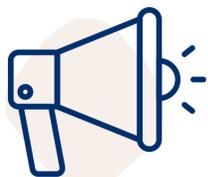




News Types

Media is a term that refers to the communication channels through which we disseminate news, promotional messages among other data.



&

Media literacy is the ability to identify different types of media and the messages they are sending

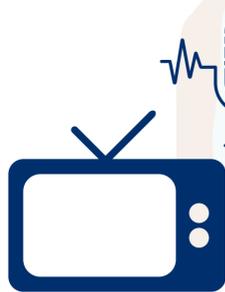
Being able to understand these various forms of information with an ability to make sense of what is presented is key.



Types of Media

PRINT MEDIA

It is the oldest method include all types of publications including newspapers, magazines, posters and books.



In the 20th century radio and television emerged. Today, many people still use these media as a source of information

BROADCAST MEDIA

INTERNET

Websites and blogs are quickly emerging as viable and important communication channels as more and more people look online for news, leisure and educational material.



Many social media platforms are now becoming sources of campaigning, advertisements, and marketing, and as a result, social media is having an increasingly strong impact on society.

It has an impact on how we perceive the world and draw conclusions from it.

The influence of new media has generated new jobs and propaganda.



Mass media reach a very large number of people and cover a wide sector of topics with limited detail

VS

Local media informs the public about events that are happening in your environment. Local media examples are your local newspaper, or local/regional TV/radio channels.



When you use your computer, tablet, or mobile phone to access web-based services and apps, you are consuming digital media.

Videos, articles, ads, music, podcasts, audiobooks, virtual reality, and digital art are all examples of digital media.



Media Vocabulary



Audience

The group of consumers for whom the media text is intended as well as anyone who is exposed to the text.

Consumers

The target audience for a commercial media text who responds to the text with commercial action.



Propaganda

This is any media content which aims to persuade an audience of the value of a certain point of view.

Marketing

How a media product or text is sold to a target audience.

