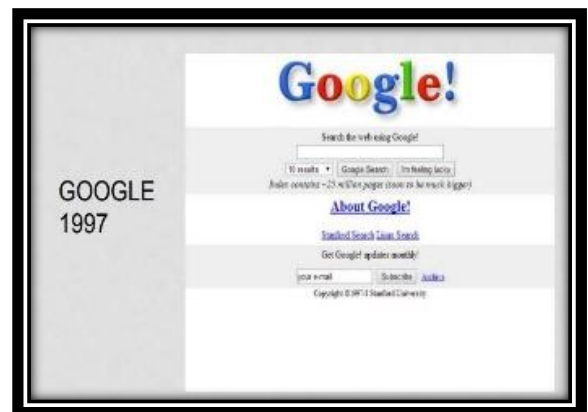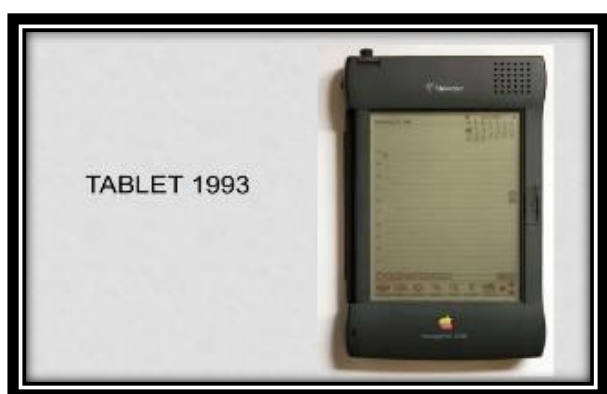1960 1970 1980 1990 2000 2010 Future

your future
your media
your ideas

http://www.philstar.com/headlines/2017/03/30/1686079/duterte-blasts-media-organizations-unfair-twisted-coverage
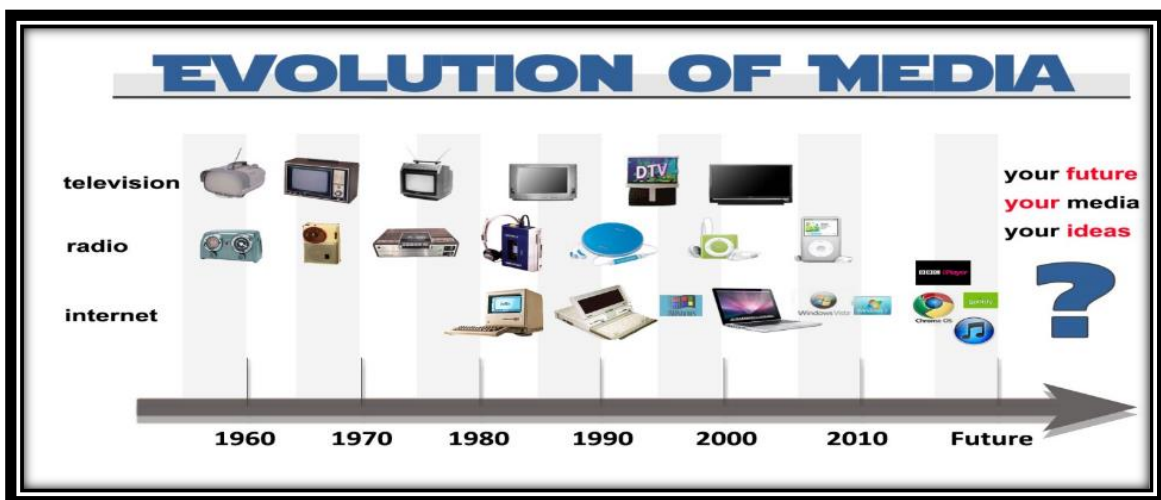
WHAT ARE THE FUNCTIONS OF MEDIA TO SOCIETY?

THE FUNCTIONS OF MEDIA
1. Inform Citizens of What Is Happening (MONITORING FUNCTION)

https://images.app.goo.gl/VTHuekd74WoJF6KAA

2. Educate the Audience (MEANING AND SIGNIFICANCE OF FACTS)

https://images.app.goo.gl/WygH4hjFkN2SfQRWA

3. Provides A Platform of Public Discourse (PUBLIC OPINION AND EXPRESSION OF DISSENT)

Public Opinion- views prevalent among the general public

https://images.app.goo.gl/VAvYVLmgcnmWqGN59

4. It Performs A "Watchdog" Role of Journalism

https://images.app.goo.gl/SrotZjGJRcnfeA9d6

5. It Is A Channel of Advocacy for Political Viewpoints

MEDIA AND GOVERNMENT

Normative Theories of the Press
Media theory refers to the complex of social-political-philosophical principles which organize ideas about the relationship between media and society. Within this is a type of theory called `normative theory', which is concerned with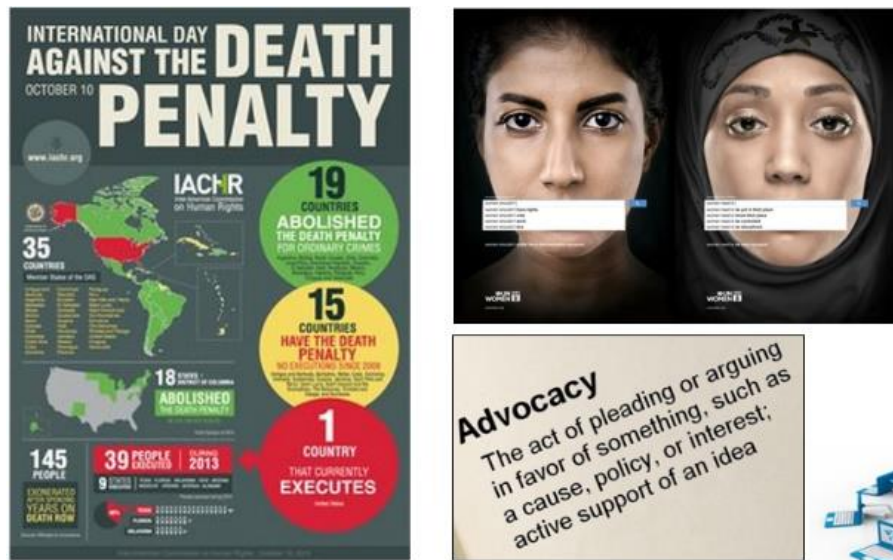 what the media ought to be doing in society rather than what they actually do. In general, the dominant ideas about the obligations of mass media will be consistent with other values and arrangements in a given society.

Authoritarian
(Which applies to early pre-democratic forms of society and also to present- day undemocratic or autocratic social systems). In this view, all media and public communication are subject to the supervision of the ruling authority and expression or opinion which might undermine the established social and political order can be forbidden. Although this `theory' contravenes rights of freedom of expression, it can be invoked under extreme conditions.

Soviet Media
The attempt to re-structure the Soviet media might be seen to have three phases. During the first period, from 1986 to 1990, the Soviet leadership encouraged criticism of the news media, emphasizing the constructive nature of such activity rather than its perception as `dissidence'. However, the state and Party structures were still the parameters within which `glasnost' was developed.

Libertarian

It is a model in which the media operate according to the principles of the free market; without formal connections between media and politics and with minimal state intervention;

Social Responsibility

It allows a free press without any censorship, but at the same time the content of the press should be discussed in public panel and the media should accept any obligation from public interference or professional self-regulations or both.

What's More

Independent Activity 1

ACTIVITY I:

Direction: Read and study the topic on evolution of media to answer the assessments below and refer to the rubrics given.

Independent Assessment 1

1. What were your basis for considering media as traditional or new?
2. Does technology shape us or is it us, our culture and society, that shaped technology?
3. Does the evolution of media in our country is good or bad? Why or Why not?

RUBRIC

Features	Expert 4	Accomplished 3	Capable 2	Beginner 1
Quality of Writing	1. The piece was written in an extraordinary style and voice 2. Very informative and well organized	1. The piece was written in an interesting style and voice 2. Somewhat informative and well organized	1. The piece had little style or voice 2. Gives some new information, but poorly organized	1. The piece had no style or voice 2. Gives no new information, but very poorly organized

Grammar, Usage & Mechanics	Virtually no spelling, punctuation or grammatical errors	Few spelling and punctuation errors, minor grammatical errors	A number of spelling, punctuation or grammatical errors	So many spelling, punctuation and grammatical errors that it interferes with the meaning

Independent Activity 2

Read and Study the topic of the latest theory of information and media to answer the assessment below.

Independent Assessment 2

PERFORMANCE TASK: POLITICAL CARTOONS

Instructions

1. Draw on a short bond paper a political cartoon depicting your opinion about how Philippine media performs its roles and functions in the Philippines which is a democratic country. (10 points)

2. Explain the message of your political cartoon in not less than 3 sentences. (5 points)

Rubric

	EXCELLENT	VERY GOOD	GOOD	N. I.
DRAWING	The drawing is very artistic and neat. It communicates the message clearly 10 pts.	The drawing is neat and communicates the message clearly. 8 pts.	The drawing communicates the message. 6 pts.	The drawing was not able to communicate a clear message. 4 pts.
EXPLANATION	Explanation is very comprehensive. 5 pts.	Explanation is comprehensive. 4 pts.	Explanation lacks details. 3 pts.	Explanation is unclear or irrelevant to the drawing. 2 pts.

What I Have Learned

I learned that:
- ❏ the evolution of media from traditional to new media shaped the values and norms of people and society.
- ❏ how traditional media and new media works, and their relationships

What I Can Do

Directions: Answer each question/situation correctly and briefly. Do it in your notebook.

1. Do you think there is a fear that the use of social media could negatively impact on the school's reputation?

_____
_____
_____
_____
_____
_____
_____

Features	Expert 4	Accomplished 3	Capable 2	Beginner 1
Quality of Writing	1. The piece was written in an extraordinary style and voice 2. Very informative	1. The piece was written in an interesting style and voice 2. Somewhat informative and well organized	1. The piece had little style or voice 2. Gives some new information,	1. The piece had no style or voice 2. Gives no new information,

	and well organized		but poorly organized	but very poorly organized
Grammar, Usage & Mechanics	Virtually no spelling, punctuation or grammatical errors	Few spelling and punctuation errors, minor grammatical errors	A number of spelling, punctuation or grammatical errors	So many spelling, punctuation and grammatical errors that it interferes with the meaning

Assessment

Post Test:

A. **Directions: Read and analyze the questions, write the letter of your choice only. Do it in your notebook**.

1. Which of the following media forms was created in the pre-industrial age?
   - a. Cave paintings
   - b. Internet
   - c. Television
   - d. Transistor radio

2. What is the oldest form of printed media? Since the Industrial Age started with the invention of the steam engine and its most important contribution to media and information was the invention of the printing press.
   - a. Books
   - b. Billboards
   - c. Magazines
   - d. Pamphlets

3. Which of the following is an example of wearable technology?
   - a. iPad
   - b. Laptop
   - c. Smartphone
   - d. Smartwatch

4. President Rodrigo Duterte won during the 2016 elections. Debates of presidential candidates were staged and shown on national TV so that the people can properly choose whom to vote. Which function of media was observed?
    a. Educate the audience
    b. Inform audiences of what is happening
    c. Performs a watchdog role of journalism
    d. Provides a platform for public discourse

5. Which form of broadcast media consists only of audio?
    a. Movies
    b. Radio
    c. Television
    d. Videos

6. Broadcast media began in the 1920's with the invention of radio. Television was introduced on the 1950'sand was widely used in the 1960's. Which do you think was the commonly used broadcast media during the Japanese occupation in the country from 1941-1945?
    a. Internet
    b. Radio
    c. Social media
    d. Television

7. With the emergence of modern gadgets, which of the following is NOT TRUE where communication is concerned?
    a. Friends communicate easily using text messaging.
    b. Emails are being used for submitting educational outputs.
    c. There are no other means of communication; just face to face talking.
    d. Video chatting has become the means of OFW's to communicate with loved ones whom they do not see for long periods of time.

8. What does the term "free press" mean?
    a. Freedom to publish what they want to publish
    b. Freedom to write what journalists want to write
    c. Freedom from government control
    d. Freedom to withhold information from people

9. Where was the first newspaper produced?
    a. England
    b. France
    c. Germany
    d. United States

10. Where do readers of today find immediate news?
      a. Internet
      b. Radio
      c. Newspaper
      d. Television

11. Which of the following marks the beginning of communication?
      a. Drawings on the walls of caves
      b. Emails
      c. Text messages
      d. Writing

TEST II: TRUE OR FALSE
Direction: Read and analyze each statement. Write T if the statement is correct and F if statement is incorrect.

1. Traditional media experience is limited? **TRUE or FALSE**
2. New Media are move involved and can send feedback simultaneously? **TRUE or FALSE**
3. Normative theory is concerned with what the media ought to be doing in society rather than what they actually do. **TRUE or FALSE**
4. New Media integrates all the aspects of old media. **TRUE or FALSE**
5. One of the functions of media in society is to inform the citizens of what is happening. **TRUE or FALSE**

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