

THE EVOLUTION OF TRADITIONAL TO NEW MEDIA

An illustration of the RMS Titanic, a large passenger liner, sailing on a dark sea. The ship is shown from a side-on perspective, moving towards the right. It has four prominent funnels with white smoke rising from them. The ship's hull is dark, and the upper decks are light-colored. The sea is dark and calm, reflecting the ship. In the distance, there are some icebergs. The sky is a pale, hazy blue.

RMS (Royal Mail Ship) Titanic

April 14, 1912

QUESTION

“If the Titanic sank somewhere in the Atlantic Ocean, how do you think the news reached people in England and New York at that time?”



How did people use the telegraph and telegrams for faster means of communication during that time?



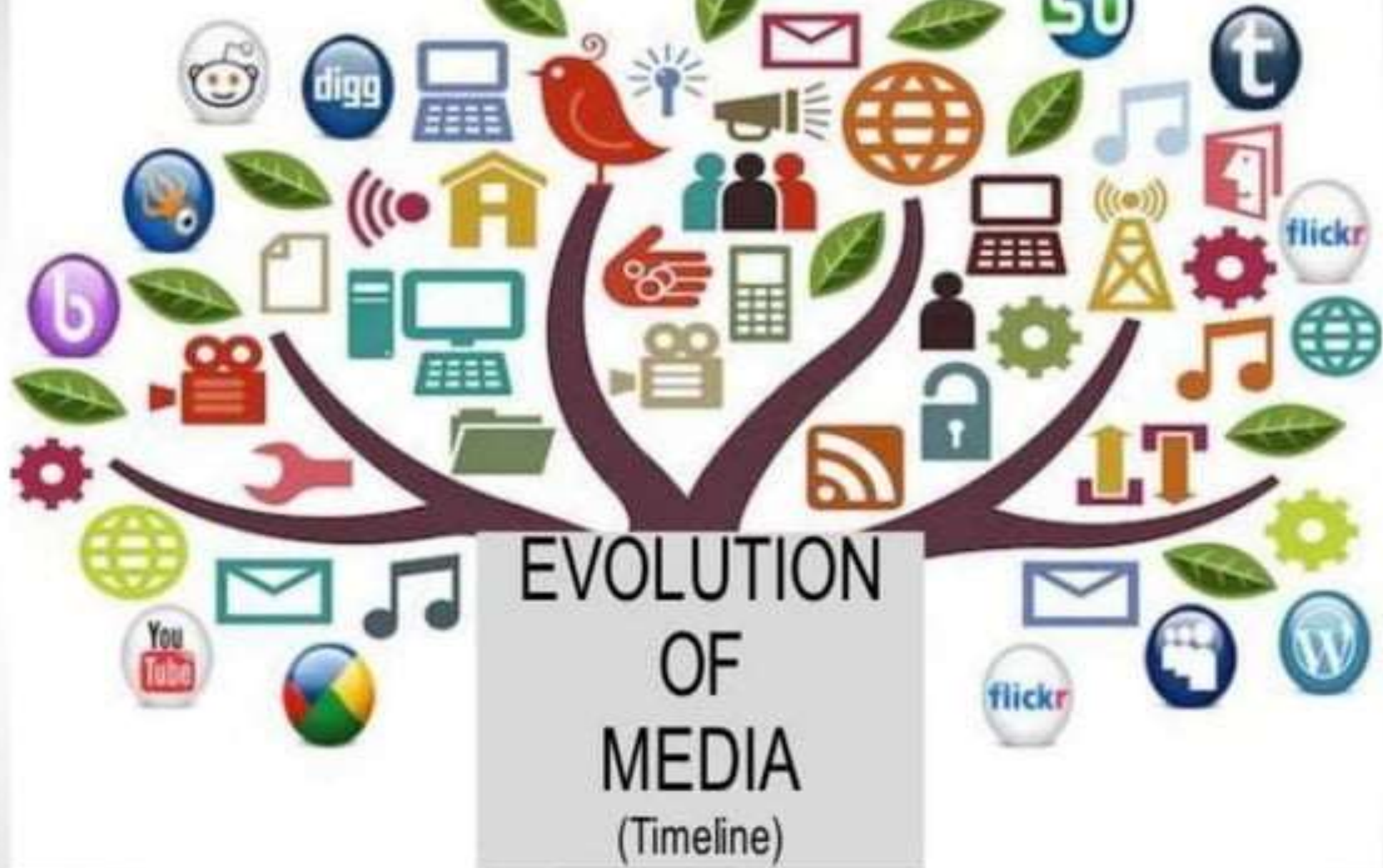
AHA!!!

- Developed in the 1830s and 1840s by Samuel Morse (1791-1872) and other inventors, the telegraph revolutionized long-distance **communication**. It worked by transmitting electrical signals over a wire laid between stations.



"If the Titanic sank today, in what format would people receive or read the news?"





1. Pre-Industrial Age (Before 1700s)

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

Examples:

Papyrus In Egypt (2500BC)

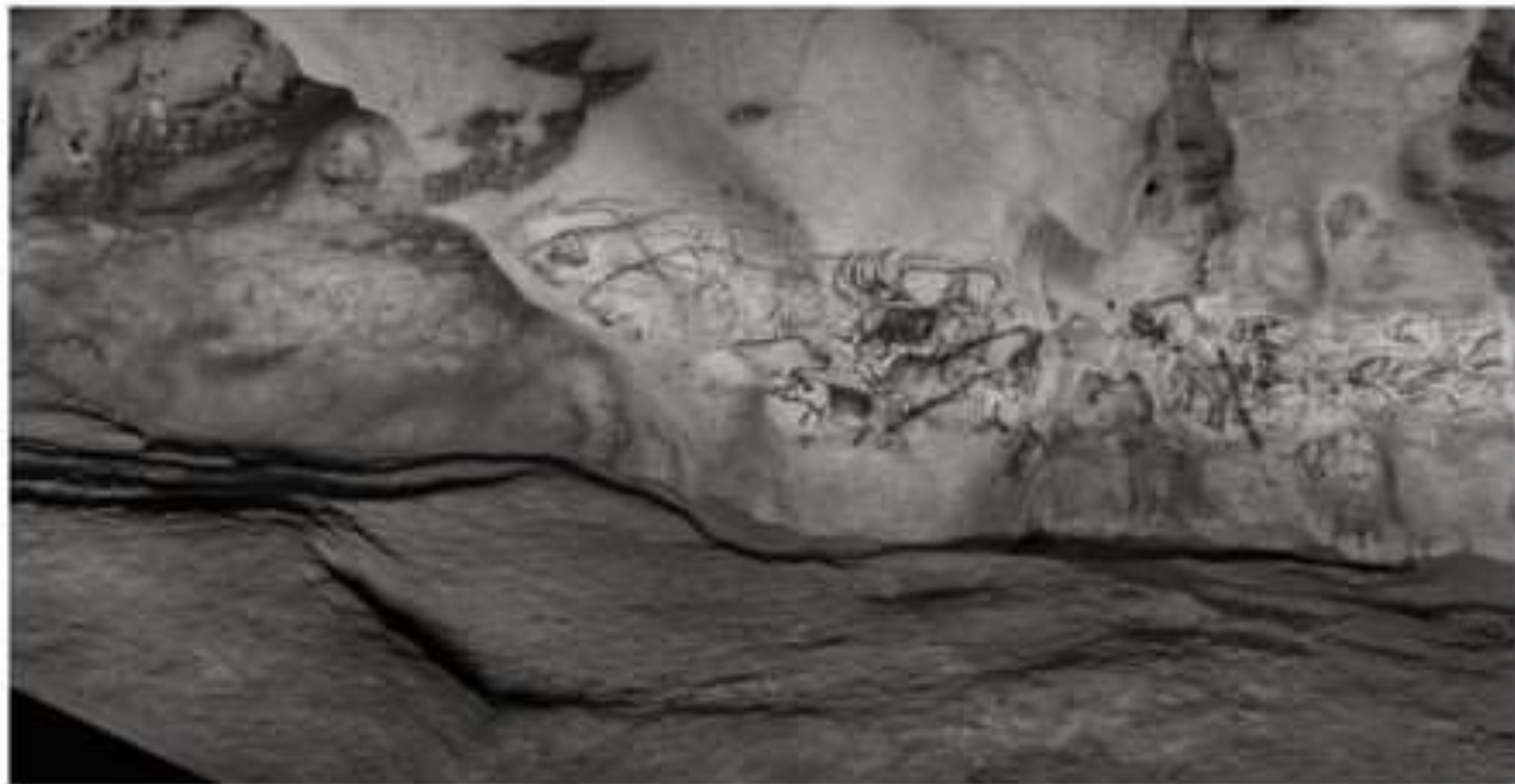


First papyrus was only used in Egypt, but by about 1000 BC people all over West Asia began buying papyrus from Egypt and using it, since it was much more convenient than clay tablets (less breakable, and not as heavy!). People made papyrus in small sheets and then glued the sheets together to make big pieces.

Cave Paintings (35,000BC)



In **prehistoric art**, the term “cave paintings” encompasses any **parietal art** which involves the application of **colour pigments** on the walls, floors or ceilings of ancient rock shelters. A monochrome cave paintings is a picture made with only one colour (usually black)-see, for instance, the monochrome images at **Chauvet**



The **Chauvet Cave** is one of the **most famous** prehistoric rock art sites in the world. Located in the Ardeche region of southern France, along the bank of the river Ardeche near the Pont-d'Arc. The **Chauvet Cave** is one of the **most famous** prehistoric rock art sites in the world.

Clay Tablets In Mesopotamia (2400BC)



In the Ancient Near East, **clay tablets** (Akkadian *tuppu*) were used as a writing medium, especially for writing in cuneiform, throughout the Bronze Age and well into the Iron Age. Cuneiform characters were imprinted on a wet **clay tablet** with a stylus often made of reed (reed pen).

Cuneiform Alphabet

A	B	C	Ch	D	E	Ae	Eo	F	G
aurek	bash	cresh	cherek	dorn	esk	enth	onith	forn	grek

H	I	J	K	Kh	L	M	N	Ng	O
herf	isk	jenth	krill	krenth	leth	mern	nerh	nen	osk

Oo	P	Q	R	S	Sh	T	Th	U	V
orenth	peth	qek	resh	senh	shen	trill	thesh	usk	vev

W	X	Y	Z	,	.	?	!	:	;
wesk	xesh	yirt	zerek						

-	/	'	,	"	"	()	credits

Acta Diurna in Rome (130BC)



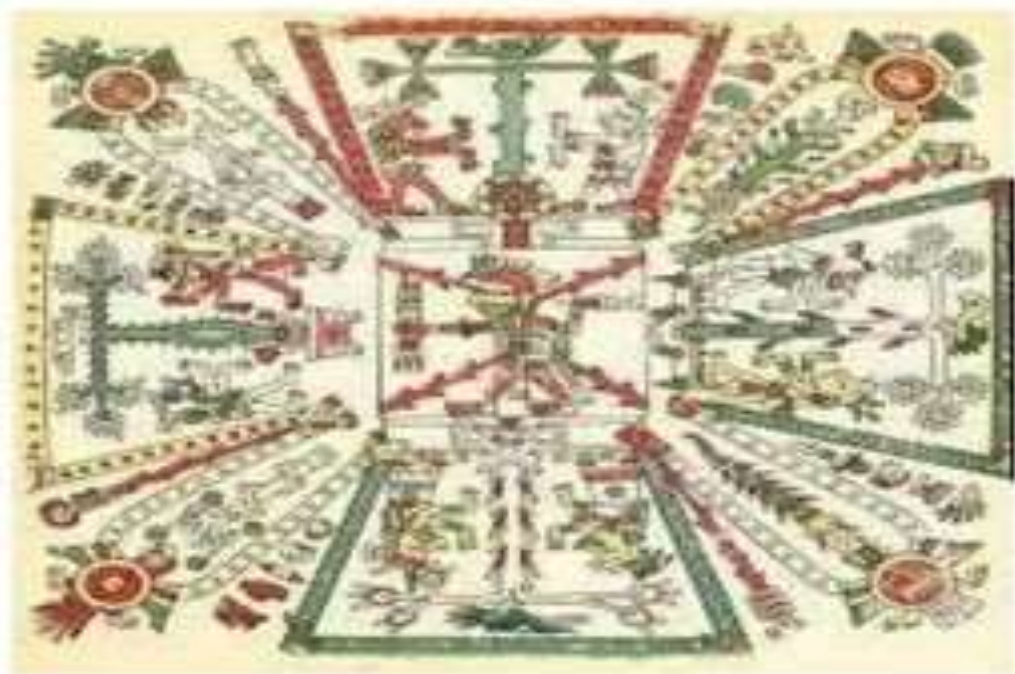
Acta Diurna (Latin: Daily Acts sometimes translated as Daily Public Records) were daily *Roman* official notices, a sort of daily gazette. They were carved on stone or metal and presented in message boards in public places like the Forum of *Rome*. They were also called simply *Acta History*. The first form of *Acta* appeared around 131 *BC* during the *Roman Republic*.

Dibao In China (2nd Century)



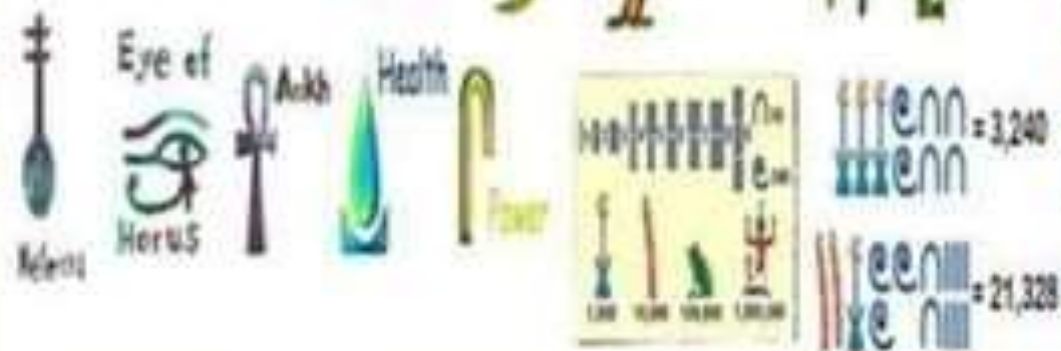
The Chinese "Dibao" is the earliest and oldest newspaper in the world.

Codex In The Mayan Region (5th Century)



Maya codices (singular **codex**) are folding books written by the pre-Columbian **Maya** civilization in **Maya** hieroglyphic script on Mesoamerican bark cloth. The **Maya** developed their huun-paper around the 5th century, which is roughly the same time that the **codex** became predominant over the scroll in the Roman world.

Egyptian Hieroglyphic Alphabet



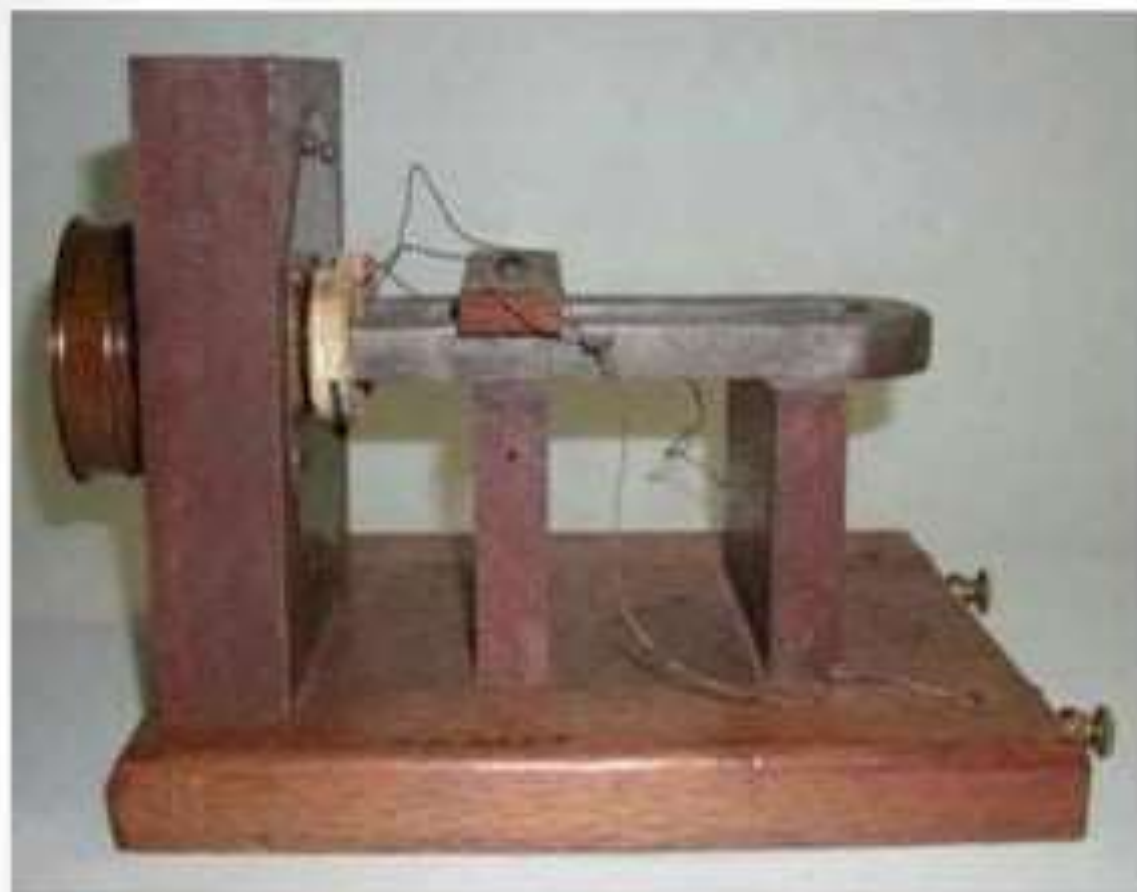
EGYPTIAN HIEROGLYPHICS



2. Industrial Age (1700s-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).

Telephone (1876)



Alexander Graham Bell's Large Box Telephone, 1876. On March 7, 1876, Alexander Graham Bell, scientist, inventor and innovator, received the first patent for an "apparatus for transmitting vocal or other sounds telegraphically," a device he called the **telephone**.

Did You Know?

The **first**
words ever
spoken on
the **telephone**?





**"MR. WATSON -
COME HERE -
I WANT TO
SEE YOU."**

ALEXANDER GRAHAM BELL (1847-1922)

© 2000 & 2001

Typewriter (1800)



The first **typewriter** to be commercially successful was invented in 1868 by Americans Christopher Latham Sholes, Frank Haven Hall, Carlos Glidden and Samuel W. Soule in Milwaukee, Wisconsin, although Sholes soon disowned the machine and refused to use, or even to recommend it.

Newspaper-The London Gazette (1640)



The *London Gazette* is one of the official journals of record of the British government, and the most important among such official journals in the United Kingdom, in which certain statutory notices are required to be published. The *London Gazette* claims to be the oldest surviving English newspaper.

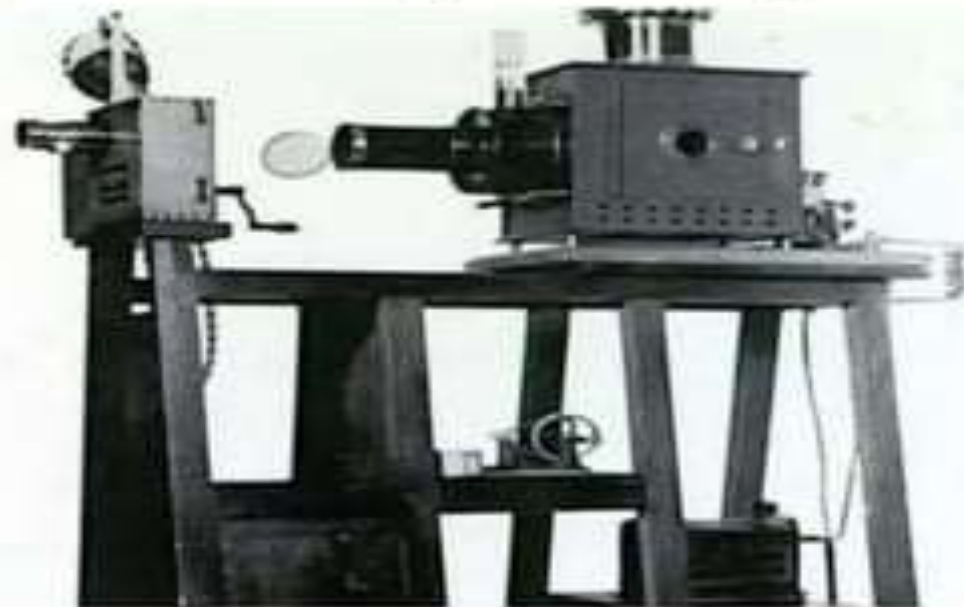
Printing Press for mass production (19thCent)



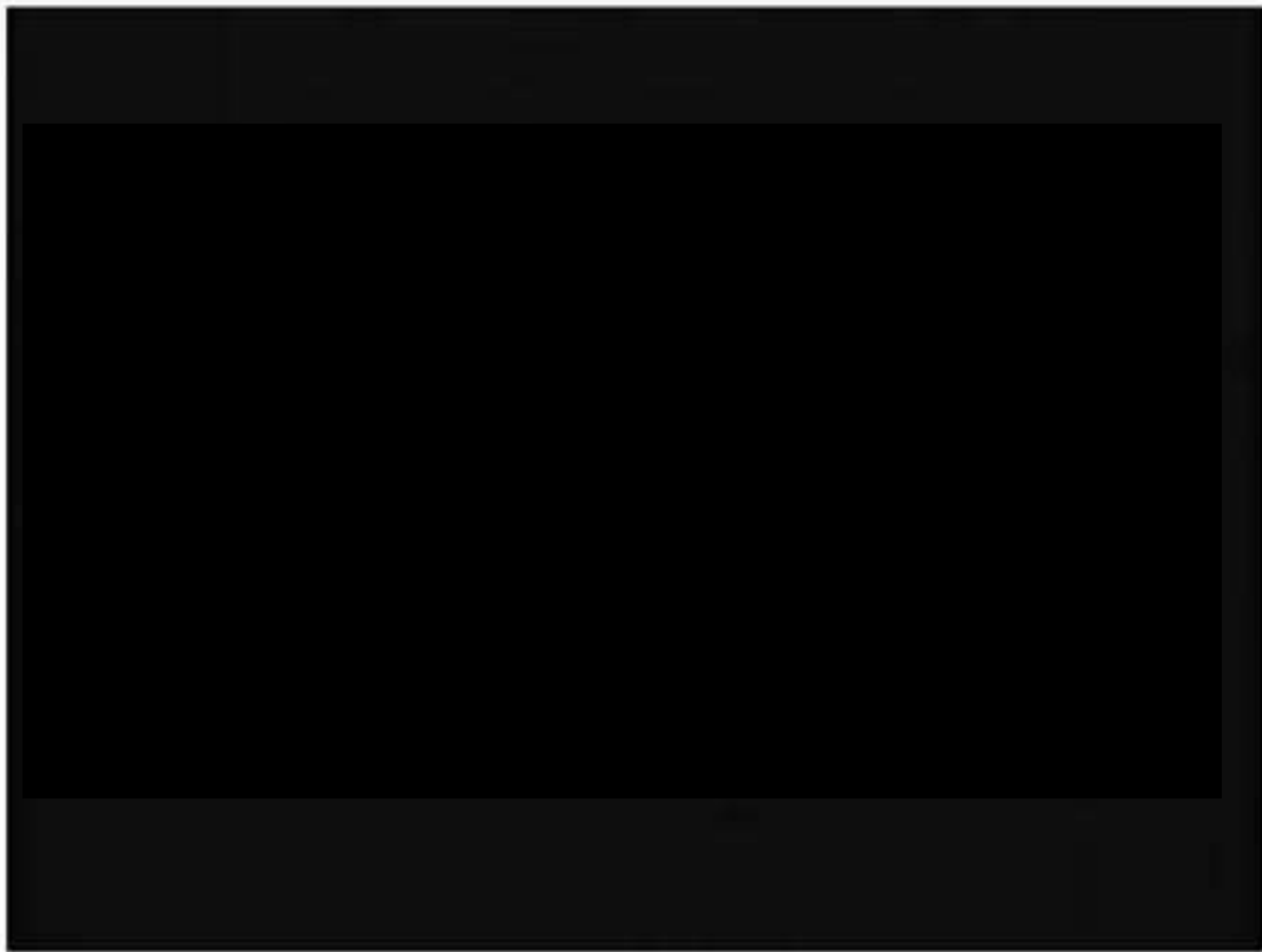
A *printing press* is a device for applying pressure to an inked surface resting upon a print medium (such as paper or cloth), thereby transferring the ink. The *printing press* was invented in the Holy Roman Empire by the German Johannes Gutenberg around 1440, based on existing screw *presses*.

Motion Pictures

Photography/Projection (1890)



The **history of film technology** traces the development of film technology from the initial development of "moving pictures" at the end of 19th century to the present time. Motion pictures were initially exhibited as a fairground novelty and developed into one of the most important tools of communication and entertainment in the 20th century. Major developments in motion picture technology have included the adoption of synchronized motion picture sound, color motion picture film, and the adoption of digital film technologies to replace physical film stock at both ends of the production chain by digital image sensors and projectors.



Chronophotography



Eadward Muybridge

In 1878 and 1879 Muybridge shot photographic sequences of animals in motion at the Palo Alto race track in California. In 1881 he published a selection of the results in a hand-made folio book of circa 15 copies entitled "The Attitudes of Animals in Motion".

Commercial Motion Pictures w/ sound (1913)



A **sound film** is a motion picture with synchronized sound, or sound technologically coupled to image, as opposed to a silent film. The first known public exhibition of projected sound films took place in Paris in 1900, but decades passed before sound motion pictures were made commercially practical. Reliable synchronization was difficult to achieve with the early sound-on-disc systems, and amplification and recording quality were also inadequate. Innovations in sound-on-film led to the first commercial screening of short motion pictures using the technology, which took place in 1923.

Telegraph



Developed in the 1830s and 1840s by Samuel Morse (1791-1872) and other inventors, the **telegraph** revolutionized long-distance communication. It worked by transmitting electrical signals over a wire laid between stations.

Punch Cards

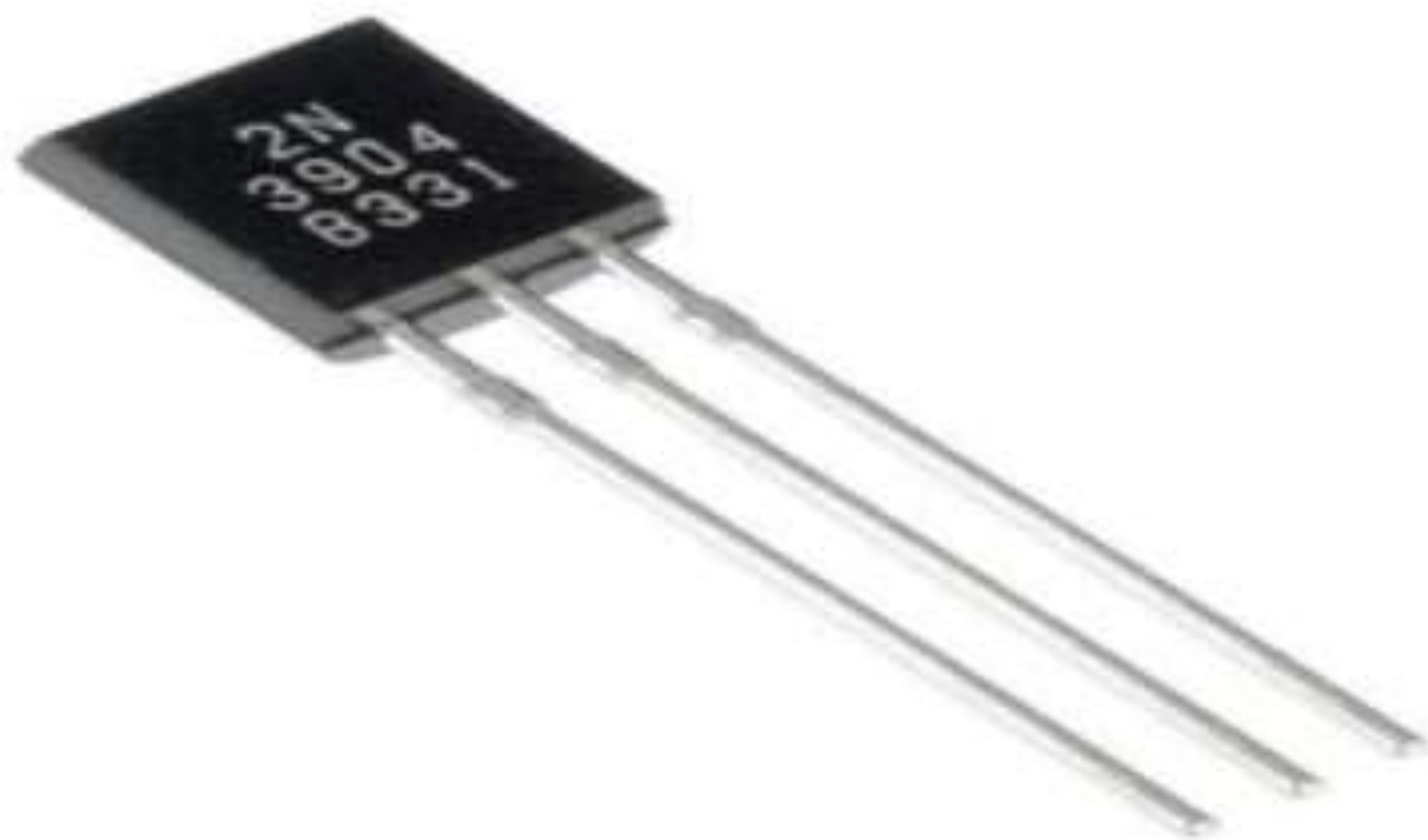


The standard **punched card**, originally invented by Herman Hollerith, was first used for vital statistics tabulation by the New York City Board of Health and several states. After this trial use, **punched cards** were adopted for use in the 1890 census.

3. Electronic Age (1930s-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.

Transistor (1930)



The transistors ushered in electronic age and it led to the creation of other media tool

Television (1941)



Transistor Radio (1947)



A transistor radio is a small portable radio receiver that uses transistor-based circuitry. Following their development in 1954, made possible by the invention of the transistor in 1947, they became the most popular electronic communication device in history.

OHP (PROJECTOR)(1950)



An **overhead projector (OHP)** is a variant of slide projector that is used to display images to an audience.

UNIVAC 1 (Universal Automatic Computer) (1951)



UNIVAC 1 is a line of electronic digital stored-program computers starting with the products of the Eckert–Mauchly Computer Corporation. Later the name was applied to a division of the Remington Rand company and successor organizations.

Mainframe computers - i.e. IBM 704 (1960)



IBM 704 is the first mass-produced computer with floating-point arithmetic hardware. The **IBM 704** Data Processing System was a large-scale computer designed for engineering and scientific calculations.



computer that reproduced the song "Daisy Bell"

Personal computers



Hewlett- Packard 9100A (1968)
Hewlett packard 9100A is an early
computer (or programmable calculator),



Floppy Disk (1970)
Floppy disk is a removable magnetic
storage medium. This is used for
moving information between
computers, laptops or other devices.
Some early digital cameras,
electronic music instruments and
older computer game consoles use
floppy disks.



APPLE 1 (1976) Apple Computer 1, also known later as the Apple I, or Apple-1, is a desktop computer released by the Apple Computer Company in 1976. It was designed and hand-built by Steve Wozniak. Wozniak's friend Steve Jobs had the idea of selling the computer.



WALKMAN (1980)

originally used
for portable
audio cassette
players

4. Information Age (1900s-2000s) -

The Internet 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 digitalized. We are now living in the information age

Web browsers: Mosaic (1993), Internet Explorer (1995)



NCSA Mosaic, or simply **Mosaic**, is the web browser that popularized the World Wide Web and the Internet. It was also a client for earlier internet protocols such as File Transfer Protocol, Network News Transfer Protocol, and Gopher. The browser was named for its support of multiple internet protocols.

Internet Explorer (1995)



- **Internet Explorer**(formerly **Microsoft Internet Explorer** and **Windows Internet Explorer**, commonly abbreviated **IE** or **MSIE**) was a series of graphical web browsers (or, as of 2019, a "compatibility solution") developed by Microsoft and included in the Microsoft Windows line of operating systems, starting in 1995.

Blogs: Blogspot (1999), LiveJournal (1999), Wordpress (2003)



A **blog** (a truncation of "**weblog**")^[1] is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page. Until 2009, blogs were usually the work of a single individual,^[citation needed] occasionally of a small group, and often covered a single subject or topic.



LiveJournal (1999)

LiveJournal is a Russian social networking service where users can keep a blog, journal or diary.

American programmer Brad Fitzpatrick started LiveJournal on April 15, 1999, as a way of keeping his high school friends updated on his activities. In January 2005, American blogging software company Six Apart purchased Danga Interactive, the company that operated LiveJournal, from Fitzpatrick.

Wordpress (2003)

WordPress

Post / Edit | **Tools** | Options | Categories | Template | Manage Links | My Profile | View site | Logout

Post / Edit

Title:

Category:

Post Status:

Comments:

Pings:

Post Password:

Excerpt:

Post:

B **I** **U** **Strike** **<p>** **</p>** **b-quote** **image** **link** **X**

☐ PingBack the URLs in this post

WordPress (WordPress.org) is a free and open-source content management system (CMS). It is most associated with blogging but supports other types of web content including more traditional mailing lists and forums, media galleries, and online stores. WordPress was released on May 27, 2003, by its founders, Matt Mullenweg and Mike Little.

Social networks: Friendster (2002), Multiply (2003), Facebook (2004)



Friendster was a social gaming site based in Kuala Lumpur, Malaysia. It was originally a social networking service website. Before Friendster was redesigned, the service allowed users to contact other members, maintain those contacts, and share online content and media with those contacts. The website was also used for dating and discovering new events, bands and hobbies. Users could share videos, photos, messages and comments with other members via profiles and networks. It is considered one of the original social networks.

MULTIPLY my account | cart | logout

Inbox Media Locker Peter Pizzaris

Post Invite

INBOX

- Recent Updates
- Personal Messages
- Invitations

FRIENDS & FAMILY

- Al Toon
- Albert Hall
- Helen Wheeler
- Julie Wohlberg
- Matt Gore
- View Contacts

GROUPS

- Parents United
- Working Moms
- View Groups

CUSTOM FILTERS

- This one is new
- Subscribed
- Flagged

Recent Updates

☒ Include Posts from Friends of Friends ☐ Include Group Posts



Picnic
by you, for everyone
May 27, '08 8:00p - May 28, '08
Let's go on a picnic
posted 1 hour ago



Photos from Bahamas
by Dave, your friend of Emily Paul's daughter
posted 4 hours ago

— Dave's just back! —



Open Play
by Dave, your friend of Emily Paul's daughter
Yesterday Connor and I joined Cate and Lori for open play. Connor had a great time. It is starting to be evident that he needs a little time to warm up to any given snu... [more]
8 replies, latest was 17 hours ago by people



For Linda! Look what you've made me ask Claudia!
by Carlos Rogers, your friend
After Linda's teasing in this quick note, I've had to ask Claudia for a juicy Lasagna! She also did a kind of turkey, which is not a turkey but something like a very big ... [more]
17 replies (17 new), latest was 7 hours ago by Linda





Multiply (2003) was a social networking service with an emphasis on allowing users to share media – such as photos, videos and blog entries – with their "real-world" network.



The screenshot shows the 'thefacebook' website interface. At the top is a blue header with the site's name in brackets and a navigation menu. Below the header, the page is titled 'Mark Zuckerberg's Profile'. On the left is a sidebar with a search bar and a list of links. The main content area is divided into two columns. The left column features a profile picture of a young Mark Zuckerberg, buttons to send a message or poke, and sections for connections and mutual friends. The right column contains a detailed 'Information' section with fields for account details, basic info, and contact information.

[thefacebook]
Home Search Global Social Net Invite FAQ Logout

Mark Zuckerberg's Profile Puget Sound

quick search

My Profile [edit]
My Friends
My Photos
My Messages
My Account
My Privacy

Picture



Connection

This is you

Mutual Friends

You have 10 friends in common with Mark

Information

Account Info:
Name: Mark Zuckerberg
Member Since: The beginning (February 4, 2004)
Last Update: July 19, 2005

Basic Info:
School: Harvard
Status: Student
Sex: Male
Residence: Tuft 311
Birthday: May 14, 1984
Home Town: Drexel Park, NY
High School: Phillips Exeter Academy

Contact Info:
Email: mzuckerb@fas.harvard.edu
Screenname: zberg02
Mobile:

On February 4, **2004**, Mark Zuckerberg launched "Thefacebook". The social networking service gradually expanded to the most universities in Canada and USA. On August, 2005, the company dropped 'The' from its name, and on September 26, 2006, **Facebook** was opened to everyone at least 13 years old with a valid email address.

Microblogs: Twitter (2006), Tumblr (2007)



Twitter is an American online news and social networking service on which users post and interact with messages known as "tweets". Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled to 280 for all languages except Chinese, Japanese, and Korean.



[factoryjoe.tumblr.com](#) »

[Log out](#) »

[Help](#) »

Dashboard

Feeds

Settings

Goodies

Add a new...



Text



Photo



Quote



Link



Chat



Video

"80% of success is showing up."
— Woody Allen

"Hybrid apps are no longer the future—they're now."
— Brent Simmons

[Twitter] Just realized how ineffective airline miles are as an



factoryjoe

[Change my photo](#)

[Invite your friends and follow their posts.](#)

- **Tumblr** (stylized as **tumblr** and pronounced "tumbler") is a microblogging and social networking website founded by David Karp in 2007 and owned by Verizon Media.^{[1][4][5][6][7]} The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs. Bloggers can also make their blogs private. For bloggers many of the website's features are accessed from a "dashboard" interface.

- Video: YouTube (2005)
- Augmented Reality / Virtual Reality
- Video chat: Skype (2003), Google Hangouts (2013)
- Search Engines: Google (1996), Yahoo (1995)
- Portable computers- laptops (1980), netbooks (2008), tablets (1993)

NEW AGE (1900S TO 2000S)

SMART
PHONES



NEW AGE (1900S TO 2000S)



WEARABLE
TECHNOLOGIES

Group Activity

Ages	What devices did people use to communicate with each other?	What devices did people use to store information?	What devices did people use to share or broadcast information?
Preindustrial Age			
Industrial Age			
Electronic Age			
New (Digital) Age			

Age	What format/ equipment did people use to communicate with each other?	What format/ equipment did people use to store information?	What format/ equipment did people use to share or broadcast information?
Pre-Industrial Age	<i>Traditional paper and writing materials</i>	<i>Traditional paper and writing materials, Cave paintings/stone tablets</i>	<i>Traditional paper and writing materials, Cave paintings/stone tablets</i>
Industrial Age	<i>Paper and Pen, Typewriter</i>	<i>Printing press or books</i>	<i>Printing press or books, Newspaper/ magazines</i>
Electronic Age	<i>Telegraph, Telegram, Telephone, Computers</i>	<i>Printing press or books, Computers</i>	<i>Printing press or books, Computers, Radio, Newspaper/magazines, Personal computers</i>
Information Age	<i>Personal computers, Mobile phones, Smart phones, Wearable technology, Social Media</i>	<i>Printing press or books, Digital books, Personal computers, Mobile phones, Smart phones, Wearable technology, Social Media</i>	<i>Printing press or books, Newspaper/ magazines, Television, Radio, Digital books, Websites, Mobile phones, Smart phones, Wearable technology, Social Media</i>

EVALUATION (5 MINUTES)

- Given the available media that we now have in the world, what are its roles and functions in a democratic society?
- In what way does media affect your life (personal, professional, academic, social, others)?