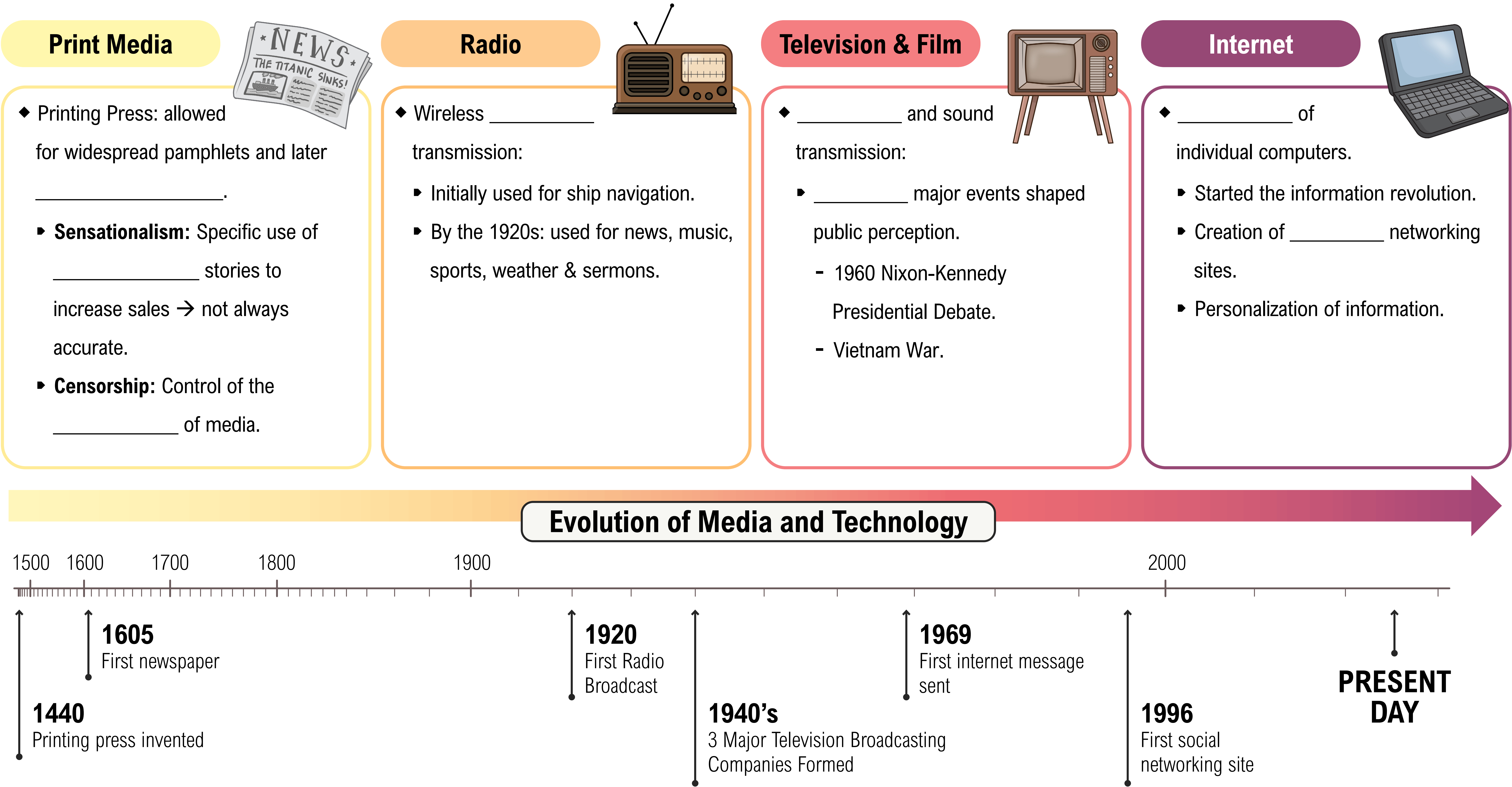


TOPIC: EVOLUTION OF MEDIA

- ◆ Mass media changes as technology changes.
 - Technology changes can either be:
 - **Evolutionary:** _____ improvements on existing systems.
 - **Disruptive:** _____ changes to the landscape.



TOPIC: EVOLUTION OF MEDIA

EXAMPLE

Place the following forms of mass media in order based on when they were invented.



Oldest

Newest

- a) Internet
- b) Print Media
- c) Television
- d) Radio

PRACTICE

Which of the following is an example of sensationalism?

- a) Only reporting the objective facts of a situation.
- b) Including both text and images in reporting a story.
- c) Choosing emotionally charged language in reporting a story.
- d) Including opinions and facts in reporting a story.

PRACTICE

What technological advancement changed the primary mass media from newspapers to radio?

- a) The ability to transmit images and sound.
- b) The ability to connect personal computers.
- c) The ability to print large volumes of text.
- d) The ability to transmit audio wirelessly.