

Media

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MEDIA

The word media comes from Latin plural “Medium”. Media may refers to communication.

Communications tools are used to store and deliver information for data.

Media are any devices that assist an instructor to transmit to a learner

- Facts**
- Skills**
- Attitudes**
- Knowledge**
- Appreciation or additional material**

Are used when using a particular teaching method to make learning easy. As it intend to help teacher in teaching and the learner to grasp the concepts effectively.

Characteristics of media

- Communication is mostly one way.
- Audience has great deal of choice.
- Reach large & vast audience.
- Aim messages to attract largest audience possible.
- Influence society & are in turn influenced by society.

Function of media

- To inform
- To educate
- To entertain

Types of media

- PRINT MEDIA
- ELECTRONIC MEDIA
- SOCIAL MEDIA

Print media

Print media is one of the oldest forms of instructional media that is being used in learning process/classroom. Print media consist of hard copy.

It includes followings:

- Books
- Magazines
- Journal
- web pages/blogs etc

Role of print media in education

- The role of print media in the process of education is of special importance.
- Print media like newspapers, journals, and magazines are the basic oldest channels of communication between one source to another.
- Print media are being pointed in every regional languages to facilitate the readers to get information and knowledge in ones own mother tongue.

Print Media

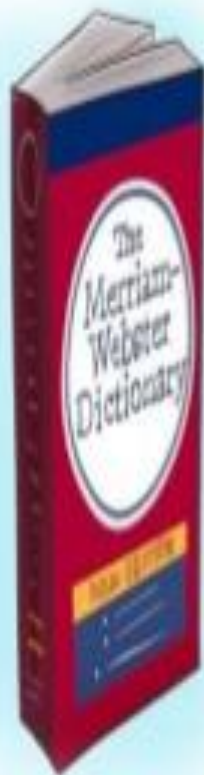
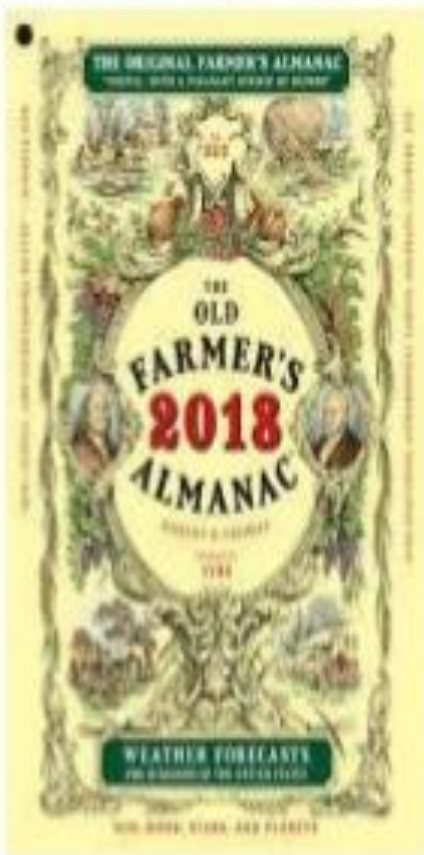
1. Book

- reading material that can either be fictional or nonfictional.



Print Media

- Students use books in school as reference materials,



Print Media

2. Newspaper

- printed on a daily or weekly basis
- contains a wide range of articles which appear on the different sections, such as news, business, lifestyle, sports, and entertainment sections.
- has editorial page where editors of the newspaper share their views and opinions on relevant and current issues.
- has two types: the Broadsheet and the Tabloid.





3. Magazine

- a periodical publications released weekly, monthly, or quarterly.
- contains articles on various topics depending on the subject or area the magazine covers.



Print Media

4. Journal

- Similar to both newspaper and magazines.
- contains informative articles and provides accurate reports on specific topic, such as medicine.
- it targets a particular type of audience, such as medicine students or practitioners.



7. Pamphlet

- contains detailed, yet easy to understand text with images.

