

TYPES OF MEDIA



TYPES OF MEDIA:

1. PRINT MEDIA

2. BROADCAST MEDIA

3. DIGITAL OR NEW MEDIA

PRINT MEDIA

- media consisting of **paper and ink**, reproduced in a printing process that is traditionally mechanical

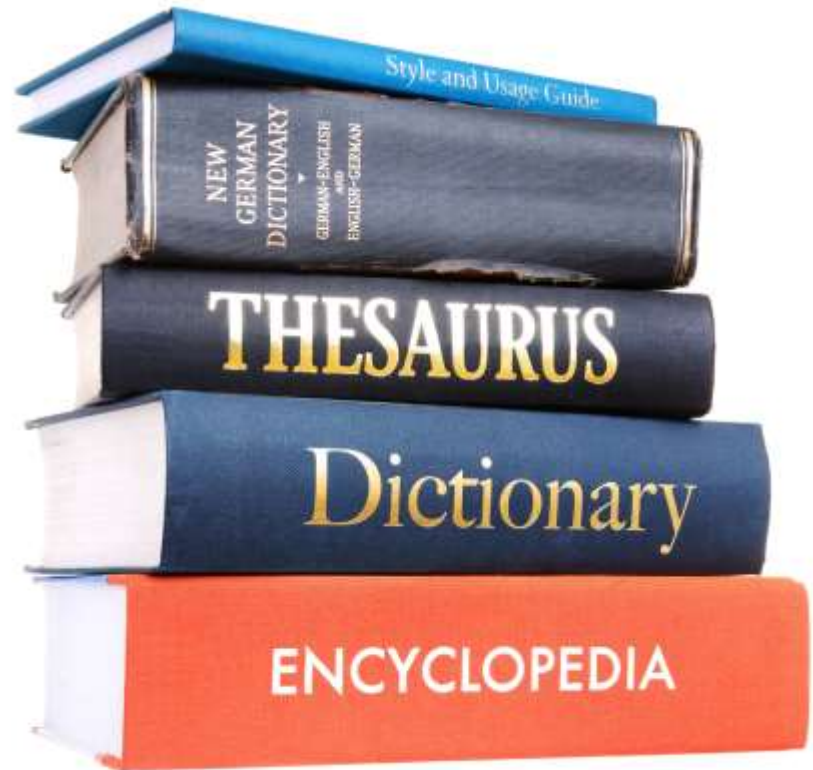
PRINT MEDIA EXAMPLES:

NEWSPAPER



PRINT MEDIA EXAMPLES:

BOOKS



PRINT MEDIA EXAMPLES:

MAGAZINES



PRINT MEDIA EXAMPLES:

COMICS



PRINT MEDIA EXAMPLES:



BROCHURES

BROADCAST MEDIA

- media such as radio and television that reach target audiences using **airwaves** as the transmission medium

BROADCAST MEDIA EXAMPLES:



TELEVISION

BROADCAST MEDIA EXAMPLES:



RADIO

BROADCAST MEDIA EXAMPLES:



SATELLITES

BROADCAST MEDIA EXAMPLES:



MOBILE PHONES

BROADCAST MEDIA EXAMPLES:



MOVIES / FILMS

DIGITAL/NEW MEDIA

- contents are organized and distributed on digital platforms
- * **Digital** refers to something using digits, particularly binary digits.

DIGITAL MEDIA EXAMPLES:



SOCIAL MEDIA

DIGITAL MEDIA EXAMPLES:



COMPUTERS

MEDIA CONVERGENCE

WEDIA CONLEBGEINCE



WHAT IS MEDIA CONVERGENCE?

* **CONVERGE** means meeting at a point, it is synonymous to the words: *join, unite, intersect, merge, connect, coincide*

WHAT IS MEDIA CONVERGENCE?

MEDIA CONVERGENCE happens when different (two or more) media sources join together.

It allows media texts to be produced and distributed on multiple media devices.

WHAT IS MEDIA CONVERGENCE?

It is the ability to transform different kinds of media into **digital code**, which is then accessible by a range of devices.

MEDIA CONVERGENCE USUALLY OCCURS IN VARIOUS PLATFORMS SUCH AS:

- Social Network**
- Learning Management System**
- Product Advertisement**
- News Agency**
- Multimedia Personality**

EXAMPLE OF MEDIA CONVERGENCE:

SMARTPHONES



CONVERGED MEDIA:

- CAMERA
- TV
- TELEPHONE
- WEB BROWSER
- DIGITAL MAP
- RADIO
- ETC.

EXAMPLE OF MEDIA CONVERGENCE:

COMPUTERS



CONVERGED MEDIA:

- CAMERA
- MUSIC PLAYER
- VIDEO PLAYER
- WEB BROWSER
- ETC.

EXAMPLE OF MEDIA CONVERGENCE:

INTERNET



- FACEBOOK
- TWITTER
- INSTAGRAM
- ETC.

EXAMPLE OF MEDIA CONVERGENCE:

GOOGLE



EVERYTHING GOOGLE

- GOOGLE SEARCH
- GOOGLE DRIVE
- GOOGLE MAIL
- GOOGLE PLAY
- PLAYSTORE
- YOUTUBE
- GOOGLE WALLET
- ANDROID
- HANGOUT
- GOOGLE CHROME
- GOOGLE PLUS
- BLOGSPOT
- GOOGLE MAP
- ETC.

END