



MAY 18-22, 2020

LESSON 14

TOPIC: The Discipline of Communication

SUB-TOPIC: Communication Media Channels

1. Mass Media

A. Print Media – These are newspapers, or publications published periodically and carrying mainly new stories but also opinions and advertisements.

The newspaper's key features:

- Regular or periodical appearance
- Use of print technology
- News content
- Individual or group reading

Newspapers are classified according to:

- Type of content: general news, political newspapers, business newspaper, sports newspapers.
- Circulation area: national, local, metropolitan newspapers
- Audience: community newspapers, religious newspapers
- Language: national language, vernacular
- Periodicity: daily, weekly

2. Broadcast Media: Radio and Television – Radio is the most available and widely-used medium of mass communication, followed by television.

A. Radio - programs are broadcast from a centrally-located source called a station.

B. Television is considered to be the main source of news and information for most people and the main channels of communication between politicians and citizens.

C. Other Mass Media: Film and Recorded Music – film is a true mass medium in the sense that it reaches a large part of the population, even in rural areas. Even lesser attention has been devoted to recorded music as mass medium.

3. New Media and Social Media the term “new media” covers a set of applied communication technologies that continue to evolve. One definition describes them as “interactive forms of communication that use the internet, including podcasts, blogs, social networks, text messaging, wikis, virtual worlds, and all other computer-aided communication formats that are available online.”

Characteristics of the new media are:

- Interactivity
- Ubiquity
- Accessible
- Hyper textuality
- Multimediality
- Social media

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Activity 1

Directions: Discuss the following using 50 words.

1. If you want to reach and influence as many people as possible in rural area which medium will you use?
2. The Wikipedia is an example of a new media from that thrives on user-generated content. Do you think user-generated is credible?

Activity 2

Directions: Define and explain the uses of the following.

Six types of Social Media

Social Media	Explanation
1. Social networking (FB, Twitter, Tumblr, Instagram)	
2. Wikipedia	
3. YouTube	
4. World of Witchcraft	
5. Second Life	
6. Blogs , email	