



# THE EVOLUTION OF TRADITIONAL TO NEW MEDIA

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# LEARNING COMPETENCIES

1. identifies traditional media and new media and their relationships ***MIL11/12EMIL-IIIb5***
2. editorializes the roles and functions of media in democratic society ***MIL11/12EMIL-IIIb6***
3. searches latest theory on information and media ***MIL11/12EMIL-IIIb7***



- **The Evolution of Traditional to New Media**
  - Prehistoric Age
  - Industrial Age
  - Electronic Age
  - New (Information) Age



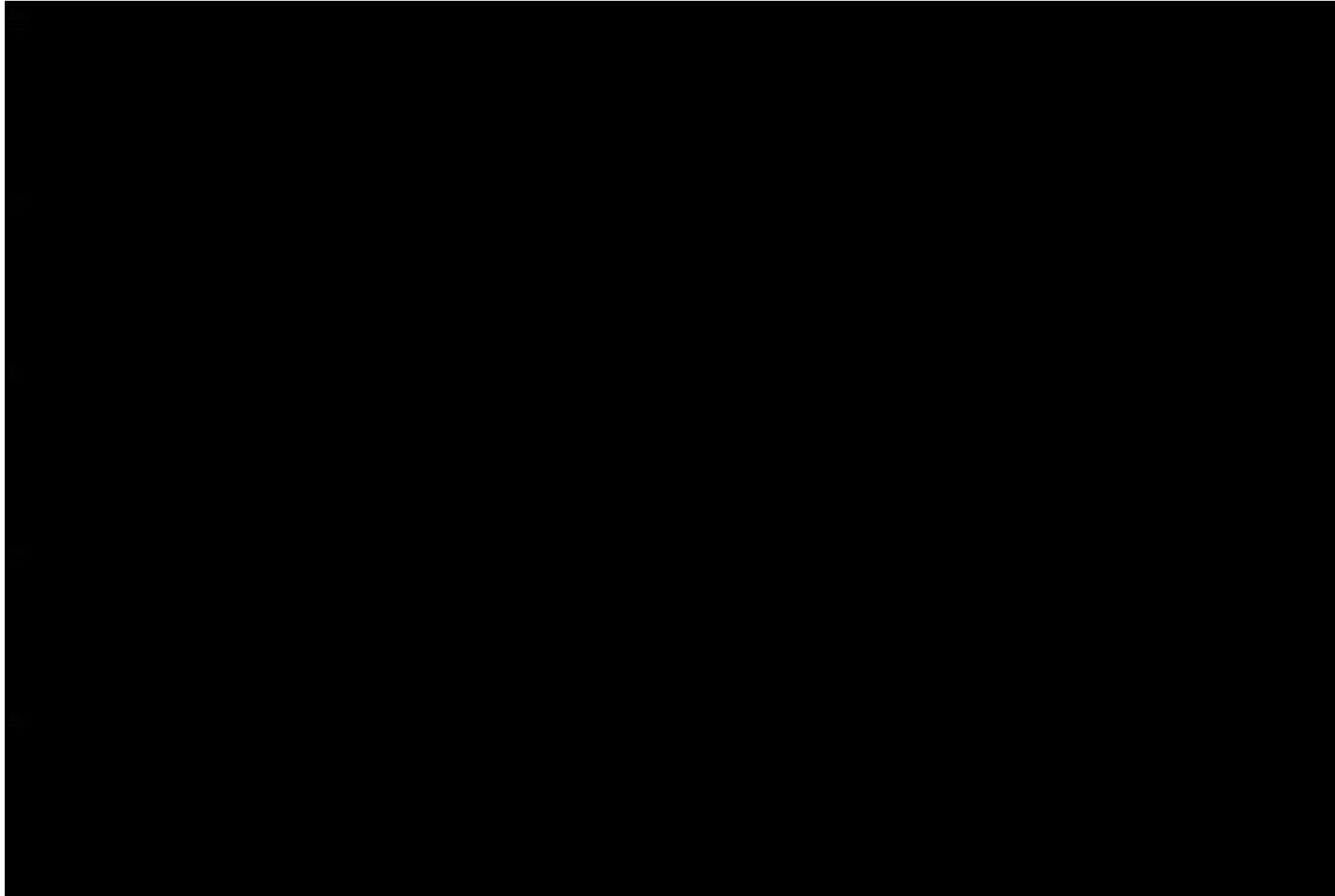


# WEEK 2 – DAY 1

identifies traditional media and new media and their relationships  
***MIL11/12EMIL-IIIb5***



# A Brief History of Communication

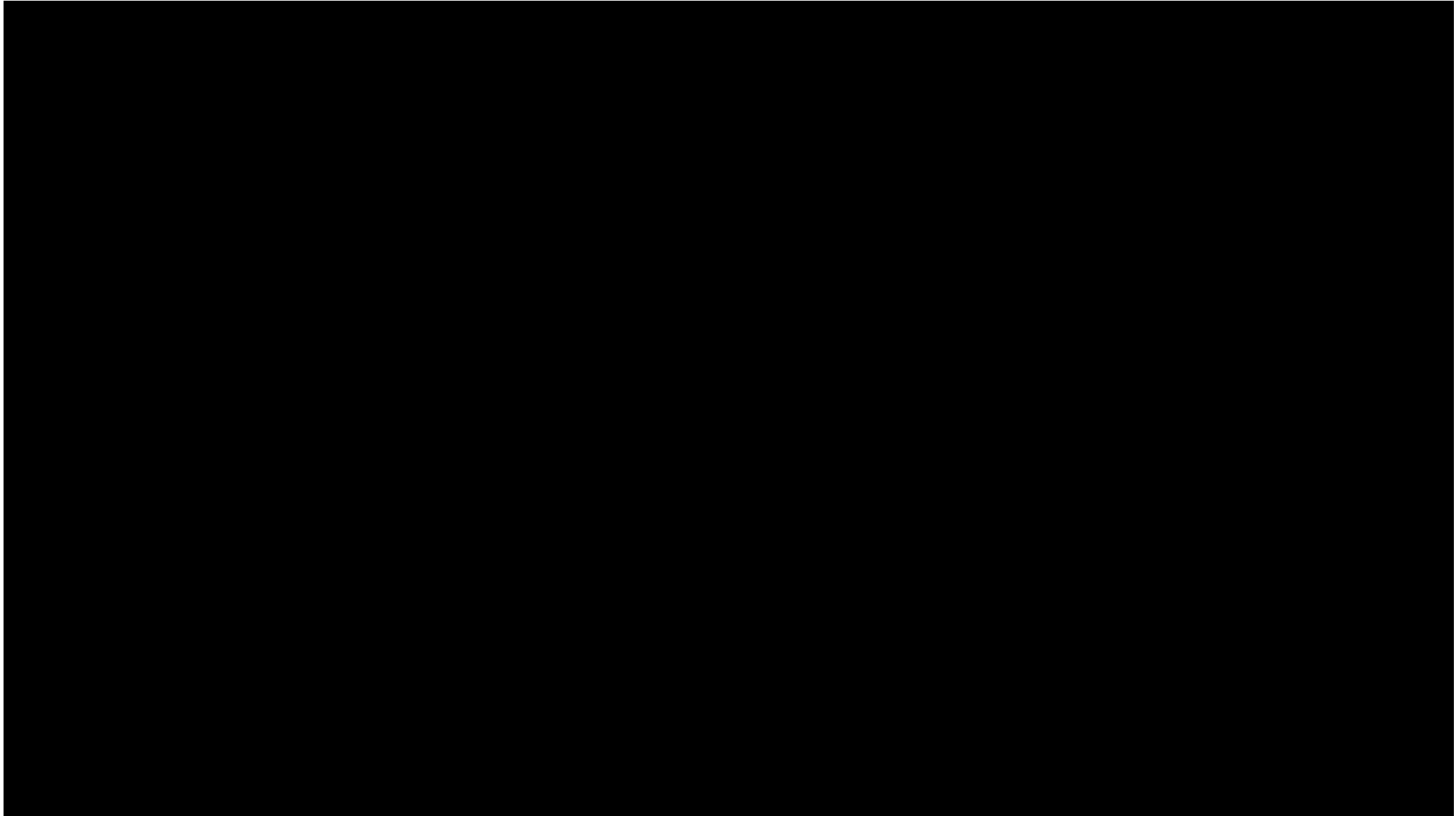


<https://www.youtube.com/watch?v=rDkxsNmKDGk>





# Evolution of Media



<https://www.youtube.com/watch?v=wJkfKE-sZDg>







# Then



# Now





# Then



# Now



# TRADITIONAL AND NEW (SOCIAL) MEDIA

## Old media vs. New media

Traditional Media

Web 1.0

Web 2.0

Newspapers

Radio

TV

Blogs

Wikis

YouTube

Social Networks

one-way communication

two-way communication



# DIFFERENCES BETWEEN TRADITIONAL MEDIA AND SOCIAL MEDIA

## **Traditional Media is one to many.**

An Editor decides what is news; which news reports should be published in the day's newspaper or which reports should be telecast in the next bulletin. The news consumers, that is the readers and viewers, have no role to play in the creation or dissemination of content.

## **Social Media is many to many.**

Any individual can create and share content. This makes the content creation process more democratic.

## **The focus is one news and information.**

The Traditional Media is primarily a news media. It has traditionally performed the function of gathering and disseminating news, and continues to do so.

## **The focus is interaction among communities/ friends.**

Social Media, as the name suggests, is a media where people come to interact with friends, relatives, acquaintances etc. It need not be news-based. In fact, a very small part of the Social Media universe is devoted to creation or dissemination of news.



# DIFFERENCES BETWEEN TRADITIONAL MEDIA AND SOCIAL MEDIA

## **Interactivity is negligible.**

The Traditional Media is tightly patrolled. All communication is one-way: from the editor to the readers. The most that a reader can hope is to get a letter published in the Letters column of the newspaper. There is, of course, no guarantee as to how much of the letter will be edited before it is published. This interactivity is even more limited in the case of television.

## **Interactivity is high. Members can comment/ share posts.**

Social Media allows users to comment on content created by their friends, relatives or peer group. There is no Big Brother blue pencilling comments. All comments are in real time. They enrich published content, and empower people to share views.

## **Works in only one format.**

The Traditional Media can work in only one format – either as print or as radio or as television. There is no convergence in the Traditional Media space.

## **It is truly convergent. You can post text, audio, video, images and multimedia.**

Social Media is a truly convergent media. You can publish content as text, audio, video, graphics or photographs on Social Media sites.



# DIFFERENCES BETWEEN TRADITIONAL MEDIA AND SOCIAL MEDIA

## Traditional Media is limited in reach and numbers.

Traditional Media takes time to disseminate information. In the case of newspapers, this is limited to once a day; television or radio can update reports more frequently. But they cannot match the speed of Social Media unless they go live.

## Social Media's reach is global, and it can acquire unlimited numbers.

Social Media is instant. Reports published on Social Media sites can be accessed instantly.

## There is a time lag between an event and its coverage.

In contrast, the reach of traditional media is limited to the number of readers or viewers that individual newspapers or channels may have.

## All uploading is instant.

The reach of Social Media is staggering. It connects billions of individuals across the globe.



# DIFFERENCES BETWEEN TRADITIONAL MEDIA AND SOCIAL MEDIA

**The cost of setting up and running traditional media is prohibitive.**

It costs a small fortune to set up a newspaper, radio or television station. Few individuals can therefore hope to become publishers.

**Most of Social Media uploads are free.**

Social Media platforms allow free posting of content. Anyone can therefore become a publisher or broadcaster.







# WEEK 2 – DAY 2

editorializes the roles and functions of media in democratic society  
***MIL11/12EMIL-IIIb6***



## • Freedom

- means the absence of control, interference or restriction



- **Freedom of the Press**

- means the right to print and publish without any interference from the state or any public authority



# DEFINITION OF TERMS

## • Media

- refers to mass media, which is any medium that provides citizens with information regarding all the current affairs of any area at a large scale
- unbiased reporting of facts through print, television, radio or internet



# WATCHING VIDEO CLIPS



- Watch the video clips.
- Answer the guide questions.
- In one whole intermediate pad, draw or write your answer.
- Present or share it to the class.

# WATCHING VIDEO CLIPS



- What are the roles and functions of media in democratic society?





# Cheche Lazaro on Press Freedom



<https://www.youtube.com/watch?v=bUYz5mnm6lk>

# **FUNCTIONS OF COMMUNICATION AND MEDIA**



# Being the Common Carrier

- media plays a common-carrier role by providing a line of communication between the government and the people.
- This communication goes both ways: The people learn about what the government is doing, and the government learns from the media what is the public thinking.



# Acting as the Public Representative

- media sometimes acts as a Public Representative by holding the government officials accountable on behalf of the people





# Media acts as “Watchdog”



- activist reporting that attempts to hold government officials and institutions accountable for their actions
- traditional characterization of the role of the news media
- this role is to provide information – to be the ‘eyes and ears’ of the public monitoring what is happening in public life



# Acting as the Public Representative

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A democracy without media is like a  
vehicle without wheels.



# REFERENCES

- **Further Readings:**

- <http://www.easymedia.in/7-differences-social-media-traditional-media/>
- <https://www.sparknotes.com/us-government-and-politics/american-government/the-media/section2/page/2/>
- <https://www.lawctopus.com/academike/role-media-democracy-good-governance/>



# THANK YOU!

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