

Media Through Ages

Early Instrument for Making Announcement



Inviting Attention for Masses and Making Public Announcements



Publication of Books and Proclamations.



News Paper Era.



Towards Electronic Media. (Radio)



Towards Electronic Media. (Television)



Towards Internet. (Computer)



Definition of MEDIA

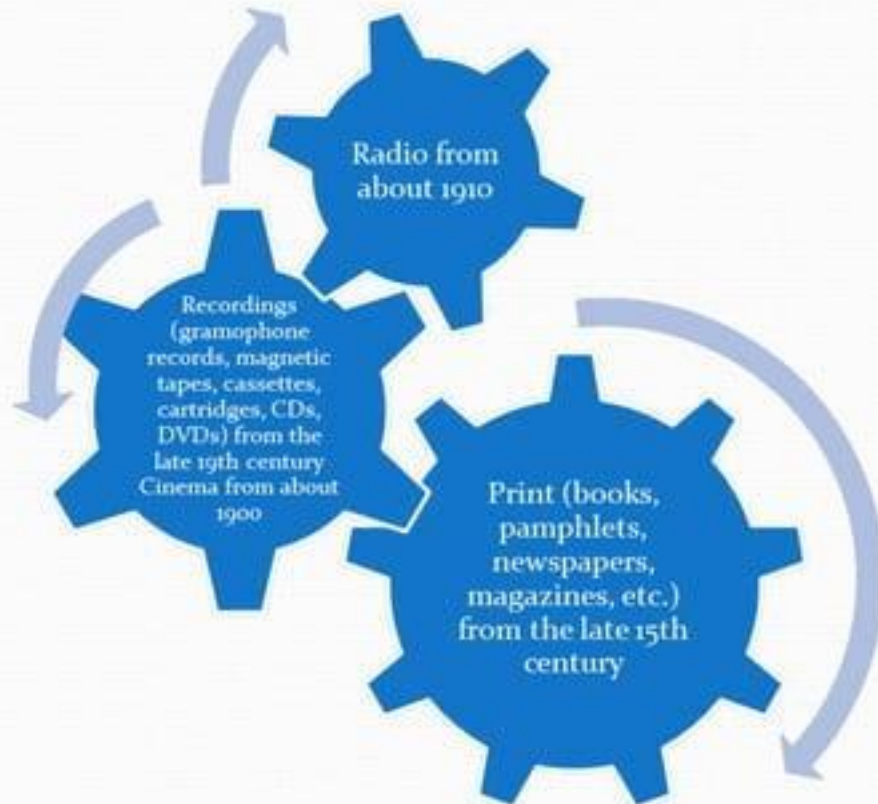
The Media is Most Powerful entity on Earth.

- [Late Latin, from Latin, feminine of *medius*; from the voiced stops' being regarded as intermediate between the tenues and the aspirates] : a voiced stop
- [New Latin, from Latin] : the middle coat of the wall of a blood or lymph vessel consisting chiefly of circular muscle fibers
- [the system and organizations of communication through which information is spread to a large number of people *Hint: Media* can be used as a singular or a plural in writing and speaking.
- (*usually used with a plural verb*) the means of communication, as radio and television, newspapers, and magazines, that reach or influence people widely.

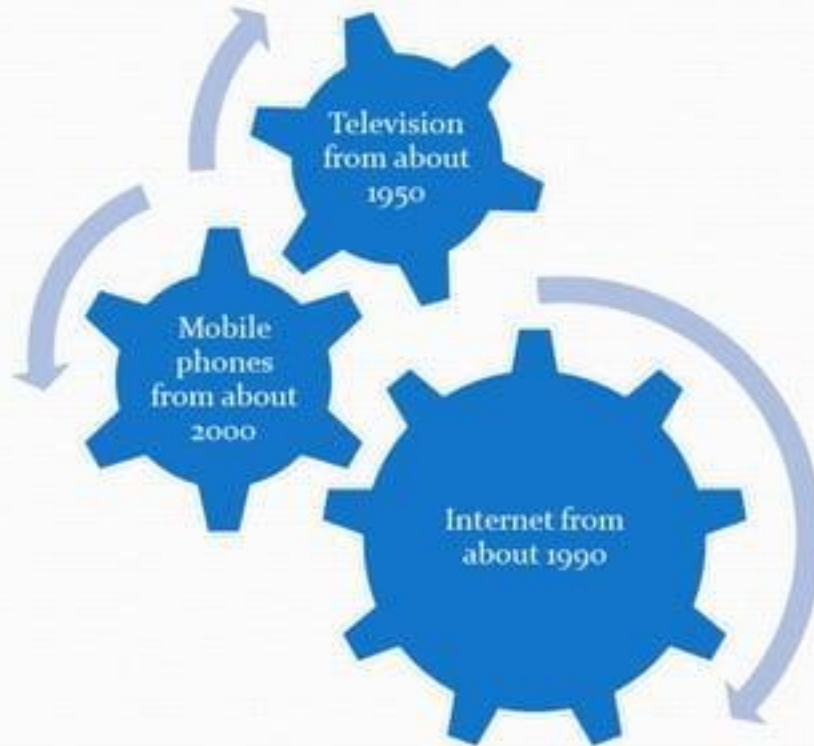
Definition of MEDIA

- A middle state or condition; mean.
- Something intermediate in nature or degree.
- An intervening substance, as air, through which a force acts or an effect is produced.
- The element that is the natural habitat of an organism.
- Surrounding objects, conditions, or influences; environment.
- an intervening agency, means, or instrument by which something is conveyed or accomplished:
- One of the means or channels of general communication, information, or entertainment in society, as newspapers, radio, or television.
- A person through whom the spirits of the dead are alleged to be able to contact the living.

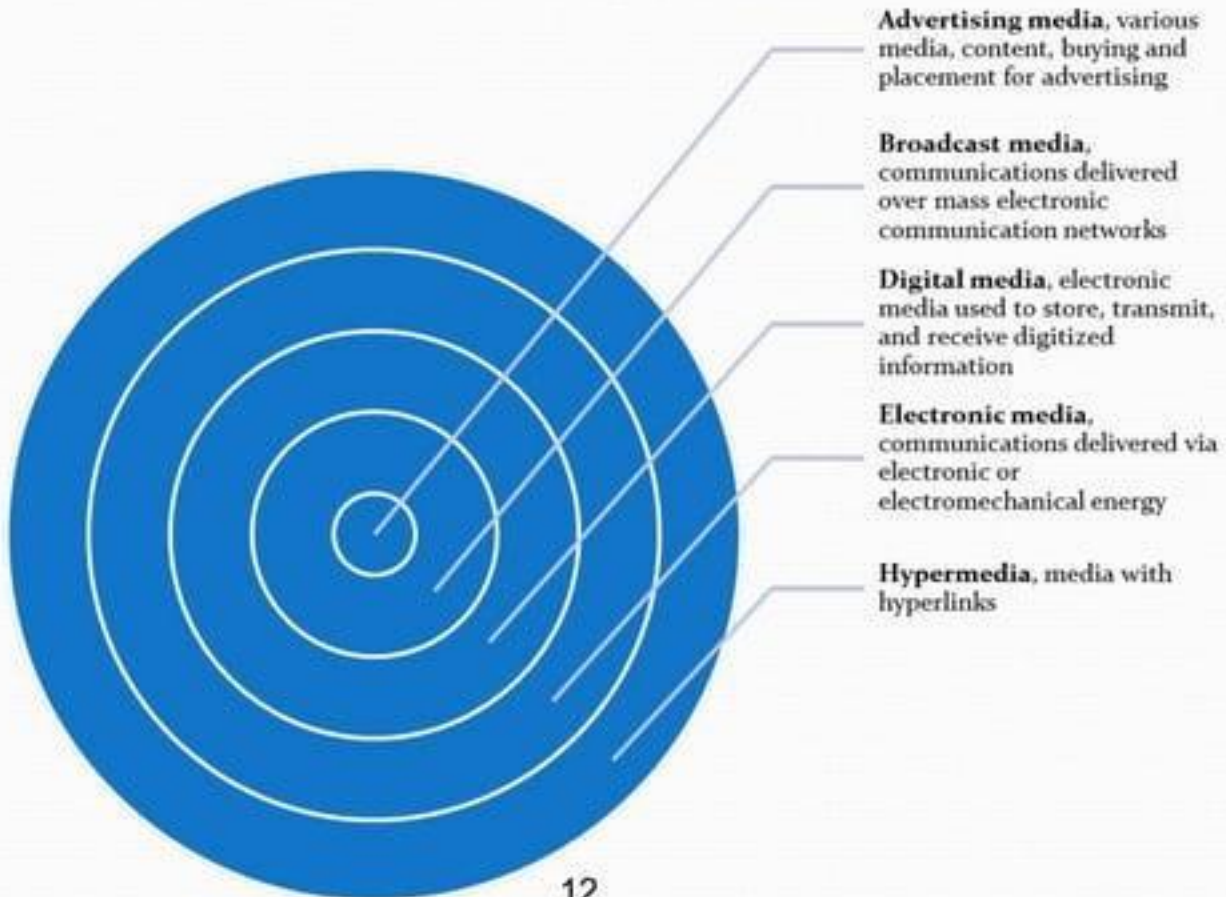
Distribution Mechanisms of Media



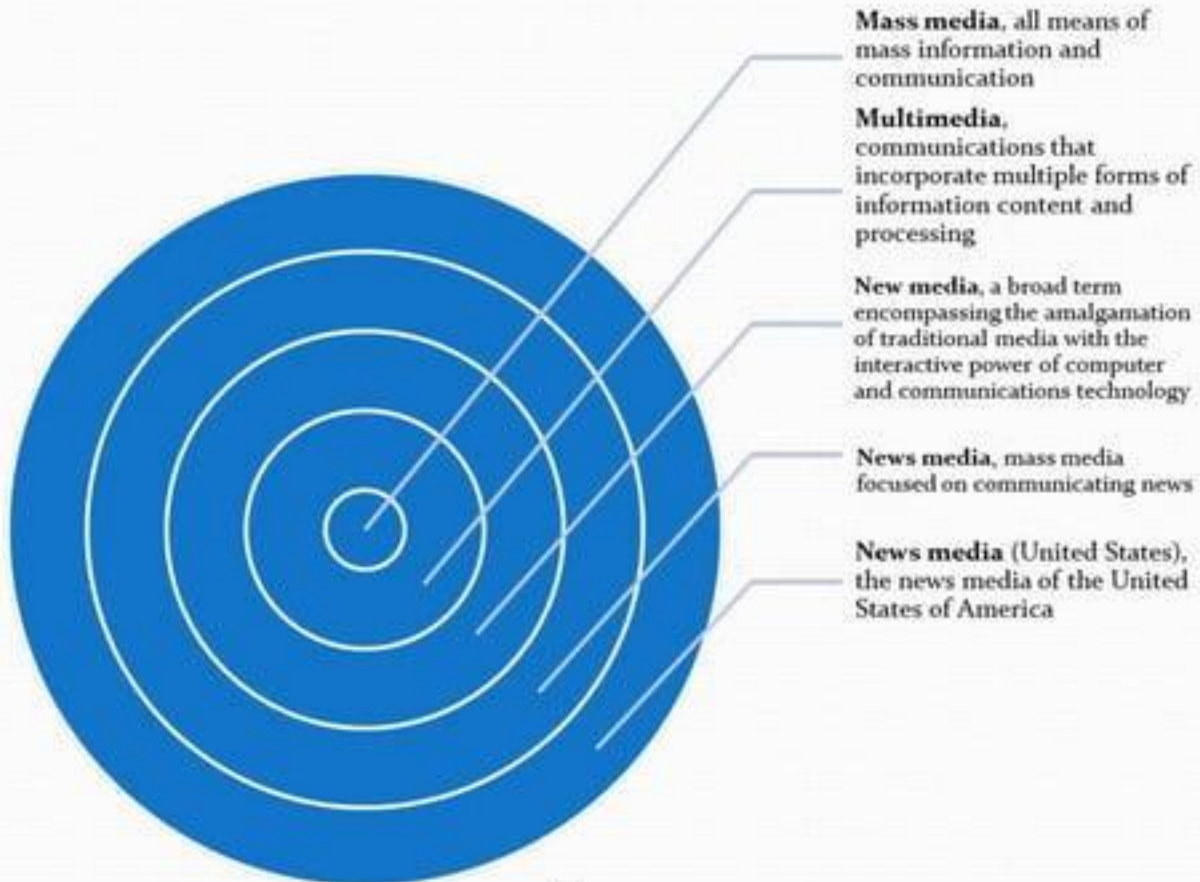
Distribution Mechanisms of Media



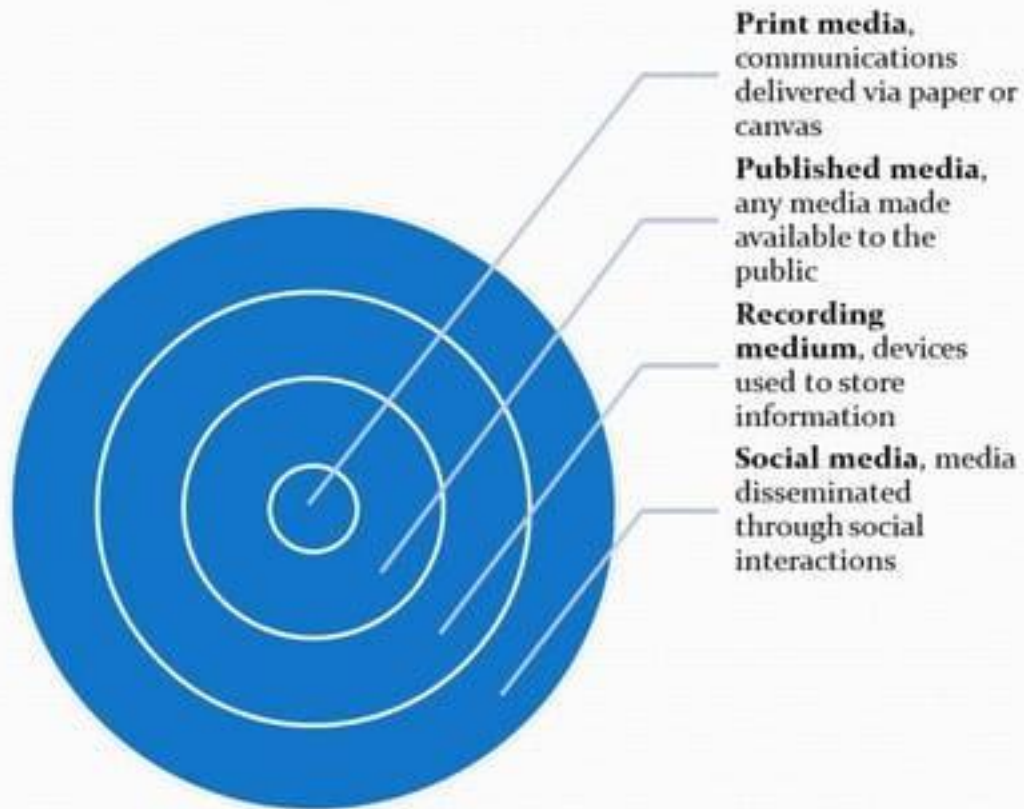
Kinds of Media

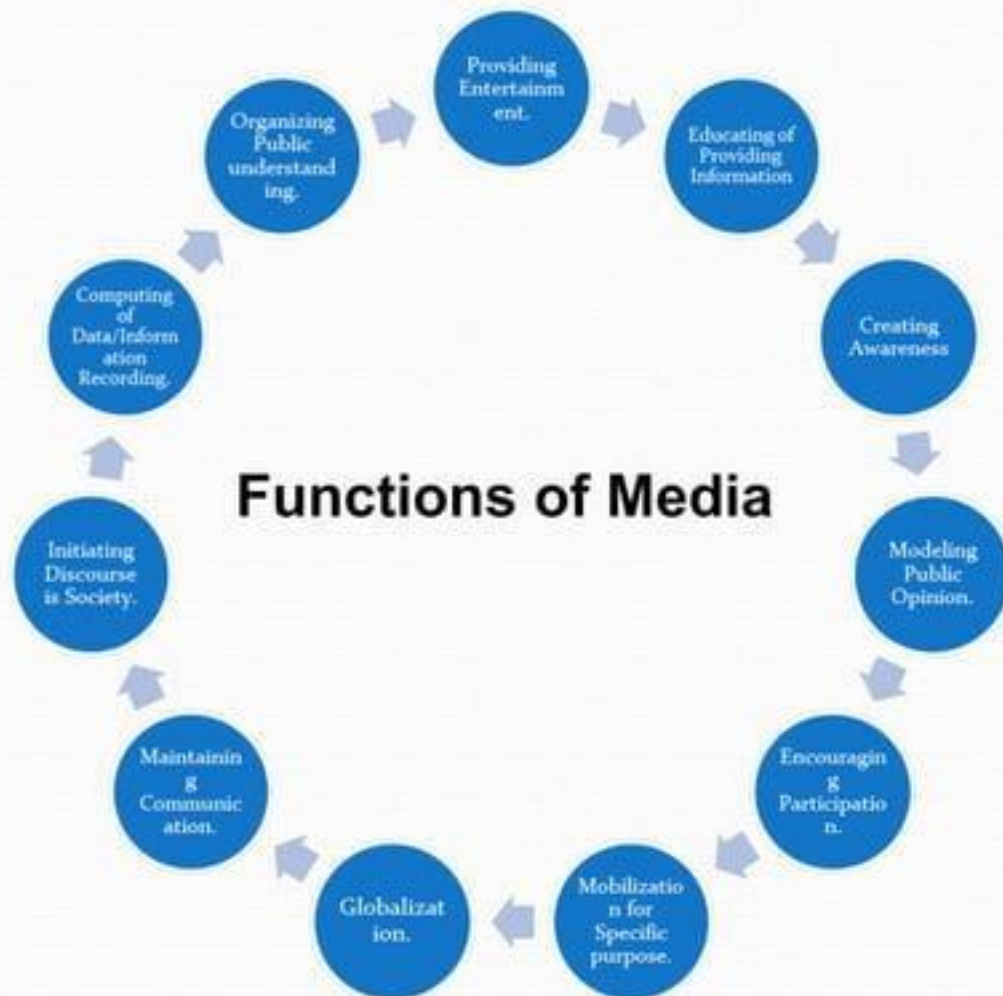


Kinds of Media



Kinds of Media





Media

Positive Points	Negative Points
As Indicated In Its Functions	Cultural/Ideological Invasion.
Gage Keeping	Promoting Violence
Reducing Influence	Promoting Political Agencies
Representing Values, Traditions & Public Issues	Globalization for new World Order.
Balancing Society by Minimizing Odds	Promoting less Important Issues.
Encouraging Healthy Criticism	Promoting Blackmailing
Providing Free Services/On Nominal Charges	Encouraging Yellow Journalism
Boosting Economic Activates	Promoting Division Hearts and Minds.
Providing Entertainment	Imposing Ideas & Ideologies.
Instruments of Social Control	Creating Force for Personal Interest & Power/

Thanks
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