

THE EVOLUTION OF TRADITIONAL TO NEW MEDIA

WHY IS MEDIA SO IMPORTANT?

Media fulfills several roles in society, including the following:

- a. entertaining and providing outlet for the imagination,
- b. educating and informing,
- c. serving as public forum for the discussion of important issues, and
- d. acting as a watchdog for government, business, and other institution.

EVOLUTION OF MEDIA

- PRE-INDUSTRIAL AGE
- INDUSTRIAL AGE
- ELECTRONIC AGE
- NEW / INFORMATION AGE

PRE-INDUSTRIAL AGE (BEFORE 1700)

- People discovered fire, developed paper from plants, and forged weapons and tools with stone, bronze, copper and iron

PRE-INDUSTRIAL AGE (BEFORE 1700)

Example Forms of Media:

- Cave paintings (35,000 BC)
- Papyrus in Egypt (2500 BC)
- Clay tablets in Mesopotamia (2400 BC)
- Acta Diurna in Rome (130 BC)
- Dibao in China (2nd Century)
- Codex in Mayan Region (5th Century)
- Printing press using wood blocks (220 AD)

PRE-INDUSTRIAL AGE (BEFORE 1700)

CAVE PAINTINGS 35,000 BC



- (also known as “parietal art”) are numerous paintings and engravings found on cave walls or ceilings around 35 000 BCE.
- Pictographs and petroglyphs

PRE-INDUSTRIAL AGE (BEFORE 1700)

PAPYRUS IN EGYPT 2500 BC



- made from pith of papyrus plant. It is used in ancient times as writing surface to designate documents written on its sheets, rolled up to scrolls.

PRE-INDUSTRIAL AGE (BEFORE 1700)

CLAY TABLETS IN MESOPOTAMIA 2400 BC



- a writing medium and were historically used in the Ancient Near East especially for writing cuneiform
- they were used throughout the Bronze Age and well into the Iron Age.

PRE-INDUSTRIAL AGE (BEFORE 1700)

ACTA DIURNA IN ROME 130 BC



- the first proto-newspaper appeared as early as 131 B.C.
- ancient Roman daily gazette
- means "Daily Acts" sometimes translated as "Daily Public Records"

PRE-INDUSTRIAL AGE (BEFORE 1700)

DIBAO IN CHINA (2nd Century)



- a type of publications issued by central and local governments in imperial China. "reports from the residences"
- also been called "palace reports" or "imperial bulletins".

PRE-INDUSTRIAL AGE (BEFORE 1700)

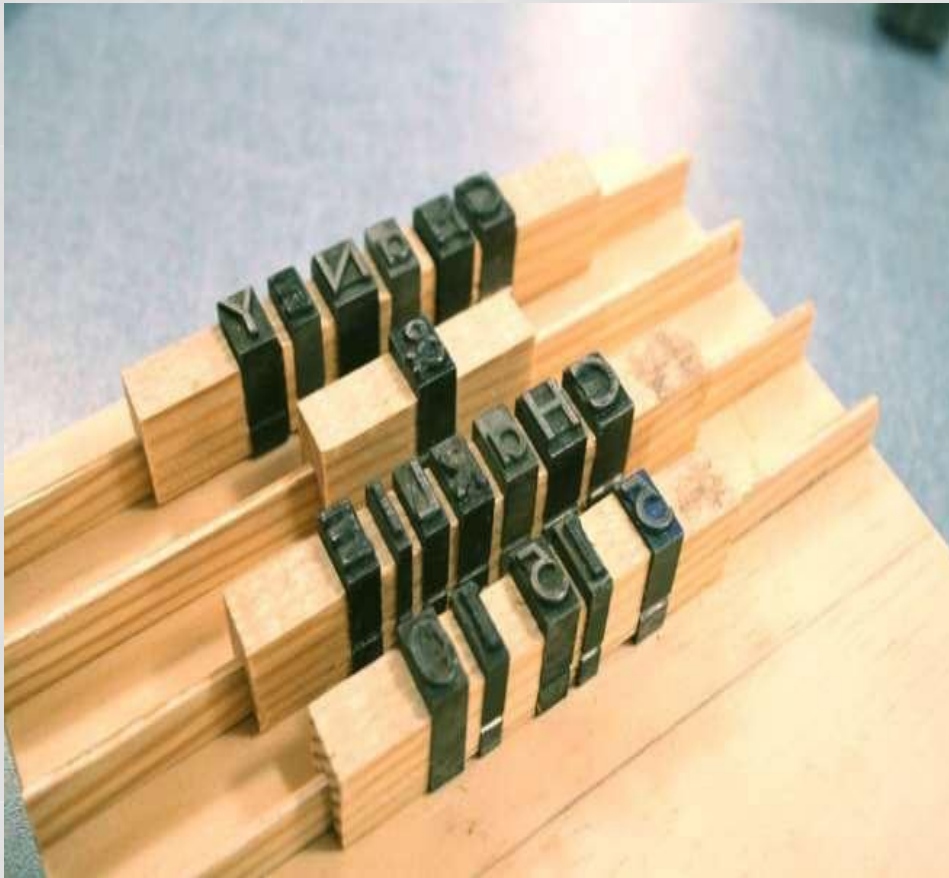
CODEX IN MAYAN REGION



- folding books stemming from the pre-Columbian Maya civilization.
- written in Mayan hieroglyphic script
- used to document their lives and culture

PRE-INDUSTRIAL AGE (BEFORE 1700)

PRINTING PRESS USING WOOD BLOCKS



- a technique for printing text, images or patterns used widely throughout East Asia and originating in China in antiquity as a method of printing on textiles and later paper

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)

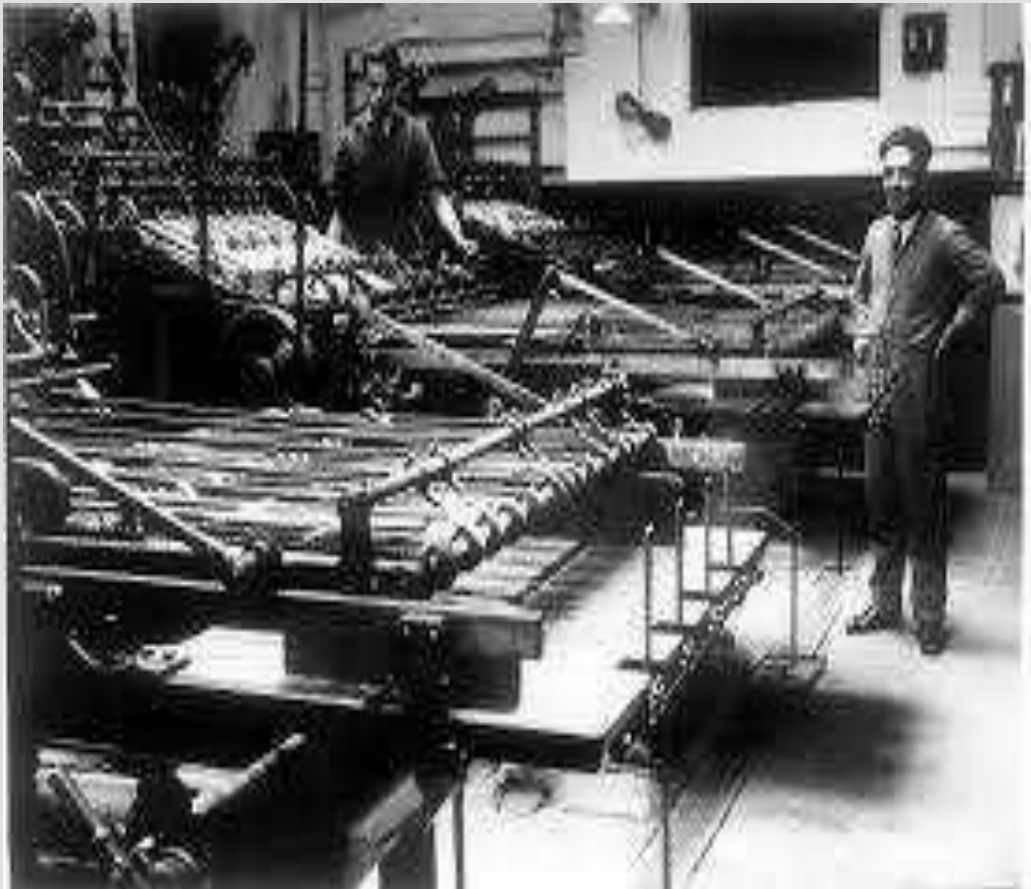
INDUSTRIAL AGE (1700S TO 1930S)

Example Forms of Media:

- Printing press for mass production (1900)
- Newspaper- The London Gazette (1665)
- Typewriter (1800)
- Telegraph (1840s)
- Telephone (1876)
- Motion picture photography/projection (1890)
- Commercial motion pictures (1913)
- Motion picture with sound (1926)
- Punch cards

INDUSTRIAL AGE (1700S TO 1930S)

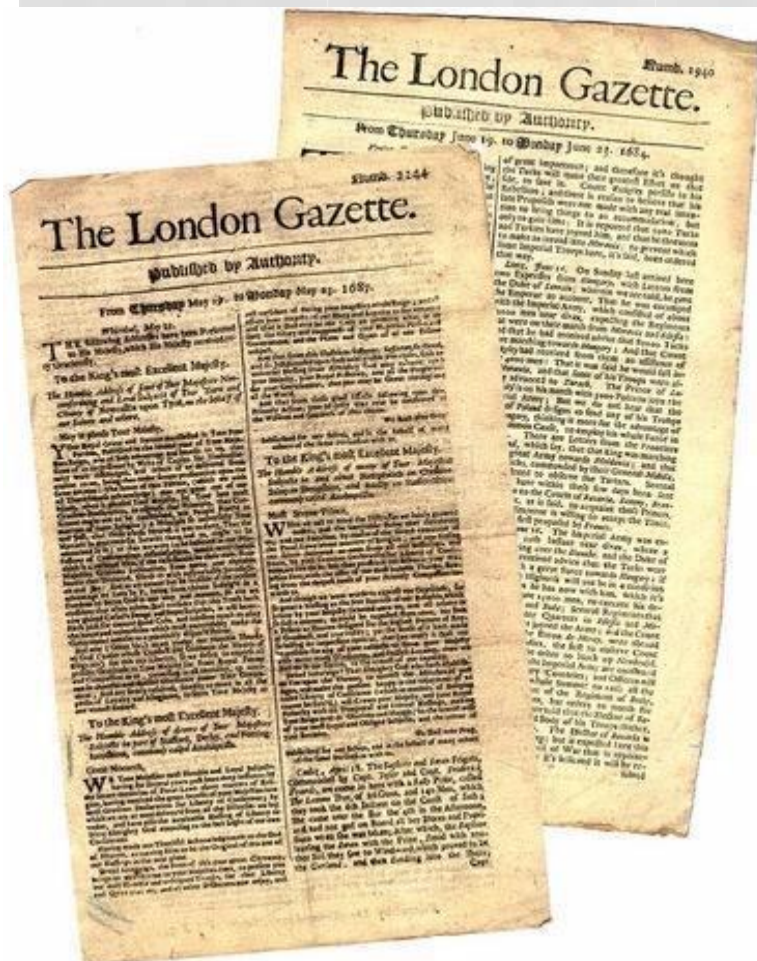
PRINTING PRESS FOR MASS PRODUCTION



- a device for applying pressure to an inked surface resting upon a print medium (such as paper or cloth), thereby transferring the ink.

INDUSTRIAL AGE (1700S TO 1930S)

NEWSPAPER- THE LONDON GAZETTE (1665)



- one of the official journals of record of the British government
- oldest surviving English newspaper and the oldest continuously published newspaper in the UK

INDUSTRIAL AGE (1700S TO 1930S)

TYPEWRITER 1800



- any of various machines for writing characters similar to those made by printers' types

INDUSTRIAL AGE (1700S TO 1930S)

TELEGRAPH (1840s)



- long-distance transmission of messages where the sender uses symbolic codes, known to the recipient, rather than a physical exchange of an object bearing the message

INDUSTRIAL AGE (1700S TO 1930S)

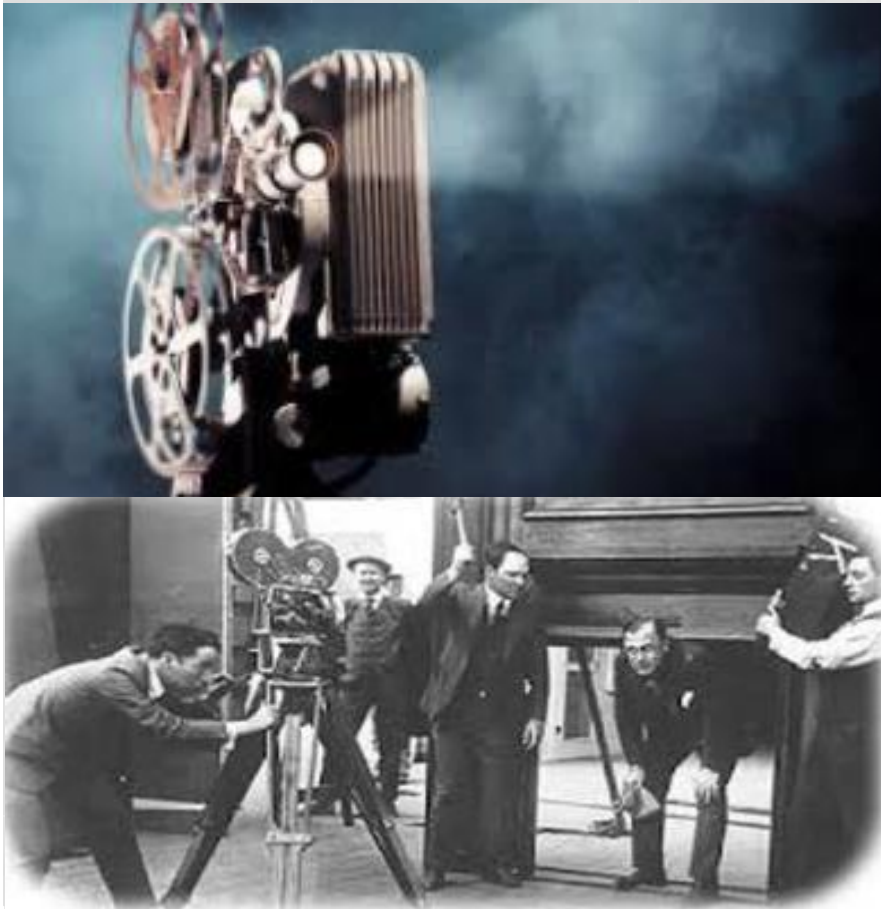
TELEPHONE 1876



- an instrument designed for the simultaneous transmission and reception of the human voice.
- has become the most widely used telecommunications device in the world

INDUSTRIAL AGE (1700S TO 1930S)

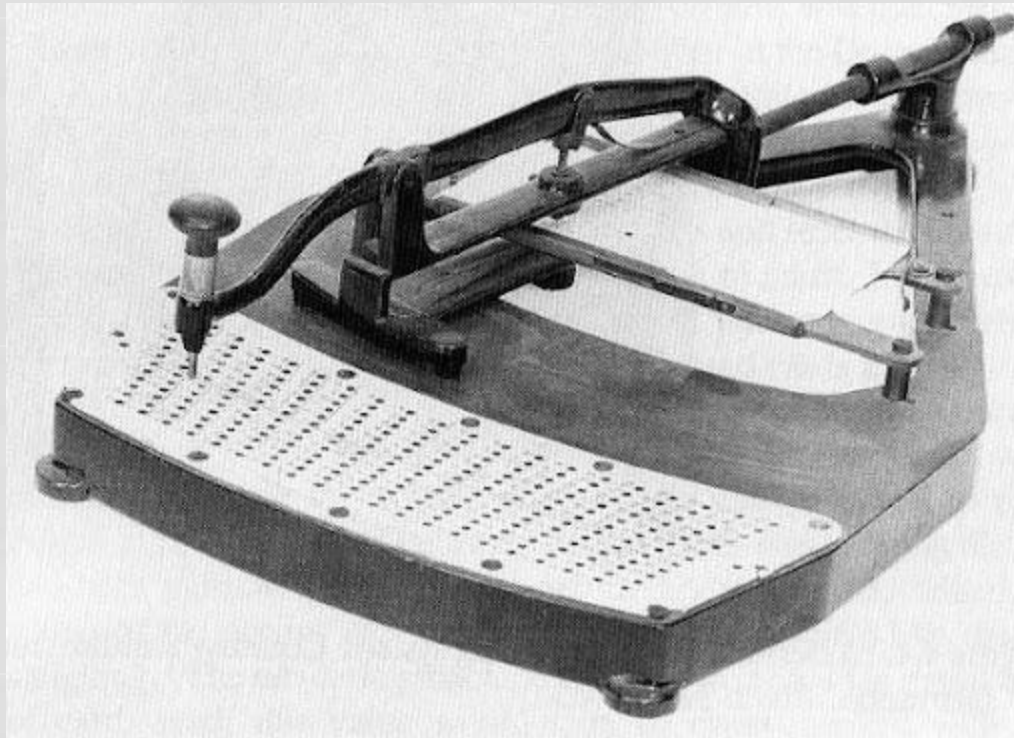
MOTION PICTURES



- also known as film or movie is series of still photos on film, projected in rapid succession onto a screen by means of light.

INDUSTRIAL AGE (1700S TO 1930S)

- **Sound Films**
- **Punch Cards**



ELECTRONIC AGE (1930S TO 1980S)

- The invention of the **transistor** ushered in the electronic age. People 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.

ELECTRONIC AGE (1930S TO 1980S)

Example Forms of Media:

- Transistor Radio
- Television (1941)
- Large electronic computers
- Personal computers
- OHP, LCD projectors

ELECTRONIC AGE (1930S TO 1980S)

TRANSISTOR RADIO (1950s)



- a small, portable device that revolutionized access to music and news by using transistors for signal amplification.



ELECTRONIC AGE (1930S TO 1980S)

TELEVISION 1941



- telecommunication medium used for transmitting moving images in monochrome (black-and-white), or in color, and in two or three dimensions and sound

ELECTRONIC AGE (1930S TO 1980S)

LARGE ELECTRONIC COMPUTER (late 1940s to early 1950s)



EDSAC (1947)

- Electronic Delay Storage Automatic Calculator



UNIVAC 1 (1951)

- Universal Automatic Computer 1

ELECTRONIC AGE (1930S TO 1980S)



IBM 704

- a large digital mainframe computer introduced by IBM in 1954. It was the first mass-produced computer with hardware for floating-point arithmetic

ELECTRONIC AGE (1930S TO 1980S)

PERSONAL COMPUTERS (late 1960s)



Hewlett-Packard 9100A (1968)

- world's first programmable scientific desktop calculator
- considered the earliest documented use of the term “[personal computer](#)”



APPLE 1 COMPUTER (1976)

- first product of Apple Computer Company (now Apple Inc.)

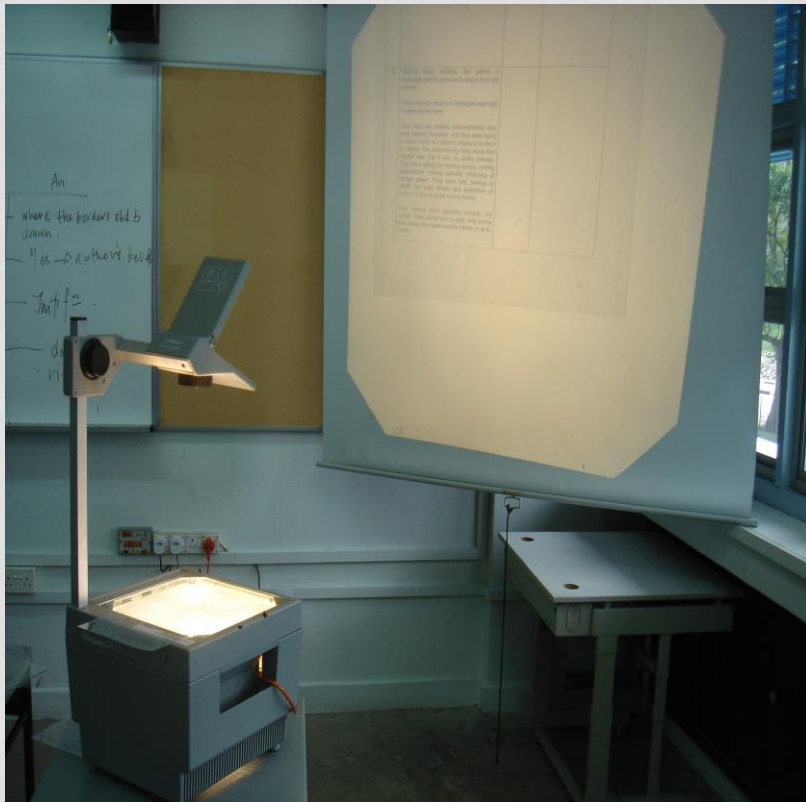
ELECTRONIC AGE (1930S TO 1980S)



APPLE 2 COMPUTER

ELECTRONIC AGE (1930S TO 1980S)

Overhead Projectors (OHP) (late 1950s, early 1960s)



- a machine that has a light inside it and can be used to make the writing or pictures on a sheet of plastic appear on a screen or wall

ELECTRONIC AGE (1930S TO 1980S)

LCD Projectors (mid to late 1980s)



- type of video projector for displaying video, images or computer data on a screen or other flat surface.

NEW/ INFORMATION AGE (1900S TO 2000S)

- The **Internet** paved the way for faster communication and the creation of the social network.

NEW/ INFORMATION AGE (1900S TO 2000S)

Web Browsers



WorldWideWeb
(1990)



Mosaic
(1993)



Internet Explorer
(1995)



Opera
(1996)



Safari
(2003)



Firefox
(2004)



Google Chrome
(2008)



MS Edge
(2015)

NEW/ INFORMATION AGE (1900S TO 2000S)

Search Engines



NEW/ INFORMATION AGE (1900S TO 2000S)

Search Engines



Google Search
(1997)



Yahoo Search
(1995)



Bing
(2009)

NEW/ INFORMATION AGE (1900S TO 2000S)

Blogging Sites



**Open Diary
(1998)**



**Blogger
(1999)**



**LiveJournal
(1999)**



**Xanga
(2000)**



**Wordpress
(2003)**

NEW/ INFORMATION AGE (1900S TO 2000S)

Social Networks



NEW/ INFORMATION AGE (1900S TO 2000S)

Social Networks



SixDegrees
(1997)



Friendster
(2002)



LinkedIn
(2003)



MySpace
(2003)



Multiply
(2004)



Facebook
(2004)



Google Plus
(2011)

NEW/ INFORMATION AGE (1900S TO 2000S)

Microblogging Sites



Twitter
(2006)



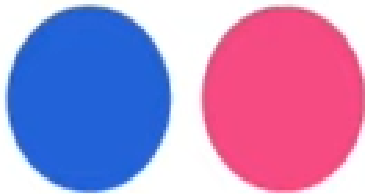
Tumblr
(2007)



Plurk
(2008)

NEW/ INFORMATION AGE (1900S TO 2000S)

Photo and Video Sharing Websites



Flickr
(2004)



Vimeo
(2004)



Youtube
(2005)



Pinterest
(2009)



Instagram
(2010)



Snapchat
(2011)



Vine
(2012)



TikTok
(2016)

NEW/ INFORMATION AGE (1900S TO 2000S)

Instant Messaging and Video Conferencing



Yahoo Messenger
(1998)



Skype
(2003)



WhatsApp
(2009)



Viber
(2010)



WeChat
(2011)



Messenger
(2011)



Zoom
(2011)



Telegram
(2013)



Google Meet
(2017)

NEW/ INFORMATION AGE (1900S TO 2000S)

Portable Computers



**Laptop
(1981)**



**Pocket PC
(2000)**

NEW/ INFORMATION AGE (1900S TO 2000S)

Portable Computers



**Tablet
(2000)**



**Netbook
(2007)**

NEW/ INFORMATION AGE (1900S TO 2000S)

Mobile Phones



**Portable Phone
(1983)**



**Handset
(1991)**



**Colored-Display
(1995)**



**Camera Phone
(2000)**



**3G Phone
(2003)**



**Touchscreen Phone
(2007)**

NEW/ INFORMATION AGE (1900S TO 2000S)

SMART
PHONES
(2011)



NEW/ INFORMATION AGE (1900S TO 2000S)

Wearable Technologies



**Calculator Watch
(1970s)**



**Walkman
(1979)**



**Smartwatch
(2004)**



**Wireless Earbuds
(2015)**

NEW/ INFORMATION AGE (1900S TO 2000S)

Cloud and Big Data



Dropbox
(2007)



OneDrive
(2007)



iCloud
(2011)



Google Drive
(2012)