



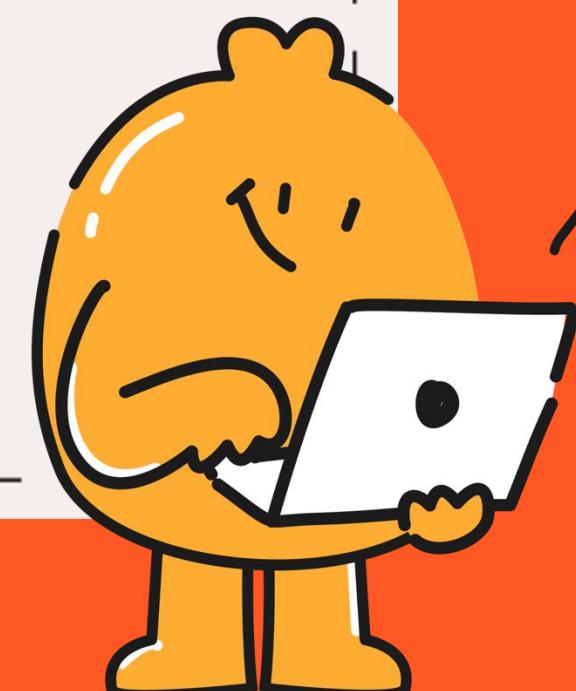
MEDIA PLATFORMS

GLOBALLY

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MEDIA

Refers to the various channels, tools, or platforms used to store and deliver information or data to people. It plays a key role in communication, entertainment, education, and influencing public opinion.



There are several types of media:

Traditional Media - Includes newspapers, magazines, radio, and television.

Digital Media - Includes websites, social media platforms (like Instagram, YouTube, Twitter), blogs, and podcasts.

Print Media - Books, pamphlets, flyers, and other printed materials.

Broadcast Media - TV and radio, which "broadcast" information over airwaves.

New Media - Interactive, internet-based forms like streaming services, apps, and online news outlets.

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POSITIVE IMPACTS

MEDIA PLATFORMS

Spreading Awareness and Information Impact

Media helps inform people about global issues, news, health tips, weather, and emergencies in real-time.

Example: During the COVID-19 pandemic, platforms like Twitter, Facebook, and YouTube were used by health organizations like the WHO to share safety measures and updates.

Education and Learning Opportunities Impact

Media platforms make learning more accessible, especially through online content and virtual classes.

Example: YouTube and Khan Academy offer free educational videos on everything from math to science to history. Platforms like Coursera and edX provide university-level courses worldwide.

Social Connection and Communication Impact

Media helps people stay connected, especially across long distances, and fosters global friendships.

Example: Apps like WhatsApp, Instagram, and Facebook allow people to share life updates and message family and friends anywhere in the world.

Promoting Social Change and Activism

Impact

**Media platforms amplify voices and movements
that seek justice, equality, and human rights.**

Example: The **#BlackLivesMatter** movement gained
global attention through Twitter, TikTok, and
Instagram, sparking protests and conversations
worldwide.

Supporting Creativity and Entrepreneurship

Impact

Media allows people to showcase talents and build brands, businesses, and careers.

Example: Platforms like TikTok, YouTube, and Instagram have launched the careers of artists, influencers, and small business owners by giving them global exposure..

Activity Title:

**"When Media Goes Wrong:
Understanding the Negative
Impact of Misuse"**

1. With your group work together to discuss how media platforms can negatively affect people when they are misused.
2. Create a Short Skit about it
3. Each group will have 3–5 minutes to present their skit
4. After your presentation, discuss:
 - a)What can be done to prevent these problems?
 - b)How can we use media platforms responsibly?

QUIZ 4- A. MULTIPLE CHOICE (15 items)

Choose the correct answer.

1.Which term describes the uneven distribution of wealth, power, and opportunities across the world?

- a. Globalization
- b. Equality
- c. Global Inequality
- d. Urbanization

2.The Global North generally consists of countries that are:

- a. Developing and agriculture-based
- b. Industrialized and economically advanced
- c. Newly industrialized and poor
- d. Located only in the Southern Hemisphere

3.Which of the following best describes ASEAN's economic importance?

- a. It isolates Southeast Asia from global trade.

b. It promotes free trade and regional economic integration.

c. It discourages cooperation among Asian countries.

d. It bans digital innovation.

4.What is one major political challenge often faced by Latin American countries?

- a. Overpopulation
- b. Political instability and corruption
- c. Technological dominance
- d. Lack of resources

5.Which organization promotes peace and dialogue in the Asia-Pacific region?

- a. ASEAN Regional Forum (ARF)
- b. OPEC
- c. World Bank
- d. NATO

6. Which of the following statements best describes *economic inequality*?

- a. Equal wealth for all citizens
- b. Unequal access to financial resources and opportunities
- c. Government ownership of all industries
- d. Stable wage systems worldwide

7. What is one measure suggested to reduce global inequality?

- a. Decrease taxes for the rich
- b. Restrict education access
- c. Implement progressive taxation policies
- d. Limit trade cooperation

8. Which region is known for being rich in natural resources and agricultural exports?

- a. Latin America

- b. Northern Europe
- c. Sub-Saharan Africa
- d. Central Asia

9. Which type of media uses digital technology and the internet to deliver information?

- a. Print Media
- b. Broadcast Media
- c. Digital Media
- d. Traditional Media

10. What is an example of *new media*?

- a. Newspaper
- b. Television
- c. Radio
- d. Streaming platforms like Netflix and YouTube

11. Which global issue was widely addressed on media platforms during the COVID-19 pandemic?

- a. Climate Change
- b. Education Reform
- c. Health and Safety Awareness
- d. Political Campaigns

12. The movement that gained worldwide attention through media activism and hashtags is:

- a. #BlackLivesMatter
- b. #SaveMoney
- c. #WorldCup
- d. #StayQuiet

13. Which of the following is a **positive impact of media**?

- a. Encouraging misinformation

b. Spreading fake news
c. Promoting social change and awareness
d. Reducing education opportunities

14. Which of the following is a **negative impact of media misuse**?

- a. Global connection
- b. Promoting cultural awareness
- c. Cyberbullying and misinformation
- d. Education access

15. What can users do to promote **responsible media use**?

- a. Spread unverified posts
- b. Respect privacy and verify facts
- c. Focus only on entertainment
- d. Avoid educational content

B. IDENTIFICATION (15 items)

Write the correct answer.

- | 16. Refers to the uneven distribution of resources and opportunities across individuals or groups.
- | 17. The organization that promotes regional peace, stability, and economic growth in Southeast Asia.
- | 18. The regional trade bloc that unites Latin American countries like Argentina and Brazil.
- | 19. Type of inequality referring to differences in wealth, income, and access to financial resources.
- | 20. This inequality occurs when citizens have limited access to political representation and power.

- | 21. A global organization where wealthy nations often dominate decision-making.
- | 22. One of the major ways to reduce inequality by ensuring that high earners pay a larger tax percentage
- | 23. Refers to media like newspapers, magazines, and radio.
- | 24. Refers to interactive, internet-based media such as social networks and streaming services.
- | 25. The term for TV and radio that transmit information over airwaves.

26. Media platform that allows people to create and share content instantly worldwide.
27. Refers to the online learning opportunities made possible by media platforms like Coursera and Khan Academy.
28. The organization that used media during the COVID-19 pandemic to share safety information globally.
29. A global problem where only 26% of parliamentary seats are held by women.
30. The ability of media to raise awareness and drive social reform movements.

C. ESSAY (2PTS EACH)

- Answer briefly (3–5 sentences each).
31. Explain how global inequality affects developing countries in terms of education and healthcare.
32. Describe the economic importance of ASEAN in global trade.
33. Discuss one example of how media positively influences society.
34. Identify one major disadvantage of media misuse and how it can be prevented.
35. Suggest one policy that governments can implement to reduce global inequality.

THANK YOU!