



ВІВЧАЙ ТА РОЗРІЗНЯЙ:
інфо-медійна грамотність



МІНІСТЕРСТВО
ОСВІТИ І НАУКИ
УКРАЇНИ



Посольство
Великої Британії
в Україні



Info-media Literacy and critical thinking

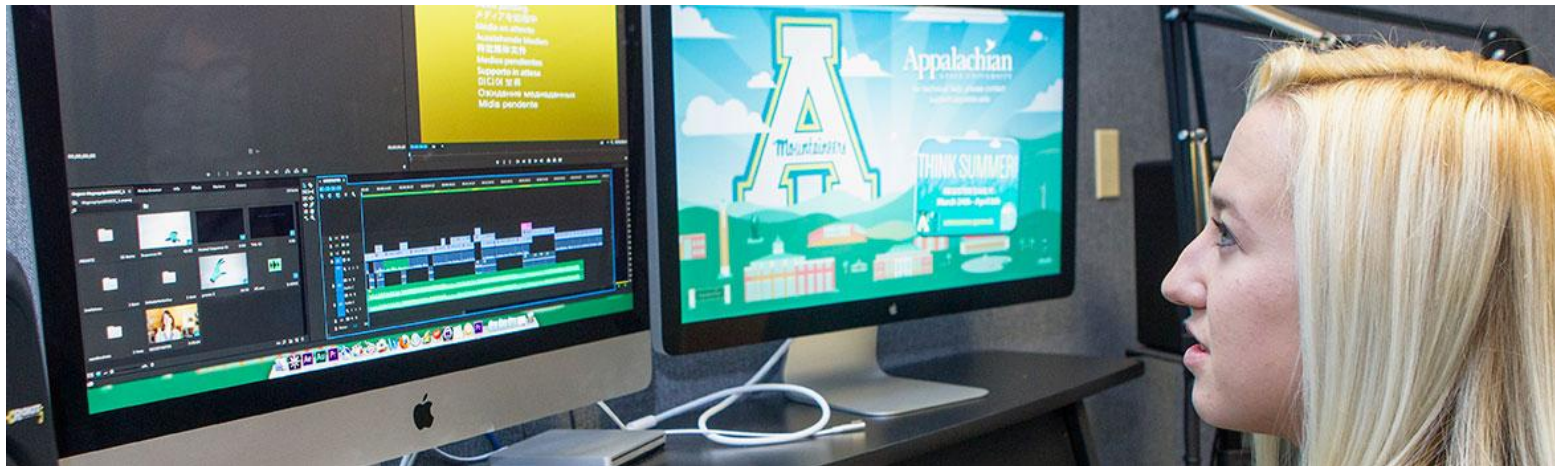
Lecture 2

THE EVOLUTION OF MEDIA

16.09.2024

OUTLINE

1. Media: definition, functions.
2. The history of major media formats (Pre-Industrial, Industrial, Electronic, Information ages of media).
3. Types of media. New and traditional media.
4. Mass media as business.



MEDIA

- **Media** (pl. of “*medium*”) – communication channels (networks) through which news, entertainment, education, data, or promotional messages are disseminated.
- Media are the means and instruments used to deliver messages to or from a targeted audience, and can add meaning to these messages.
- **Mass media** are the cultural industries that produce and distribute songs, novels, TV shows, newspapers, movies, video games, Internet services, and other cultural products *to large numbers of people*.

Critical thinking ← → mass media

FUNCTIONS OF MEDIA

- Providing and exchanging information
- Reporting the news
- Identifying public problems
- Setting the public agenda
- Storing/spreading knowledge
- Socializing
- Shaping values
- Providing a political forum
- Making profit
- Entertainment
- A watchdog for government, business, and other institutions



MEDIA EVOLUTION

What format/equipment did people use in different eras:

1. to store information?
2. to share or broadcast information?
3. to communicate with each other?

Pre-Industrial
Industrial
Electronic
Information



PRE-HISTORIC ERA

STONE AGE: petroglyphs



PRE-INDUSTRIAL AGE



Clay Tablet
Sumerian



Papyrus
Mayan



Manuscript
Sanskrit

PRE-INDUSTRIAL AGE



GUTENBERG'S PRESS



INDUSTRIAL AGE



INDUSTRIAL AGE



Telephone



Typewriter



Commercial Motion
Pictures

ELECTRONIC AGE



Transistor Radio

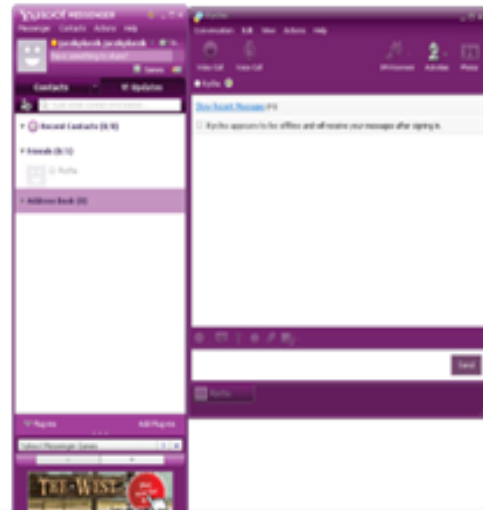


Apple 1 Computer



Television

INFORMATION AGE



Yahoo Messenger



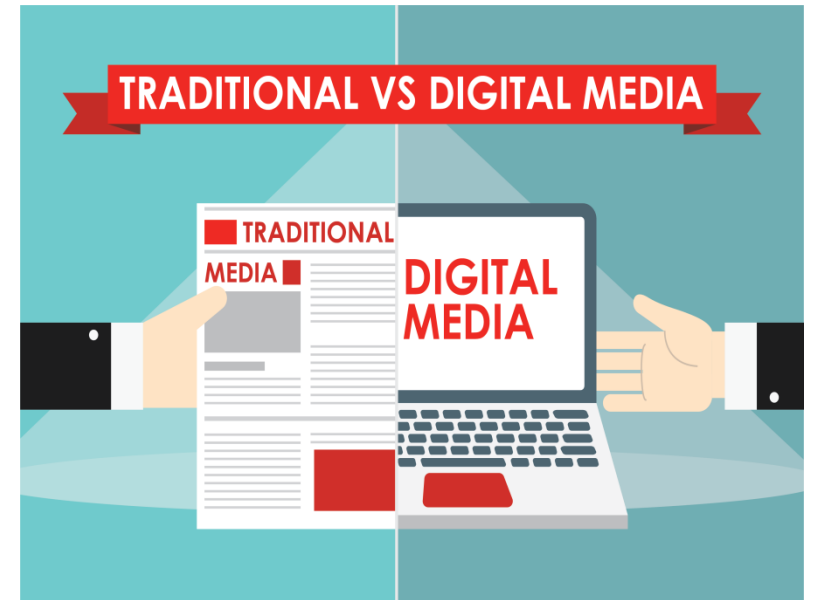
WordPress



YouTube

NEW MEDIA VS TRADITIONAL MEDIA

- ✓ Time (specific/instant)
- ✓ Reach (local/world-wide)
- ✓ Longevity (one time/cumulative)
- ✓ Flexibility for changes (none/anytime)
- ✓ Commitment (contract/none)
- ✓ Restricted at space (Yes/No restrictions)
- ✓ Convenience (not convenient/convenient)
- ✓ Tracking (hard to track/track everything)



NEW MEDIA VS TRADITIONAL MEDIA

TRADITIONAL MEDIA	NEW MEDIA
One-Way Conversation	Two-Way Conversation
Closed System	Open System
Mass Marketing	One-on-One Marketing
About ME	About You
Professional content	Brand and User-Generated Content
Polished Content	Authentic Content
Paid Platform	Free Platform
Controlled Communication	Unstructured communication
Pre-produced/ scheduled	Real time creation
Formal language	Informal language
Passive Involvement	Active involvement

TYPES OF MEDIA

Print

- newspapers
- magazines



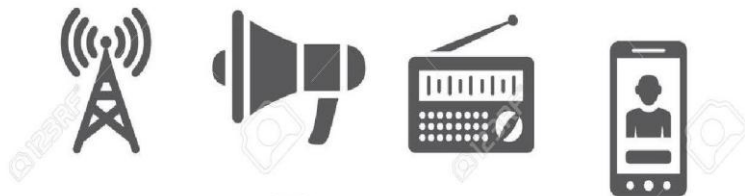
Broadcast (transmitted)

- television
- radio



Support (OOH)

- outdoor advertising
- mobile billboards



New (digital)

- web-sites
- social media



PRINT MEDIA

- Books/Textbooks



- Newspapers



- Newsletters



- Magazines



- Handout



BROADCAST MEDIA

THREE TYPES OF BROADCAST MEDIA



**COMMERCIAL
BROADCAST**

**PUBLIC
BROADCAST**

**COMMUNITY
BROADCAST**

SUPPORT (OUT OF HOME) MEDIA

Media used to reinforce messages sent to target markets through other more “dominant” and/or more traditional media (often employ ‘guerilla marketing’)

- Outdoor advertising
- Aerial advertising
- Mobile billboards
- In-store media
- Promotional products
- Yellow pages
- Other media



TRADITIONAL MEDIA

Watch the video and answer the questions:

1. What are traditional media?
2. What are the main types of traditional media?
3. What are the differences between them?
4. Why is it important to know who owns the media?



TRADITIONAL MEDIA

- **state** – owned by the government
- **public** – owned by a large amount of the public
- **private** – owned by a private person/company

Why is it important to know who owns the media?



MEDIA OWNERSHIP

- Numerous media companies are registered in offshore havens (Cyprus, Belize, and the British Virgin Isles). Why?
- This makes identifying the true owner complicated, and demonstrates the non-transparent business conduct by some media corporations.

Why is the transparency of media ownership important?

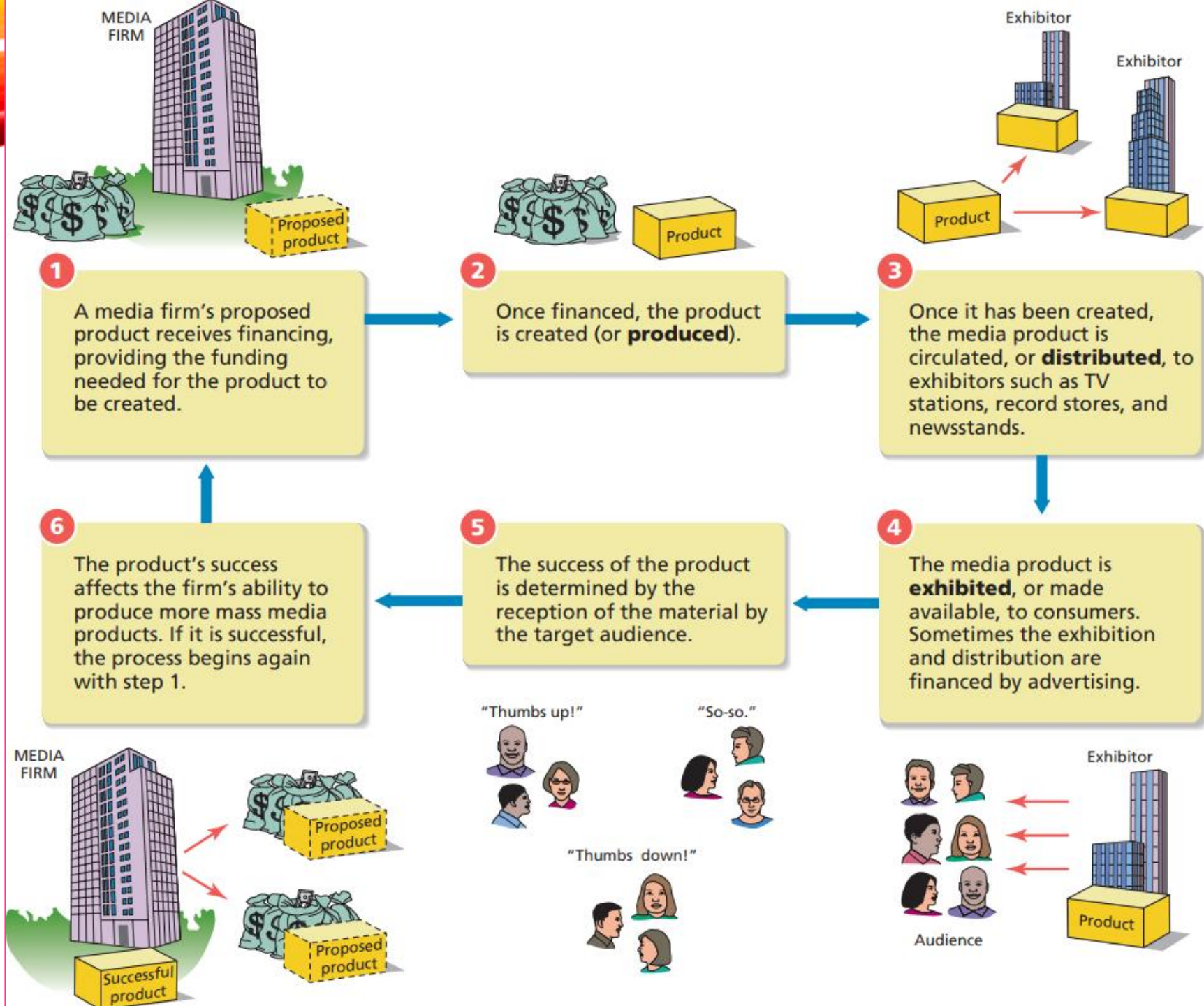


MASS MEDIA AS BUSINESS

- Mass media form a massive profit-centered business!
- Contain all core aspects of a business: purpose, offerings, strategies, organizational structures, infrastructure, staff, trading practices, policies.
- Media industry is a multi-faceted market.
- Subsectors: publishing, news agencies, audio, TV, video, and film production.



MEDIA BUSINESS STRUCTURE





Thank you
for your
attention