

TYPES OF MEDIA



PRINT MEDIA

refers to paper publications such as books, newspapers, magazines, journals, newsletters, and other materials that are physically printed on paper.




BOOK

It is a reading material that can either be fictional or nonfictional.

Almanac

Contains detailed information about topics of special interests.





Dictionary

Is a reference material used to find the word's definition, etymology, pronunciation, forms, and its syntactical and idiomatic uses.

Atlas


Is a collection of maps showing geographic features, political boundaries, including the climatic, social, and economical statistics of a specific area.






NEWSPAPER

A newspaper contains a wide range of articles which appear on the different sections, such as news, business, lifestyle, sports, and entertainment sections.




Broadsheet

Target readers of a broadsheet are usually the professionals who prefer reading formal news and in-depth analysis of issues.



Tabloid


Is pegged for those who prefer reading condensed news and entertainment articles that uses informal language.






MAGAZINE

Is also a periodical publication released weekly, monthly, or quarterly. It contains articles on various topics depending on the subject or area the magazine covers.






NEWSLETTER




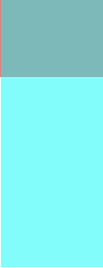
A newsletter is published either weekly or monthly. It can also contain special features on topics which might be of interest or value to its targeted readers.





JOURNAL

■ A journal contains informative articles and provides accurate reports on specific topics, such as medicine.




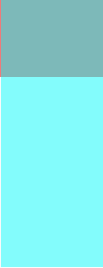
GAZETTE

A gazette pertains to the official publication of a government organization or an institutions.



PAMPHLET

Can be a small booklet, a leaflet, or a primer. It contains a detailed, yet easy to understand, text with images.




BROCHURE

It is a small book or magazine that contains pictures and information about the products or services offered by a company.



LEAFLET AND FLYER

A leaflet and a flyer refer to a printed sheet of paper which contains information about a product for advertising purposes. A leaflet is a small flyer.





BROADCAST MEDIA


Consists of programs produced by television networks and radio stations. Broadcast media airs audio and video materials.





RADIO

■ The first known radio is attributed to the Italian inventor, G. Marconi, when he made the wireless telegraph in 1895. Using radio waves, he was able to transmit Morse code using the instrument he made.





RADIO


With the use of *transistor*, the flow of electricity in radios and other types of broadcast media can be controlled.

AM stands for *amplitude modulation*, while **FM** stands for *frequency modulation*.




TELEVISION

It is equipped with an electronic system capable of sending images and sounds by a wire or through space. A television can receive and project transient images of fixed or moving objects with sound.






FILM



A film is similar to a television show as it offers a variety of themes and genres. Films, also called *movies* or *motion pictures*, are shown on theaters. They are a series of still images captured on a film and projected screen.






TV and Movie Classification Ratings



G

The show is for general patronage.


R



A show is restricted for a particular are.




PG

The show requires parental guidance.



SPG

Strict parental guidance is required as the show may have themes that are not suitable for young audiences.




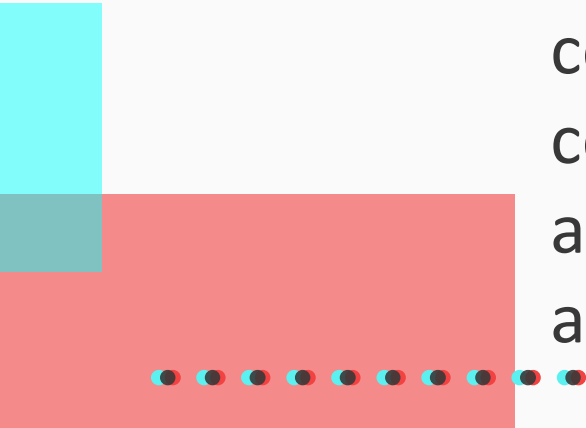


NEW MEDIA

(INTERNET)



The **Internet** is an electronic communications network that connects computer users through various networks and organizational computer facilities around the world.






WEB PAGE

■ The web is the most widely used service on the internet.

Web pages contain information about a person or an organization, and are made available online.





HYPERTEXT

■ A hypertext is a list of information that can be displayed and accessed directly by users.


INSTANT MESSAGING

A user can interact with another user through online chat in real time. An IM can transmit in real time a text, image, document, and video file.



E-MAIL


Through an e-mail or electronic message, a user can send information to other people in any part of the world. The information can be encoded on the message area or attached as a document.






DISTANCE EDUCATION

Students can now study online in any part of the world. The student will receive materials from the facilitator or instructor through e-mail or from a portal where the student need to sign up an account. Once the personal account is activated, lessons in the virtual classroom can now be accessed.






E-BOOK




An e-book refers to a digital or electronic version of a printed book, which can be accessed with the use of a computer or a gadget.






ONLINE SHOPPING




Online shopping provides consumers more choices of products with a new or unique concept. This is beneficial for budding entrepreneurs as they can advertise their products easily and reach out more consumers, even to those who live overseas.





MEDIA CONVERGENCE

It interconnects information with communication technologies, computer networks, and media content. To maximize the features of the Internet, one needs to have a stable and reliable Internet connection.





▪ The Influence of Media in the World Wide Web

Viral or trending means that a video or message has massively and quickly gained high popularity.

Information becomes trending once it has spread all over the Internet and becomes phenomenal among netizens.



■

THANKS!

