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Subject Code: CORE15	Subject Title: Media and Information Literacy
Module No: 2	Topic: The Evolution of Traditional to New Media

IV. WE'RE ON OUR WAY

QUIZ 2.1 – TRUE OR FALSE

DIRECTION: Read the statements carefully and tell whether the statement is TRUE or FALSE. Write TRUE if the statement is correct and FALSE if otherwise.

1. FALSE - The growth of media today significantly affects how people communicate.
2. FALSE - Media did evolve internally as well as externally, driven by technological advancements, changes in society, and cultural shifts.
3. FALSE - While the forms of media may have been different in the past, various forms of communication and media have existed throughout history.
4. TRUE - Media is a source of information, among other functions.
5. TRUE - Media has indeed evolved through time, adapting to changes in technology, society, and communication patterns.

QUIZ 2.2 – IDENTIFICATION

DIRECTION: Determine the period when the following types of media emerged throughout the four ages in history. Choose the letter of the correct answer inside the box. Use a separate sheet of paper for your answer.

- A. Pre-Industrial Age
- B. Industrial Age
- C. Electronic Age
- D. Information Age

1. Telegraph - B. Industrial Age
2. YouTube - D. Information Age
3. Cave painting - A. Pre-Industrial Age
4. Newspaper - B. Industrial Age
5. Transistor radio - B. Industrial Age
6. Internet Explorer - D. Information Age
7. Typewriter - B. Industrial Age
8. Television - C. Electronic Age
9. Facebook - D. Information Age
10. Clay tablet - A. Pre-Industrial Age
11. LCD Projector - D. Information Age
12. Blog - D. Information Age
13. Papyrus in Egypt - A. Pre-Industrial Age
14. Telephone - B. Industrial Age
15. Motion picture - B. Industrial Age

QUIZ 2.3 – POINT OF VIEW

DIRECTION: Express your point of view on the following assertions about the influence of

media on the values and norms of the people and society. Write “Yes” on the column Agree or “No” in the column Disagree. Then, write your point of view in the last column. Use a separate sheet of paper for this activity.

ASSERTIONS	AGREE	DISAGREE	POINT OF VIEW
1. Media become more influential in different aspects of people’s life.	Yes		Media, through various forms, plays a significant role in shaping opinions, beliefs, and behaviors in society.
2. Technology, in particular, often creates changes specifically on the values and norms of the people in our society.	Yes		Technology, including media, has the power to influence societal values and norms by shaping how information is accessed and disseminated.
3. The old Filipino values like close family ties are now deteriorating because of the use of new media	Yes		While new media may introduce changes, it's not accurate to generalize that it leads to the deterioration of traditional values. Values can evolve without necessarily deteriorating.
4. Because of technological advancement, our standard of proper or acceptable behavior changes throughout time	Yes		Technological advancements can indeed contribute to shifts in societal norms and standards over time.
5. Technology helps people gain more friends, but the quality of friendship suffers.		Yes	Technology can facilitate connections, but the quality of friendships depends on how individuals use these tools. Technology itself doesn't necessarily compromise friendship quality; it's how it's

			utilized that matters.
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ESSAY:

Throughout different ages, the methods of communication, storage, and sharing of information have undergone remarkable transformations. In the Pre-Industrial Age, communication was primarily oral and reliant on face-to-face interactions, with information often transmitted through storytelling and communal gatherings. Storage of information involved rudimentary methods such as cave paintings, carved symbols on stone, and clay tablets. Sharing information was constrained by geographical limitations, relying on physical presence or messengers.

The Industrial Age marked a shift with the advent of print media, such as newspapers and books, enabling the mass distribution of information. Communication expanded with the telegraph and telephone, reducing the barriers of distance. Storage evolved with the introduction of written records, typewriters, and filing systems, allowing for more organized information management. Sharing became more widespread with printed materials, but it still relied on physical distribution.

The Electronic Age brought about further advancements, introducing television and transistor radios for mass communication. Information storage transitioned to magnetic tapes and early computer systems, enhancing accessibility and retrieval. The emergence of the Internet during the Information Age revolutionized communication, enabling instantaneous global connectivity through email, chat, and social media. Information storage shifted to digital formats, making data more portable and easily duplicable. Sharing became instant and widespread, with platforms like YouTube, blogs, and social networking sites facilitating global dissemination.

In the current Digital Age, communication has become increasingly decentralized and personalized, with the rise of instant messaging, video calls, and virtual collaboration tools. Cloud storage allows for seamless access to information from various devices. Sharing has become more interactive and participatory through user-generated content and collaborative platforms.

In each age, the evolution of communication, storage, and sharing has not only reflected technological progress but has also influenced societal norms, values, and the very nature of human interaction. The ongoing integration of emerging technologies continues to shape the landscape of how people communicate, store, and share information in this dynamic digital era.