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SCHOOLS DIVISION OF NEGROS ORIENTAL
REGION VII

Kagawasan Ave., Daro, Dumaguete City, Negros Oriental



Media and Information Literacy

Quarter 1 – Module 2: The Evolution of Traditional Media to New Media



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Media and Information Literacy – Grade 12
Alternative Delivery Mode
Quarter 1 – Module 2: The Evolution of Traditional Media to New Media
First Edition, 2020

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MEDIA AND INFORMATION LITERACY

Quarter 1 – Module 2: The Evolution of Traditional Media to New Media



Introductory Message

For the facilitator:

Welcome to the Media and Information Literacy 12 Alternative Delivery Mode (ADM) Module on The Evolution of Traditional Media to New Media!

This module was collaboratively designed, developed and reviewed by educators both from public and private institutions to assist you, the teacher or facilitator in helping the learners meet the standards set by the K to 12 Curriculum while overcoming their personal, social, and economic constraints in schooling.

This learning resource hopes to engage the learners into guided and independent learning activities at their own pace and time. Furthermore, this also aims to help learners acquire the needed 21st century skills while taking into consideration their needs and circumstances.

In addition to the material in the main text, you will also see this box in the body of the module:



Notes to the Teacher

This contains helpful tips or strategies that will help you in guiding the learners.









As a facilitator, you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their own learning. Furthermore, you are expected to encourage and assist the learners as they do the tasks included in the module.




For the learner:

Welcome to the Media and Information Literacy 12 Alternative Delivery Mode (ADM) Module on The Evolution of Traditional Media to New Media

This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the learning resource while being an active learner.

This module has the following parts and corresponding icons:

 <i>What I Need to Know</i>	This will give you an idea of the skills or competencies you are expected to learn in the module.
 <i>What I Know</i>	This part includes an activity that aims to check what you already know about the lesson to take. If you get all the answers correct (100%), you may decide to skip this module.
 <i>What's In</i>	This is a brief drill or review to help you link the current lesson with the previous one.
 <i>What's New</i>	In this portion, the new lesson will be introduced to you in various ways; a story, a song, a poem, a problem opener, an activity or a situation.
 <i>What is It</i>	This section provides a brief discussion of the lesson. This aims to help you discover and understand new concepts and skills.
 <i>What's More</i>	This comprises activities for independent practice to solidify your understanding and skills of the topic. You may check the answers to the exercises using the Answer Key at the end of the module.
 <i>What I Have Learned</i>	This includes questions or blank sentence/paragraph to be filled in to process what you learned from the lesson.
 <i>What I Can Do</i>	This section provides an activity which will help you transfer your new knowledge or skill into real life situations or concerns.

 Assessment	This is a task which aims to evaluate your level of mastery in achieving the learning competency.
 Additional Activities	In this portion, another activity will be given to you to enrich your knowledge or skill of the lesson learned.
 Answer Key	This contains answers to all activities in the module.

At the end of this module you will also find:

References

This is a list of all sources used in developing this module.

The following are some reminders in using this module:

1. Use the module with care. Do not put unnecessary mark/s on any part of the module. Use a separate sheet of paper in answering the exercises.
2. Don't forget to answer *What I Know* before moving on to the other activities included in the module.
3. Read the instruction carefully before doing each task.
4. Observe honesty and integrity in doing the tasks and checking your answers.
5. Finish the task at hand before proceeding to the next.
6. Return this module to your teacher/facilitator once you are through with it.

If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator. Always bear in mind that you are not alone.

We hope that through this material, you will experience meaningful learning and gain deep understanding of the relevant competencies. You can do it!



What I Need to Know

This module was designed and written with you in mind. It is here to help you master the context of Media and Information Literacy. It contains varied activities that can help you as a Senior High School student to not just be an information literate individual, but a creative and critical thinker as well as responsible user and competent producer of media and information.

The module contains lesson in the Evolution of Traditional Media to New Media.

After going through this module, you are expected to:

1. Identify traditional media and new media and their relationships.
2. Explain how the evolution of media from traditional to new media shaped the values and norms of people in the society.
3. Editorialize the roles and functions of media in democratic society.
4. Search latest theory on information and media.



What I Know

Let us determine how much you already know about the Media and Information Literacy by answering the questions below. Use your worksheet for your answers.

A. Multiple Choice: Read the statement carefully. Choose the best answer for each of the following questions.

1. The audience media experience is limited and one directional.
A. Traditional Media C. New Media
B. Social Media D. Prehistoric Media
2. The time before the existence of written or recorded history, it is also known as Stone Age.
A. Electronic Age C. Prehistoric Age
B. Industrial Age D. Technology Age

3. The concept of mass production or manufacturing of goods in large quantities was introduced, increasing the demand for bigger and better machines.

A. Electronic Age	C. Prehistoric Age
B. Technology Age	D. Industrial Age
4. People in _____ use different media platforms as a means to express their opinion on social issue and the media's role is very crucial as it becomes a reliable source of information.

A. Democratic Society	C. Prehistoric Society
B. Communist Society	D. Monarch Society
5. What new media category are the telephone and e-mail where "content is private and perishable and the relationship established and reinforced may be more important than the information conveyed".

A. Interactive play media	C. Collective participatory media
B. Interpersonal communication media	D. Information search media
6. This refers to the use of the Internet for "sharing and exchanging information, ideas, and experiences and developing active personal relationships.

A. Interpersonal communication media	C. Information search media
B. Interactive play media	D. Collective participatory media
7. The video and computer-based games, plus virtual reality device compose this category.

A. Collective participatory media	C. Information search media
B. Interpersonal communication media	D. Interactive play media
8. The first Philippine-based public access bulletin board system, that went online on August 1986, with an annual subscription fee of P 1,000.

A. Philippine FidoNet Exchange	C. PhilNet
B. First-Fil RBBS	D. Philippine Online
9. It is used to expand opportunities for self-expression especially among the youth through Web logs, online forums and messaging applications.

A. New Media	D. Traditional Media
B. Information Search Media	D. Print Media
10. It is a period in human history characterized by the shift from traditional industry that the Industry Revolution brought through industrialization, to an economy on information computerization.

A. Industrial Age	B. Digital Age
B. Electronic Age	D. Metal Age

B. True or False: Write True if the statement is correct otherwise, write False on your answer sheet.

- ____ 1. The prehistoric men learned how to sharpen their tools and use them for hunting.

- ____ 2. During People Power I, President Joseph Estrada declared the Martial Law and controlled all forms of mass media.
- ____ 3. The two kinds of rock art during the Stone Age are petroglyphs and pictographs.
- ____ 4. New media tends to be much more interactive than traditional media.
- ____ 5. Unlike new media, the results of you receive from traditional media are often in real-time.

C. Instruction: Study the media indicated in the first column in the table below. Put a check mark on the corresponding cell identifying whether the media form is traditional or new.

Media Form	Traditional	New
Magazine		
Tabloid		
Broadsheet		
Paperback Novel		
Radio		
Television		
Online Video Games		
Web Video Portals		
Online Telephony and Messaging Capacity		
Internet (online apps)		

MIL

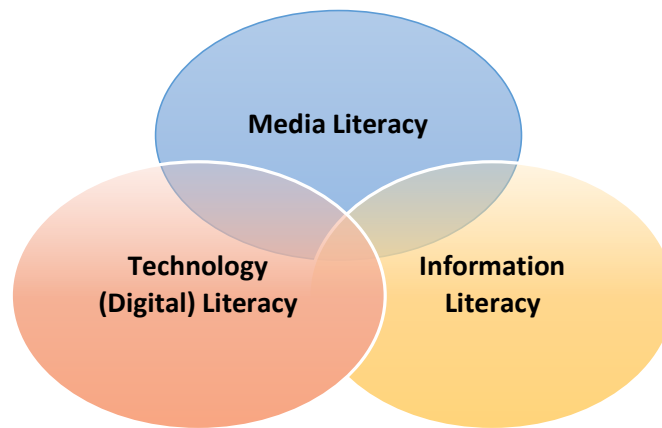
The Evolution of Traditional Media to New Media



What's In

The only thing constant and inevitable is change. The evolution of technology shows how human being solved certain things in relation to progress and development.

Consider the Venn Diagram below and answer the questions based on your understanding.



Guide Questions:

1. What is Media Literacy?

2. What is Information Literacy?

3. What is Technology (Digital) Literacy?

4. What are the similarities and differences of media literacy, information literacy, and technology literacy?



What's New

Throwback:

What famous world event happened on April 14, 1912”



Source: https://en.wikipedia.org/wiki/File:St%C3%B6wer_Titanic.jpg

Questions:

1. If the Titanic sank in the Atlantic Ocean, how did the news reach the people in England and New York at that time?
2. If the Titanic sank today, in what format will people receive or read the news?



What is It

The Evolution of Traditional Media to New Media



<https://bit.ly/3grPTjH>

Prehistoric Age (1500 BC – 1500 AD)

The Prehistoric refers to the time before the existence of written or recorded history. According to archeologist, the Prehistoric Age occurred some 4.5 million years ago or approximately 30, 000 years ago. It also known as Stone Age and the Metal Age. They are called such because of the kind of tools that the prehistoric people used during those times. The tools were relatively crude, archeologist believe that a system of writing hat not yet existed during this era.

The 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.

The Clay tablets in Mesopotamia (2400 BC), the early writing tablet recording the allocation of beer, 3100-3000 B. C.E., another notable invention was the Printing press using wood blocks (220 AD), originated in china, it is technique or printing text, images or patterns used widely throughout East Asia.


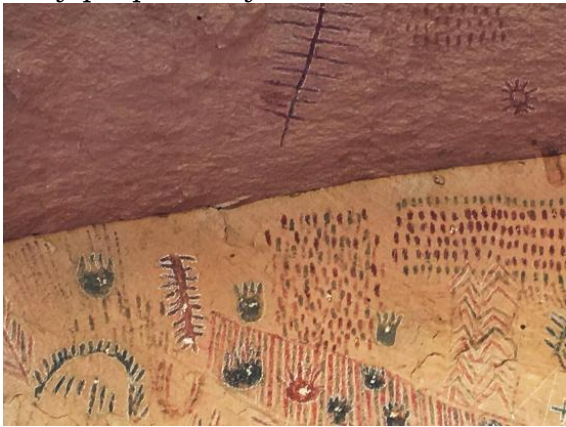
Wood Block Products



Prehistoric Art as the Earliest Form of Traditional Media

During the Stone Age, prehistoric people also used these crude stone tools to create objects, which are now considered rock art.

The two kinds of rock art during the Stone Age are **petroglyphs** and **pictographs**.

Petroglyphs	Pictographs
<p>Can be carving or engravings in rocks or caves</p>  <p>https://bit.ly/LSVp7M</p>	<p>Represent words or phrases through symbols. Used to refer to sketches or paintings that usually depict nature, early people's way of life.</p>  <p>https://bit.ly/2bz4kHi</p>

There is no concrete system of writing during the Prehistoric Age so people communicated their way of life, beliefs, and other practices through music and dance

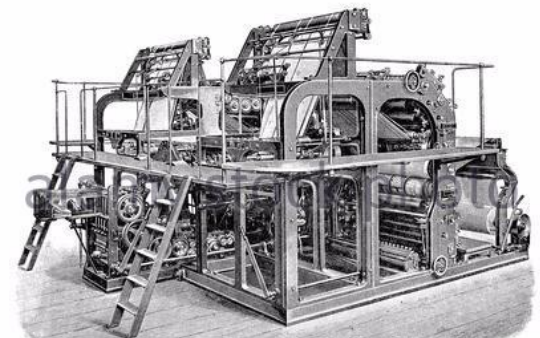
Orai (Song)	Cañao (Dance Offering)
<p>a cradle song or piece of music that is usually played for children.</p> 	

Industrial Age (1700s-1930s)

The Industrial Age began in the 18th century in Great Britain when the country made drastic reforms to improve their economy. Technology shifted from using hand tools to operating power-driven machines. Most people associated factories and machines to industries.

Selling of goods boosted during the Industrial Age. The concept of mass production or manufacturing of goods in large quantities was introduced, increasing the demand for bigger and better machines. Special machines were fabricated to meet the specific needs of different factories.

The Industrial Age has improved the people's way of living as new inventions such as steamboats and steam locomotives, made transportation faster. However some business owners during this era focused only on earning profit so they took advantage of the poor economic condition of the working class. When the steam press was invented, the printing of materials like newspapers became much faster, cheaper and easier.



Printing Press for Mass Production
(19th Century)

Before this development, publishers used to receive financial support from political parties and rich patrons so that the latter can be features in the newspaper. When printing cost marked down, publishers started to print articles for the common interest of the public. The earlier injustices experienced by the laborers were also published in the newspaper. Communication during the Industrial Age also became viable because of the invention of the **telegraph**. The telegraphy key used to send the famous message “What Hath God Wrought” over the prototype telegraph line between Baltimore and Washington D.C. in **1844**. A mechanical **typewriter** used for writing characters was also invented around 1800.

Electronic Age (1930s – 1980s)

Electronic refers to an object that has electronic components, such as sensors, microchips, which functions once it is connected to an electronic outlet. The Industrial Age and Electronic Age are quite similar – they thrived in the manufacturing industries, the only different because of the equipment used. Example Transportation and Communication.

By early 1954, **Transistor Radio** was introduced by Texas instruments (TI) had perfected production to the point that transistors became cheap enough for use in consumer items.

The **television** began its popularity in the 1940s. It was a novel item that everyone wanted to have. It opened the doors for a variety of new experiences for all Americans.

Information (Digital) Age (1900s – 2000s)

The Information Age has upgraded what it can offer to consumers in terms of gadgets and devices that can make their way of life not only functional and comfortable, but also offer endless possibilities.

<https://bit.ly/2bz4iza>

- a. **Interpersonal communication media.** Examples would be the telephone, and e-mail where "content is private and perishable and the relationship established and reinforced may be more important than the information conveyed."
1. **Interactive play media.** Video and computer-based games, plus virtual reality devices compose this category.
2. **Information search media.** The Internet and the World Wide Web become repositories or sources of a vast collection of information that can be accessed real-time despite geographical location. Broadcast teletext and radio data services are also examples. Information retrieval is no longer limited to personal computers because this functionality has been extended to smart

phones and tablets. Other means of information storage and retrieval include the personal video recorder, CD-ROM, compact disc, and DVD.

3. **Collective participatory media.** This refers to the use of the Internet for “sharing and exchanging information, ideas, and experiences and developing active (computer-mediated) personal relationships active (McQuail, 2010),

Normative Theories of the Press

1. **Authoritarian Theory** – it describes that all forms of communications are under the control of the governing elite or authorities or influential bureaucrats. Authoritarians are necessary to control the media to protect and prevent the people from the national threats through any form communication. The press is an instrument to enhance the ruler’s power in the country rather than any threats.
2. **Soviet Media Theory** – The Soviet Union was restructured with new political system based on the Marxist-Leninist principles. The newly formed communist party by Lenin shows much interest in the media which serves to the working class in the country and their welfare. So the Soviet originates a theory from Marxist, Leninist and Stalinist thoughts, with mixture of Georg Wilhelm Friedrich Hegel ideology is called “Soviet Media Theory” is also known as “The communist Media Theory”. The same theory was developed and followed by Adolf Hitler’s Nazi in Germany and Benito Mussolini in Italy
3. **Marxist Theory** – The basis which our analysis perspectives, programme, and participation in the movement are based. It is our “guide to action” and is why the international Marxist Tendency places so much emphasis on political education.
4. **Marxist Theory and Leninist Theory** – The crimes we shall expose are to be judge not by the standards of Communist regimes, but by the unwritten code of the natural laws of humanity.
5. **Stalinist Theory** – The method of rule, or policies of Joseph Stalin, Soviet Communist Party and state leader from 1929 until his death in 1954. Stalinism is associated with a regime of terror and totalitarian rule.
6. **Libertarian Theory** – Sees people are more enough to find and judge good ideas from bad. The theory says people are rational and their rational thoughts lead them to find out what are good and bad. The press should not restrict anything even a negative content may give knowledge and can make better decision while in worst situation. The libertarian thoughts are exactly against or opposite to the authoritarian theory which means the authoritarian theory says “ all forms of communication works under the control of government or elite like king”.
7. **Social Responsibility Theory** – Allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self-regulations or both. The theory lies between both

authoritarian theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand.

Georg Wilhelm Friedrich Hegel – a German Philosopher who developed a dialectical scheme that emphasized the progress of history and of ideas from thesis to antithesis and thence to a synthesis.

Roles and Functions of Media in a Democratic Society

During the Colonial Period, people had been restricted to express their ideas and fight for their rights. Democratic comes from the Greek words “demo” (people and “kratos” (rule) which means rule of the people. In democratic society, the welfare of the public is important and their rights are protected by the government.

The Philippines’ 1986 and 2001 People Power Revolutions perfectly show the importance of the role of media in today’s society. Prior to People Power 1, local newspapers such as The Manila Times, Daily Mirror and The Manila Chronicles have reported about the pervasive protests of people against the government because of its inability to respond to issues regarding labor, poverty and education. As a result, in September 21, 1972, President Ferdinand E. Marcos declared Martial Law in hope of restoring the peace and order in the country. Instead, this dictatorial government had taken over the mass media. Some editors and journalists were arrested and detained to control the dissemination of negative news against the government, particularly the president.

During the People Power II on 2001, the tenure of President Joseph Estrada. Media reported about his involvement in illegal gambling and adultery. Impeachment trial where the President Estrada was accused of plunder, betrayal of public trust, and culpable violation of the Constitution as cited in Article XI. When the second envelop, which allegedly contained incriminating evidences against President, was not opened based on the senators’ majority vote, the prosecutors walked out. Also, the people who were watching it since the first day of the senators’ majority vote, the prosecutors walked out. With the growing number of people encamped in EDSA and the majority of President Estrada’s cabinet members leaving their posts, the President had no choice but to step down from office.

This proves that in democratic society, the media’s role is very crucial as it becomes a reliable source of information. People in democratic society also use different media platforms as a means to express their opinion on social issues. With the massive reach of media, it can greatly influence people’s views and actions.

Media, whether traditional or new, has a role to play in the proper functioning of a democratic society such as the Philippines. In order for a democratic society to function in an ideal way, media and communication must fulfill its mandate. According to McNair, communication and media function to:

- a. Inform citizens of what is happening around them (also called the monitoring function);
- b. Educate the audience as to the meaning and significance of the “facts”;
- c. Provide a platform for public political discourse, facilitating the formation of “public opinion” and feeding that opinion back to the public from whence it came, the provision of space for the expression of dissent;
- d. Give publicity to government and political institutions, (known as the “watchdog” role of journalism);
- e. Serve as a channel for the advocacy of political viewpoints.

Philippine Internet Timeline

On **March 29, 1994**, the free and open Web first opened its doors to Filipinos. To celebrate Philippine Internet's 20th year, we've put together a timeline leading up to the day that would forever change how we communicate, consume media, do commerce, and access information—essentially, how we live our lives.

August 1986: The first Philippine-based, public-access BBS [bulletin board system], First-Fil RBBS went online with an annual subscription fee of P1,000. A precursor to the local online forum, it ran an open-source BBS software on an IBM XT Clone PC with a 1200bps modem and was operated by Dan Angeles and Ed Castañeda.

1987: The Philippine FidoNet Exchange, a local network for communication between several BBSes in Metro Manila, was formed.

1990: A committee helmed by Arnie del Rosario of the Ateneo Computer Technology Center was tasked with exploring the possibility of creating an academic network comprised of universities and government institutions by the National Computer Center under Dr. William Torres. Recommendations were made but not implemented.

1991-1993: Emergence of email gateways and services in the Philippines, including some from multinational companies like Intel, Motorola, and Texas Instruments, which used a direct Internet connection, X.25, or UCCP protocol. Local firms ETPI, Philcom, and PLDT also operated commercial X.25 networks.

June 1993: With the support of the Department of Science and Technology and the Industrial Research Foundation, the Philnet project (now PHNET) was born. The Philnet technical committee, composed of computer buffs working at the DOST and representatives from the Ateneo de Manila University (Richie Lozada and Arnie del Rosario), De La Salle University (Kelsey Hartigan-Go), University of the Philippines Diliman (Rodel Atanacio and Rommel Feria), and University of the Philippines Los Baños, would eventually play a significant role in connecting the Philippines to the World Wide Web.

July 1993: Phase one of the Philnet project shifted into full gear after receiving funding from the DOST. It proved to be successful, as students from partner universities were able to send emails to the Internet by routing them through Philnet's gateway at the Ateneo, which was connected to another gateway at the Victoria University of Technology in Australia.

November 1993: An additional P12.5-million grant for the first year's running cost was awarded by the DOST to buy equipment and lease communication lines needed to kickstart the second phase of Philnet, now led by Dr. Rudy Villarica.

March 29, 1994, 1:15 a.m.: Benjie Tan, who was working for ComNet, a company that supplied Cisco routers to the Philnet project, established the Philippine's first connection to the Internet at a PLDT network center in Makati City. Shortly thereafter, he posted a short message to the Usenet newsgroup soc.culture.filipino to alert Filipinos overseas that a link had been made. His message read:

The Evolution of Media in the Philippines

1500 – Pre-colonial: Baybayin or Alibata (referred to in Unicode as the Tagalog content) is a pre-Hispanic Philippine composition framework that started from the Javanese content Old Kawi. The written work framework is an individual from the Brahmic family and is accepted to be being used as ahead of schedule as the fourteenth century. It kept on being used amid the Spanish colonization of the Philippines up until the late nineteenth Century. The term baybayin actually implies spelling.

1800- Print Industry and Filipino Freedom: Philippines was acquainted with books, magazines, and daily papers like "La Solidaridad" by the Spaniards who colonized the Philippines for around 333 years. American colonialization left a blemish on the press and molded its style: a flourid lingua, a nonpartisan state of mind, matched with the commitment of obstinate and prevalent writers.

1890 – Broadcast Industry: The first telephone system of the country began its operations, and the whole archipelago enjoyed this system of information and communication exchange.

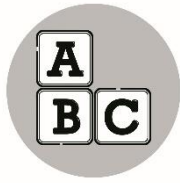
1897 – European Film Import: The cinematography film camera and projector developed by the Lumppier siblings got through the Spanish fighter named Carlo Naquera. Naquera demonstrated a few Spanish-dialect movies to choose gatherings of people in 1897.

1922 - During this time, the Filipinos readily accepted radio news and entertainment programs, and local businessmen, who recognized its profitability, established their own radio stations to advertise their products and services. A couple of 50-watt radio stations were established in Pasay and in Manila by Henry Hermann.

1980 – Electronic Age: Broadcast or storage media that exploits electronic innovation. They may incorporate TV, radio, Web, fax, Disc ROMs, DVD, and some other medium that requires power or computerized encoding of data. The term 'electronic media' is regularly utilized as a part of appearing differently in relation to print media.

1994 – Local Online Media: Benjie Tan, who was working for ComNet, an organization that provided Cisco switches to the Philnet venture, set up Philippine's first association with the Web at a PLDT arrange focus in Makati City. Presently, he presented a short message on the Usenet newsgroup soc.culture.filipino to ready Filipinos abroad that a connection had been made. As of Walk 29, 1994 at 1:15 am Philippine time.

2011 - Philippines was names as the "Social Media Capital of the World"



What's More

Instruction: Using the Internet, books, magazine, consult some reliable sources that provide a timeline or chronology of media and communication technologies, from the primitive down to the most recent ones. Pick out those technologies that you think have a great impact on human civilization.

Submit your research in the form of a photo or image collage of cutouts from old newspapers and magazines. Below the collage, briefly discuss in two or three paragraphs your rationale for choosing these particular technologies.

Rubric

	10-9 points	8 points	7 points	6-below points	SCORE
Creativity	Exceptional degree of student creativity is displayed, showing flexibility of thought & originality	Most of the collage reflects students creativity.	Only a few areas of the collage reflect student creativity	Minimal creativity	
Craftsmanship	Collage is seamlessly assembled & completely covered. Pieces are precisely cut and well glued down.	Collage is well assembled with only a few pieces (1-2) that are not well cut out or glued down.	Collage is well assembled with only several (3-4) that are not well cut out or glued down.	Haphazard craftsmanship	
Description	Description is full and detailed so that a reader can clearly understand	Description is well written, but leaves 1-2 unclear statement	Description is well written, but leaves 3-4 unclear statement	Minimal description or No description	
TOTAL					



What I Have Learned

Instruction: Answer each questions based on your objective insights and critical thinking.

1. In your opinion, would traditional media, such as newspapers and magazines, become obsolete in the future? Why and why not?
2. If you were a journalist during Martial Law, would you risk writing about the truth even if it would endanger your life? Why or why not?



What I Can Do

Instruction:

1. Draw in a short bond paper a political cartoon depicting your opinion about how Philippine Media performs its roles and function in the Philippines which is a democratic country.
2. Explain the message of your political cartoon in not less than 3 sentences.

Category	Excellent (4)	Acceptable (3)	Minimal (2)	Unacceptable (1)
Message	Key issue and cartoonist's position are clearly identifiable.	Key issues and cartoonist's position are identifiable	Key issue is identifiable, cartoonist's position may be unclear	Key issue and cartoonist's position are unclear
Visual presentation and Creativity	Carton is neat and clean, color and creative graphics Exceptionally well	Carton is neat and clean, color and creative graphics are used; Caption are readable	Carton is somewhat neat and clean, color and creative graphics are used; Caption are readable	Color is messy; color and graphics are lacking; captions omitted unreadable
Content	Cartoon clearly conveys an understanding of the issue, title is clear, clever, and relevant to topic.	Cartoon conveys an understanding of the issue, title is clear and relevant to topic.	Cartoon conveys a limited understanding of the issue, title is unclear or irrelevant to topic	Cartoon conveys little or no understanding of the issue, title is missing.



Assessment

Multiple Choice: Read the statement carefully. Choose the best answer for each of the following questions. Write only the letter of the correct answer in your answer sheet.

1. The media experience is more interactive and audiences are able to send feedback simultaneously.
A. Traditional media
B. Internet media
C. New media
D. Printing media
2. The time before the existence of written or recorded history, it is also known as Stone Age.
A. Electronic Age
B. Industrial Age
C. Prehistoric Age
D. Technology Age
3. The concept of mass production or manufacturing of goods in large quantities was introduced, increasing the demand for bigger and better machines.
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8. It is used to expand opportunities for self-expression especially among the youth through Web logs, online forums and messaging applications.
A. New Media
B. Information Search Media
C. Traditional Media
D. Print Media

9. It is a period in human history characterized by the shift from traditional industry that the Industry Revolution brought through industrialization, to an economy on information computerization.
- C. Industrial Age B. Digital Age
D. Electronic Age D. Metal Age
10. In a global study called Digital in 2018, Filipinos spent an average of 3 hours and 57 minutes in social media every day in 2017 and number of internet users in the country has grown rapidly. From 2011 to 2017, the Philippines has taken the global lead in time spent in social media and often tag as...
- A. Facebook Capital C. Social Media Capital of the World
B. Global Social Media Hub D. Social Media Capital in Asia

B. Instruction: Identify either Traditional or New media. Write only the letter in your answer sheet.

- A. Traditional Media
B. New Media

- _____ 1. Tabloid
_____ 2. Paperback Novel
_____ 3. Radio
_____ 4. Online video games
_____ 5. Broadsheet
_____ 6. Web video games
_____ 7. Magazine
_____ 8. Online Telephony
_____ 9. Manila Times newspaper
_____ 10. Teleconferencing / Webinar



Additional Activity

Instruction: Research on the basic or propositions of the following theories on media and information:

1. Paul Lazarsfeld's two-step flow
2. Information-integration theory
3. Information-manipulation theory
4. Medium theory
5. Media-dependency theory
6. Uses and gratification
7. New media theory
8. Network theory

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