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It would probably be difficult for your imagination your life without the media. But cable television and the phenomenon widespread use of the Internet is a recent phenomenon. These have been around for less than twenty years. The technology that mass media uses keep changing. Newspapers, television and radio can reach millions of people because they use certain technologies. We also tend to discuss newspaper and magazines as the print media; and TV and radio as the electronic media. Why do you think newspapers are called print media? As you read further, you will find that this naming is related to the different technologies that these media use. The following photographs will give you a sense of the ways in which technology that mass media uses has changed over the years and continue to change. Changing technology, or machines, and making technology more modern, helps media to reach more people. It also improves the quality of sound and the ~~img~~ images you see.