Media and Information Technology

Quarter 3 – Module 3:
The Evolution of Traditional to New Media
Republic Act 8293, section 176 states that: No copyright shall subsist in any work of the Government of the Philippines. However, prior approval of the government agency or office wherein the work is created shall be necessary for the exploitation of such work for a profit. Such agency or office may, among other things, impose as a condition the payment of royalties.

Borrowed materials (i.e., songs, stories, poems, pictures, photos, brand names, trademarks, etc.) included in this module are owned by their respective copyright holders. Every effort has been exerted to locate and seek permission to use these materials from their respective copyright owners. The publisher and authors do not represent nor claim ownership over them.

Published by the Department of Education
Secretary: Leonor Magtolis Briones
Undersecretary: Diosdado M. San Antonio

Development Team of the Module

Writer: Loisa Rose D. Salvador
Zamboanga City High School
Zamboanga City

Editor/QA: Mary Ann G. Amagan

Reviewers: Florenda H. Quinte
Valeria Fides G. Cortez, PhD

Layout Artists: Dhara May T. Ponce
Jovie R. Cruz, MAEd

Management Team:
Roy C. Tuballa, EMD.JD.CESO VI
Jay S. Montealto, CESO VI
Norma T. Francisco, DM
Mildred D. Dayao, EdD
Valeria Fides G. Cortez, PhD
Aida Coyme, EdD

Printed in the Philippines
Department of Education Region IX – Zamboanga Peninsula

Office Address: Pres. Corazon C. Aquino Regional Government Center, Balintawak, Pagadian City, Zamboanga del Sur Province 7016
E-mail Address: region9@deped.gov.ph
Hello, digital age learners! The world of media and information literacy welcomes you!

In the digital age that we are presently living in, change, and future generations’ developments are constant. Hence, it is vital for everyone of all ages to evolve and progress next to the media to appreciate and acknowledge what is being transmitted.

This module is designed to help develop a deeper understanding of media literacy, which will pave the way to more meaningful and interactive discussions and activities. This also aimed to prepare and ready your media literacy knowledge and skills, which will be of greater use when you reach your college years. Basic concepts of the evolution of media will be discussed as we go along the module.

This module includes varied lessons and activities that can help you become information literate and a critical, creative, and responsible media information user and producer.

The following are the lessons contained in this module:
1. Traditional media and New media; and
2. The Evolution of media

In this module, you are expected to:

MELC-1. Explain how the evolution of media from traditional to new media shaped people and society's values and norms.

2. Describe how much media evolved over the ages.

3. Distinguish traditional media from new media.

4. Identify relationships between traditional and new media.

5. Demonstrate an understanding and appreciation of the evolution of media.

What I Need to Know

Multiple Choice. Select the letter of the best answer from among the given choices. Please answer on a separate sheet of paper.
1. What is the means of mass communication such as radio and television, publishing, and the internet that reach people widely?
   A. Information Sources  B. Public Speaking  C. Media  D. Communication

2. Which is a form of electronic media that can keep and store data digitally?
   A. Traditional Media   B. Information Sources   C. Media   D. New Media

3. What is considered to be any form of media before the birth of digital media?
   A. Electronic media   B. Traditional media
   C. New media   D. Digital Art
4. People employed transistors' power that led to a transistor radio, electronic circuits, and the birth of early computers.
   A. Prehistoric age  
   B. Industrial age  
   C. Electronic age  
   D. New age  

5. What is considered to be the earliest form of media?
   A. Art  
   B. mobile phones  
   C. calculator  
   D. newspaper  

6. Which refers to the time before the existence of recorded or written history?
   A. Prehistoric age  
   B. Industrial age  
   C. Electronic age  
   D. New age  

7. People of these times related machines and factories to industries.
   A. Prehistoric age  
   B. Industrial age  
   C. Electronic age  
   D. New age  

8. Which media form replaced radio as the most popular mass medium in the 1950s?
   A. mobile phones  
   B. television  
   C. magazines  
   D. billboard  

9. What is considered the most significant invention of the industrial age?
   A. computer  
   B. radio  
   C. telephone  
   D. television  

10. In this age, communication is way faster than before with the internet and social network.
    A. Prehistoric age  
    B. Industrial age  
    C. Electronic age  
    D. New age  

Lesson 3  
EVOLUTION OF MEDIA FROM TRADITIONAL TO NEW MEDIA

The media has never been the same since it started as it continually changes and progresses. It is also important to point out that there were technological developments that transpired and social, economic, and political changes that lead to this cultural revolution in media practices.

The dramatic development of media has led to extensive changes in youth media practices, including inquiring, entertaining, and communicating. Hence, it is strongly believed that it is crucial to understand the media's significance in forming the youth's identity, function, and ability to express personal beliefs and ideas in modern societies.

The digital age exhibits significant changes in how we connect to the world in a more interdependent and synchronous manner. Let us revisit the evolution of media from traditional to new media.
What's In

What is media?

Media has several definitions. Here are some of the meanings taken from varied sources.

Media is the means of communication, as radio and television, newspapers, magazines, and the internet, that reach or influence people widely (Dictionary.com)

Media is the means of mass communication, broadcasting, publishing, and the internet, regarded collectively (lexico.com)

Various people in the world have utilized traditional media for many years. Any form of communication before the birth of digital media is considered traditional media. This includes radio, television, newspapers, books, and magazines.

Digital media, on the other hand, is the way forward. It is a form of electronic media that can keep and store data digitally. It also allows users to create, view, distribute, modify, and preserve various media types on digital electronic devices.

For over half a century, traditional media has been part of our culture and has been used as a medium of communication and advertising. Companies have used effective marketing and advertising strategies to reach their consumers with different traditional media like print advertisements, billboards, and direct mail advertisements. These various types of media helped many companies make a huge amount of profit for their businesses. When it comes to communication, although not as fast as today, traditional media paved the way for easier communication than earlier times, it can be described as a one-way process where interaction is not yet possible. A lot of people think that traditional media is not used anymore or is already dead. However, it is not the case. The truth is, it is still widely used in people's everyday lives, still making a great impact in the lives of many.

On the other hand, new media is indeed loved by the majority. These make content available using various electronic communication, all made possible by the power of computer technology. Data and content can easily be viewed by anybody on any available electronic device, which provides a way for people to interact instantly with real-time content, making comments, and sharing content effortlessly accessible. Some new media examples are websites, blogs, chatrooms, online communities, digital cameras, mobile applications, and many more. Take a look at the table below, showing the relationship between traditional media and new media.

<table>
<thead>
<tr>
<th>Traditional Media</th>
<th>New Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print and Directory</td>
<td>Websites</td>
</tr>
<tr>
<td>Outdoor Advertising</td>
<td>Social Media</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>Email Marketing</td>
</tr>
<tr>
<td>Non-interactive</td>
<td>Interactive</td>
</tr>
<tr>
<td>Company Oriented</td>
<td>Audience Oriented</td>
</tr>
<tr>
<td>Non-continuous Communication</td>
<td>Continuous Communication</td>
</tr>
<tr>
<td>Delivers a single message through one-way communication</td>
<td>Two-way conversion</td>
</tr>
<tr>
<td>Controlled</td>
<td>Unlimited Freedom</td>
</tr>
<tr>
<td>Data is fixed and unchangeable</td>
<td>Data is instantly Updatable</td>
</tr>
<tr>
<td>Limited in reach and numbers</td>
<td>Global reach and can acquire unlimited numbers</td>
</tr>
</tbody>
</table>
Activity 1: Venn Diagram
Based on the lesson discussed in What’s In, complete the Venn diagram by identifying the similarities and differences between traditional media and new media. Write the differences in the outer circles and the circles’ similarities—answer on a separate sheet of paper.

Activity 2. Types of Media
Directions: As a student, what are the different types of media do you use, or you have tried using. Complete the table by supplying the different media types and identifying them as traditional media or new media. The first one has been done for you. Please answer on a separate sheet of paper.

What Is It
Indeed, media has evolved over the years. Connecting to the world has never been easier and faster. In today’s world that we live in, there is no other option but to be media literate. This enables us to cope and keep up with the new communication trends, entertainment, and even inquiry; regardless of whether traditional or digital media, there is a strong call for responsible use and production of the various media platforms available.

I hope you were able to distinguish traditional media from new or digital media in the previous activities. This time, we will have a glimpse of how media has evolved through time. The stages of its evolution and the different forms of media during these ages will be further discussed.

The Evolution of Media
PREHISTORIC AGE (Before the 1700s)
This refers to the time before the existence of recorded or written history. It is also popularly known as the stone age due to the instruments and tools people utilized during those times. Prehistoric men usually sharpen their hunting and security tools, which eventually paved the way for using these tools for writing, drawing, and carving, making art the earliest form of traditional media.
In northern Spain, the Altamira cave is famous for its magnificent prehistoric paintings and engravings. This 971-foot cave, which was discovered by a hunter in 1868, is dominated by bison figure paintings. The images were executed in a vivid combination of red and black, and some have violet tones. Additional engravings were handprints, human-like figures, and hand stencils.

Linear B is said to be the oldest preserved form of written Greek. The Mycenaean Greek, which happens to be the Mycenaean civilization’s official dialect and the archaic form of Greek, was written using Linear B. Most of these inscriptions are on clay tablets. Ninety syllable signs plus an indeterminate number of pictorial signs composes this writing system.

Megalithic art, also known as the fourth main type of prehistoric art, embraces any artistic activity that involves large stones. It is believed to depict man’s first attempt to construct complex structures for settlement.

**INDUSTRIAL AGE (1700-the 1930s)**

People of these times related machines and factories to industries. It began in the eighteenth century in Great Britain when it was making rigorous changes in its economy. There was a drastic shift in technology from the use of hand tools to power-driven machines. There was a call for mass production, which triggered the need for bigger and better machinery. The industrial age has improved the lives of many as it made transportation faster and communication possible. Books were also printed and published already during this period.

The telegraph, which was developed in the 1830s by Samuel Morse, which revolutionized long-distance communication. It worked by transmitting electrical signals over a wire laid between stations.
Christopher Latham's masterpiece, the typewriter helped people during this period to type faster without tiring their hands much. They were a very good way to write books and letters that later paved the way to computer invention.

Typewriter (1867)
Image: https://commons.wikimedia.org/wiki/File:Morse_Telegraph_1837.jpg

The telephone was invented by the Scottish inventor Alexander Graham Bell in the late period of the industrial age. It is considered the most significant invention of this era. It is a device that could transmit sound electronically. The famous lines, "Mr. Watson -- come here -- I want to see you," were the first words to ever be spoken through the telephone in the year 1876.

Telephone (1876)
Image: https://upload.wikimedia.org/wikipedia/commons/b/b7/Phone_1800s_IMG_8624_telemuseet_fetsund.JPG

**ELECTRONIC AGE (1930-1980)**

At this time, people employed transistors' power that led to a transistor radio, electronic circuits, and early computers. Long-distance communication became more efficient during this time. The industrial age and electronic age are quite similar in thriving in the manufacturing industries and different when it comes to the equipment used.

The transistor radio, a small portable radio receiver that uses transistor circuits. It introduced a small yet powerful convenient hand-held device.

*Emerson Model 888 Pioneer 8 – Transistor Radio*

Replacing radio as the most popular mass medium in the 1950s, television played a significant role in modern life. It has been a medium of reflecting and shaping cultural values over the years. Two types of television systems came into existence: mechanical television and electronic television.

*Television set in the 1950s*
Image: https://upload.wikimedia.org/wikipedia/commons/a/a3/Television_set_from_the_early_1950s.jpg

The first programmable electronic and general-purpose digital computer is the Electronic Numerical Integrator and Computer (ENIAC). It was invented to calculate complex wartime ballistics tables. It is believed to have run more calculations than all mankind had done during those times.

*ENIAC Computer*
NEW (INFORMATION) AGE (1970-Present)

This is also known as the computer age or digital age. This is a historical period that began in the mid-twentieth century, distinguished by a speedy momentous change from the traditional industry, which is instituted by the industrial revolution, to an economy founded upon information technology. In this age, communication is way faster than before with the internet and social network. Hence, digitalized voice, sound, and image are easily accessible and available.

As what others call it, the mobile phone or cellphone is a portable device used to make calls using a radio link. Its sole purpose, which is to make calls, has evolved to a more complex device that can send messages, take pictures, record sounds, send e-mails, and more.

The World Wide Web (WWW), by the name the Web, the leading information retrieval service of the internet (the worldwide computer network). It gives the users access to a vast array of documents that are connected to each other by means of hypertext or hypermedia links – i.e., hyperlinks, electronic connections that link related pieces of information that allows the user easy access to them. (www.britanica.com)

Laptops are portable computers that can be taken by the user and use in the varied type of environments and settings such as at work, for playing games, in education, for personal multimedia, web browsing, and home computer use.

What's More

Activity 3: Identifying Different Forms of Media

Directions: Identify which period or age does each of the media forms existed. Write A if it’s Prehistoric age, B if it’s Industrial age, C if it’s Electronic age, and D if it is New (Information) age. Please answer on a separate sheet of paper.

1. Transistor radio
2. Clay tablet
3. Telegraph
4. YouTube
5. Television
6. Petroglyphs
7. Cast iron printing press
8. Megalithic architecture
9. Large electronic computers
10. Telephone
11. Pictographs
12. Smart phones
13. Typewriter
14. Skype
15. Blogs
Activity 4: A. The Evolution of Media

Provide answers and fill in the table the information asked about the Evolution of Traditional media to New media. Please answer on a separate sheet of paper.

<table>
<thead>
<tr>
<th>Ages</th>
<th>What devices did people use to communicate with each other?</th>
<th>What devices did people use to store information?</th>
<th>What devices did people use to share or broadcast information?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prehistoric Age</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industrial Age</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Age</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New (Information) Age</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Adapted from teaching guide by CHED to DepEd, pp.22. (Teaching Guide for SHS)

B. The Evolution of Media Essay

Directions: Based on your answers in activity A, write a short essay that summarizes and describes media evolution during the four periods. Use the following questions as your guide.
1. What were the significant details of forms of media during each of the periods?
2. Were there any developments in communication and advertising over the years? Enumerate them.
3. How did the forms of media evolve through the years?
4. What do you think is the best period of media evolution? Why?

RUBRIC FOR ESSAY

5 – Learner has listed down all the significant media forms for the four periods of media evolution. His/her essay describes the evolution clearly in detail. The learner shows full appreciation and comprehension of the lesson.
4 – Learner has carefully filled his/her table of the evolution of media. He/she reflects how media evolve through the years in-depth and has learned something new from the lesson.
3 – Learner has filled in a considerable part of the table; some parts may be missing. His/her essay is reflective, but it remains unclear whether he/she has learned something new.
2 – Learner has filled in the form carelessly. His/her essay is rather superficial, and he/she has not learned anything new.
1 - Learner has filled in the form extremely carelessly. His/her essay is superficial, and he/she has not learned anything new.

Activity 5: Information Media before and now

Sixty million years ago, when an asteroid entered the Earth’s atmosphere, the dinosaurs’ fate that we know of was sealed. Due to the size and the velocity of the asteroid, its impact caused a cataclysmic event that wiped out 75% of all animals.

Source: https://pixabay.com/illustrations/dinosaurs-asteroid-stars-

Source: https://www.pikist.com/free-photo-sxbsw
Process Questions:

1. If the extinction of dinosaurs occurred six million years ago, how do you think people knew about the event?

2. If the scientific phenomena happened today, how do you think will the news reach the people?

Activity 5- Picture Analysis

Guide questions:

1. What do you think the picture is all about?

2. How will you describe the improvement or development of media since the Prehistoric period to the new (information) age?

3. How do you think the evolution of media shaped the values and norms of people and society?

What I have learned

Activity 6- In Summary

A. Directions: The similarities and differences between traditional media and new media have been discussed in this module. Show a deeper understanding of the two types of media by supplying the needed information to complete the concept map. Please answer on a separate sheet of paper.
B. Directions: Describe the evolution of media from the prehistoric age to the new (information) age by supplying the different periods of evolution and the various forms of media and significant events that happened for each period. Please answer on a separate sheet of paper.

Activity 7: Drawing your cartoon

Directions: On a short bond paper, draw a cartoon depicting how the evolution of media shaped the people and society's values and norms. Explain your drawing briefly.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarity and neatness</td>
<td>Cartoon is easy to understand and all elements are clearly written or drawn.</td>
<td>Cartoon is easy to understand and most elements are clearly written or drawn.</td>
<td>Cartoon can be hardly read with unclear settings and drawings.</td>
<td>Cartoon is very hard to read and one cannot understand what happens where.</td>
</tr>
<tr>
<td>Content</td>
<td>Cartoon obviously conveys complete understanding of the lesson. Significant and relevant details are evident. There is excellent depiction of the message.</td>
<td>Cartoon obviously conveys understanding of the lesson. Significant and relevant details are evident.</td>
<td>Cartoon obviously conveys limited understanding of the lesson. Details are unclear and incomplete.</td>
<td>Cartoon obviously conveys no or little understanding of the lesson. No significant and relevant details are evident.</td>
</tr>
<tr>
<td>Creativity</td>
<td>Cartoon is exceptionally neat and clean; color and creative graphics are used.</td>
<td>Cartoon is neat and clean; color and creative graphics are used.</td>
<td>Cartoon is somewhat neat and clean; color and creative graphics are used.</td>
<td>Cartoon is messy; color and graphics are lacking; captions are omitted or unreadable.</td>
</tr>
</tbody>
</table>

Assessment

Multiple Choice. Select the letter of the best answer from among the given choices. Please answer on a separate sheet of paper.

1. What year is being started in the evolution of the Electronic age?

2. Who invented the telegraph in the year 1830?
   A. Samuel Morse  B. Alexander Graham Bell  C. Steven Jobs  D. Christopher Latham

3. What is believed to depict man's first attempt to construct complex structures for settlement?
   A. polygraph  B. Linear B  C. petroglyphs  D. Megalithic art
4. What is the very first programmable electronic and general-purpose digital computer that can run numerous calculations simultaneously during the wars?
A. Apple 1  
B. Transistor Radio  
C. Enigma  
D. ENEAC

5. Which one is the leading information retrieval service of the internet?
A. The Web  
B. Computer  
C. Transistor  
D. Smartphones

6. It is any form of media before the birth of digital media.
A. Electronic media  
B. Traditional media  
C. New media  
D. Digital Art

7. What is said to be the oldest preserved form of written Greek?
A. polygraph  
B. Linear B  
C. petroglyphs  
D. Megalithic art

8. Before the 1700s or during the Prehistoric age, what was their way of communication as they painted in the wall as they represented dancing and hunting people?
A. Cave painting  
B. Email  
C. Mobile phone  
D. All of the above

9. Which among the given examples is considered as the most significant invention of the industrial age?
A. computer  
B. radio  
C. telephone  
D. television

10. People employed the power of transistors that led to a transistor radio, electronic circuits, and the birth of early computers.
A. Prehistoric age  
B. Industrial age  
C. Electronic age  
D. New age

**Additional Activities**

Directions: Read the questions below and answer. Apply the concepts learned in this lesson.
1. What do you think is the importance of the evolution of media to our everyday lives?
__________________________________________________________________________________

2. What do you think is the most significant form of media ever invented or existed? Why?
______________________________________________________________________________

3. How do you think media affected the values and norms of the people and the society?
**Answer Key**

**What I Know**

1. C  
2. D  
3. B  
4. C  
5. A  
6. A  
7. B  
8. B  
9. C  
10. D

**Activity 3**

1. C  
2. A  
3. B  
4. D  
5. C  
6. A  
7. B  
8. A  
9. C  
10. B

**Assessment**

1. B  
2. A  
3. B  
4. D  
5. A  
6. B  
7. A  
8. C  
9. A  
10. B
References


"Invention of Telegraph” accessed December 9, 2020, https://www.history.com/topics/inventions/telegraph#:--text=Developed%20in%20the%201830s%20and%20a%20wire%20laid%20between%20stations.


“Transistor radio”, accessed November 30, 2020, https://en.wikipedia.org/wiki/Transistor_radio#:--text=Following%20the%20invention%20of%20the,of%20the%201960s%20and%201970s.

"What is Linear B?”, modified last January 21, 2019, https://www.ancient.eu/Linear_B_Script/

Development Team of the Module

Writer: Loïsa Rose D. Salvador
Zamboanga City High School
Zamboanga City

Editor/QA: Mary Ann G. Amagan

Reviewers: Florenda H. Quinte
Valeria Fides G. Corteza, PhD

Layout Artists: Dhara May T. Ponce
Jovie R. Cruz, MAEd

Management Team:
Roy C. Tuballa, EMD, JD, CESO VI
Jay S. Montealto, CESO VI
Norma T. Francisco, DM
Mildred D. Dayao, EdD
Valeria Fides G. Corteza, PhD
Aida Coyme, EdD