

MEDIA AND INFORMATION LITERACY – THE EVOLUTION OF TRADITIONAL TO NEW MEDIA – QUARTER 1 - PLAZA

TOPIC / LESSON NAME	The Evolution of Traditional to New Media
CONTENT STANDARDS	The learner grasps the historical background of media and information; basic theories of media and information systems; and ownership, control and regulation of media.
PERFORMANCE STANDARDS	The learner examines the technology and identifies devices in traditional and new media through the different ages: prehistoric, industrial, electronic and digital age.
LEARNING COMPETENCIES	At the end of the lesson, the learner: <ol style="list-style-type: none"> 1. identifies traditional media and new media and their relationships (MIL11/12EMIL-IIIb-5) 2. searches latest theory on information and media (MIL11/12EMIL-IIIb-7)
SPECIFIC LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. Examine the available technology or resources during the prehistoric age, industrial age, electronic age and new or digital age. 2. Identify the devices used by people communicate with each other, store information and broadcast information across the different ages.
TIME ALLOTMENT	60 Minutes

CONTENT:

The Evolution of Traditional to New Media

1. Prehistoric Age
2. Industrial Age
3. Electronic Age
4. New (Digital) Age

LESSON OUTLINE:

1. **Introduction/Review:** 5 minutes
2. **Motivation:** 5 minutes
3. **Instruction/Delivery:** 10 minutes
4. **Practice:** 35 minutes
5. **Evaluation:** 5 minutes

MATERIALS	projector and computer with presentation software, manila paper, markers
RESOURCES	Khan, R. (2006). Internet 101: The New Mass Medium for Filipinos. Anvil Publishing, Inc. Wilson, C., et. al. (2011). Media and Information Literacy: Curriculum for Teachers. United Nations Educational, Scientific and Cultural Organization

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PROCEDURE	
<p>INTRODUCTION (5 MINUTES)</p> <ol style="list-style-type: none"> 1. Review the key points in the discussion of <i>Introduction to Media and Information Literacy</i> in the previous lesson. 2. State the objectives of the lesson. 	
<p>MOTIVATION (5 MINUTES)</p> <ol style="list-style-type: none"> 1. Let the learners guess what famous world event happened on April 14, 1912. (<i>Answer: The sinking of RMS Titanic, one of the deadliest peacetime maritime disasters in history</i>) 2. Ask this question to the learners: If the Titanic sank in the Atlantic Ocean, how did the news reach the people in England and New York at that time? <i>Sample answers from students: telephone, letter, newspaper, etc.</i> 3. You can talk about how people also used telegraph and telegrams for faster means of communication during that time. 4. Ask this question to the learners: If the Titanic sank today, in what format will people receive or read the news? 	<p>Teacher Tip: You can also show a picture of the maiden voyage or sinking of the Titanic.</p>
<p>INSTRUCTION/DELIVERY (10 MINUTES)</p> <p>Engage the students in discussion when explaining the following content. Use a presentation software.</p> <p>Tell the students that media and information have evolved throughout history.</p> <p>Describe the four ages to the class:</p> <ol style="list-style-type: none"> 1. Prehistoric Age- People discovered fire, developed paper from plants and forged equipment or weapon through stone, bronze, copper and iron. 2. Industrial Age- People used the power of steam, developed machine tools, established iron production and manufacturing of various products (including books through the printing press). 3. Electronic Age- People harnessed the power of electricity that led to electrical telegraphy, electrical circuits and the early large scale computers (through vacuum tubes, transistors and integrated circuits). In this age, long distance communication became possible. 	

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4. New (Digital) Age- People advanced the use of microelectronics in the invention of personal computers, mobile devices and wearable technology. In this age, the Internet paved the way for faster communication and the creation of the social network. Moreover, voice, image, sound and data are digitalized.

PRACTICE (35 MINUTES)

Tell the learners to form groups of six members. Using the manila paper and markers, the learners will provide answers for the table below:

Ages	What devices did people use to communicate with each other?	What devices did people use to store information?	What devices did people use to share or broadcast information?
Prehistoric Age			
Industrial Age			
Electronic Age			
New (Digital) Age			

Give the learners 20 minutes to perform the group activity. After filling-up the table, tell the learners to assign a group reporter. The reporting can be done through the Busy Bee method described below:

Group reporters will be play the role of busy bees. Each busy bee will be assigned to share the group’s answers in one group for three minutes then move to the remaining groups in the same time allotment.

Teacher Tip: Tell the learners that the co-existence of traditional and new media is a reality. It is called media convergence.

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Below are sample answers:

Age	What format/ equipment did people use to communicate with each other?	What format/ equipment did people use to store information?	What format/ equipment did people use to share or broadcast information?
Prehistoric Age	Traditional paper and writing materials	Traditional paper and writing materials Cave writings	Traditional paper and writing materials Cave writings
Industrial Age	Paper and Pen Typewriter	Printing press or books	Printing press or books
Electronic Age	Telegraph Telegram Telephone Computers	Printing press or books Computers	Printing press or books Computers Radio
New (Digital) Age	Personal computers Mobile phones Smart phones Wearable technology Social Media	Printing press or books Digital books Personal computers Mobile phones Smart phones Wearable technology Social Media	Printing press or books Television Radio Digital books Websites Personal computers Mobile phones Smart phones Wearable technology Social Media

EVALUATION (5 MINUTES)

Ask the learners this question:

Given the available media that we have in the world now, what do you think is the future of media? Is there a technology that you have seen in a science-fiction film or read in a book that you want to become a reality in the near future?