Messages aimed at mass audiences can be delivered in many different forms. Here are just a few forms of media seen today:

- **Print** (books, newspapers, magazines, etc.)
- **Billboards, banners, posters**
- **Direct mail**
- **Electronic** (radio, television, computer)
- **Social media**
What is ‘Media’

Carrying a Message

‘Media’ can be broadly defined as communication that is delivered through some type of medium (TV, radio, newspaper, computer);

This term can also refer to the physical equipment used to store electronic files (like CDs or DVDs, portable hard drives, etc.)
The Evolution of Media

The Birth of Media

Some track the use of media all the way to cave drawings.

But the birth of mass media is generally placed with Johannes Gutenberg’s invention of the movable type printing press in the mid-1400s.
Early Evolution

By the early 1600s, the first newspapers began to appear in Europe.

Printed media was enormously important during the centuries that followed. For instance, Colonial publications played a huge role in bringing about the American Revolution.
The 20th Century

The next major advance came during the early 20th Century, when radio brought the spoken word to the masses.

By mid-century, television added pictures to the mix, and the mass media was transformed.

By century’s end, cable TV brought hundreds of channels into homes, making information instantly available.
The Evolution of Media

The 21st Century

The last decade of the 20th Century and the first decade of the 21st produced another transformation in the way we communicate.

The advent and increased public use of the Internet made all sorts of information available on-demand.

During the 2000s, Web 2.0 and digital tools have made communication ubiquitous – it’s available almost anywhere, almost any time.
‘Media’ is the plural form of ‘medium’ – meaning a channel of communication to carry a message to a mass audience or targeted group. Let’s look at three types:

- Traditional Media
- Multimedia
- Digital Media
Types of Media

Traditional or “Old” Media

Traditional media is a term often used to refer to channels of communication that were well-established before the Internet Age, such as:

- Books
- Newspapers
- Magazines
- Radio
- Television
**Multimedia**

A multimedia production combines various forms of media into a single, cohesive product. Common elements include:

- **Text**
- **Audio**
- **Photos or graphics**
- **Animation**
- **Video**
- **Interactivity**
Multimedia

The term ‘multimedia’ was first used in the 1960s.

By the mid-90s, computers that included CD-ROM drives were being referred to as ‘multimedia computers.’

Rapid development of better technology during the 90s and 2000s made multimedia titles more and more interactive.
Multimedia

Multimedia has numerous applications in the modern world, including:

✓ Presentations
✓ Computer-based training courses
✓ Computer games
✓ Virtual Reality applications

What others can you name?
Digital Media indicates the use of computer technology to combine various forms of media.

The term is sometimes used interchangeably with Multimedia, but it more specifically refers to electronic media that works using digital codes rather than to analog signals.
Digital Media

Digital Media is electronic media that works using digital codes to create digital audio, digital video or other digital content.

This is in contrast to analog media, older technology which uses a continuous signal.
Digital Media

Digital Media can be used to produce a variety of end products, including:

- Presentations
- Tutorials
- Simulations
- Games
- Web pages

What others can you name?
Digital Media

This course will cover five major elements of digital media:

- Audio
- Video
- Graphics
- Animation
- Web Design