

# DIGISHIP TRAINING MATERIAL 1



Topic	INTRODUCTION TO MEDIA
Prepared by	EESTI PEOPLE TO PEOPLE
Objectives	<p>Define the concept of media and recognize different types of media.</p> <p>Explain the importance of media in contemporary society and its role in shaping public opinion.</p> <p>Summarize the evolution of media from print to digital formats and understand its impact on communication.</p> <p>Describe the primary functions of media, including informing, entertaining, educating, and persuading, and analyze real-world examples in these contexts.</p>
Objectives	<p>1. Media Awareness : By the end of this unit, low-skilled adults will be able to identify and explain different types of media and their basic characteristics.</p>



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## Learning Outcomes

1. Media Awareness : By the end of this unit, low-skilled adults will be able to identify and explain different types of media and their basic characteristics.

2. Understanding Media's Importance: After completing this unit, participants will comprehend the significance of media in modern society and its influence on public opinion.

3. Media Evolution : Low-skilled adults will gain an overview of the historical evolution of media from traditional print to the digital age and recognize the impact of this evolution on information dissemination.

4. Media Functions Analysis : Participants will be able to describe the primary functions of media (informing, entertaining, educating, persuading) and apply this understanding to analyze how media content serves these purposes in real-world contexts.



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<p>Learning Outcomes</p>	<p>UNIT TITLE : Introduction to Media 1.1. Defining Media – Types of Media 1.2. Importance of Media in Modern Society 1.3 The Evolution of Media: From Print to Digital 1.4 Functions of Media</p>
<p>Content Development</p>	<p><b>UNIT 1: Introduction to Media</b> 1.1 Defining Media</p> <p>Media is a term that encompasses a wide array of communication channels and technologies used for the purpose of delivering information, entertainment, and messages to a large and often diverse audience. It serves as a bridge between individuals, organizations, and the public, enabling the exchange of ideas, news, and culture. Media can be broadly categorized into two main types: traditional and digital.</p> <p>Traditional Media: Traditional media encompasses print, broadcast, and other pre-digital formats. This includes newspapers, magazines, radio, and television, characterized by one-to-many communication to mass audiences.</p>





## Content Development

- Digital Media: Digital media refers to content created, distributed, and consumed through digital technology. It includes websites, social media platforms, online news, podcasts, and offers interactivity and personalization.

**1.2 Importance of Media:** Media is the "fourth estate" alongside government, judiciary, and citizens. It's vital due to its role in information dissemination, shaping public opinion, providing entertainment, and facilitating education.

**1.3 The Evolution of Media:** Media's history comprises three key stages:

- Print Media: Began with Gutenberg's printing press, giving rise to newspapers, magazines, and books.
- Broadcast Media: Emerged in the early 20th century with radio and television.
- Digital Revolution: The late 20th century ushered in the internet, allowing user-generated content and a shift to online media. This transformation has made media more accessible, interactive, and personalized.





## Content Development

### **1.4 Media serves several essential functions:**

**Information Dissemination:** Media provides news and information, keeping the public informed about local, national, and global events. It acts as a bridge between people and the world's happenings.

**Entertainment:** Media offers a wide range of entertainment, from movies and TV shows to music and sports. It plays a vital role in leisure and cultural enrichment.

**Education:** Media serves as an educational tool, enabling learning through documentaries, online courses, and informative programs. It extends the reach of knowledge to diverse audiences.

**Socialization:** Media reflects societal values, norms, and trends. It contributes to the socialization process by reinforcing and challenging cultural ideas, shaping individual perspectives.

**Advocacy and Activism:** Media provides a platform for advocacy and activism. It enables individuals and organizations to raise awareness, influence change, and promote social and political causes.



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## Workshop

This workshop is designed to be interactive and engaging, catering to low-skilled adults to achieve the desired learning outcomes related to media awareness and understanding.

Session 1: Media Awareness

Duration: 1 hour

Activities:

1. Icebreaker: Start with a short discussion about the types of media participants are familiar with in their daily lives.
2. Presentation: Provide an overview of various types of media, including print, broadcast, digital, and social media. Use examples to illustrate the differences.
3. Group Activity: Divide participants into small groups and have them identify and discuss specific examples of each media type.
4. Group Discussion: Have each group share their findings, and clarify any questions or misconceptions.



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Workshop

Session 2: Understanding Media's Importance

Duration: 1.5 hour

Activities:

1. Presentation: Explain the significance of media in contemporary society, including its role in shaping public opinion, culture, and information dissemination.
2. Case Studies: Share real-world examples of how media has influenced public opinion, e.g., through news coverage or advertising.
3. Group Discussion: Engage participants in a discussion on how media has affected their own perceptions and opinions.
4. Small Group Activity: In small groups, participants can brainstorm and present examples of media influence in their lives.



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Workshop

Session 3: Media Evolution

Duration: 1.5 hours

Activities:

1. Presentation: Trace the historical evolution of media from traditional print to the digital age, highlighting key milestones.
2. Interactive Timeline: Create a timeline on a whiteboard or poster, and ask participants to place significant media developments along the timeline.
3. Hands-On Activity: Provide old and current media devices, such as newspapers, radios, and smartphones, and allow participants to explore and compare them.
4. Group Discussion: Encourage participants to reflect on how the evolution of media has affected their access to information and communication.





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Workshop

Session 4: Media Functions Analysis

Duration: 1.5 hours

Activities:

1. Presentation: Explain the primary functions of media, including informing, entertaining, educating, and persuading.
2. Media Content Analysis: Show a variety of media content (news articles, TV shows, advertisements) and ask participants to identify the functions served by each.
3. Small Group Activity: Participants work in small groups to analyze a media piece (e.g., a news article or short video) and discuss the functions it serves.
4. Group Discussion: Have each group present their analysis and facilitate a larger discussion on how media content can be multifunctional.

Conclusion:

Summarize the key takeaways from each session and encourage participants to continue exploring and critically analyzing media in their daily lives.





## Workhop

SAMPLE CASE STUDY : How has media coverage has influenced public understanding and attitudes toward climate change in more detail:

Case Study: Climate Change and Media Coverage

Introduction:

The topic of climate change has been a prominent issue in public discourse. Media, both traditional (print) and digital, has played a significant role in shaping public understanding and attitudes toward this critical global challenge.

Media Platforms and Climate Change Coverage:

1. Print Media:

- Traditional newspapers and magazines have been covering climate change for decades.
- Early coverage often presented climate change as a scientific debate, giving equal weight to climate scientists and climate change skeptics.
- Over time, print media shifted toward more consensus-based reporting, reflecting the overwhelming scientific consensus on climate change.



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## Workshop

### 2. Digital Media:

- Digital media, including online news websites and social media platforms, have become key sources of information about climate change.
- Digital platforms enable real-time updates and the rapid dissemination of climate-related news, making it more accessible to a global audience.
- The interactive nature of digital media allows for engagement with climate issues through comments, shares, and discussions.

### Portrayal of Climate Change in Media:

#### 1. News Stories:

- Early coverage often focused on scientific data, greenhouse gas emissions, and environmental impacts.
- Gradually, there has been an increased emphasis on human stories, extreme weather events, and the consequences of climate change for communities and ecosystems.



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### 2. Documentaries:

- Documentary films, "Before the Flood," narrated by Leonardo DiCaprio, have attracted audiences and advocated for climate action.

### 3. Popular Culture:

- Television series, movies, and popular books have depicted climate change scenarios, helping to normalize discussions about the topic.

- Popular culture has contributed to public concern by showcasing the potential consequences of inaction.

### Impact on Public Concern and Activism:

#### 1. Increased Awareness:

- Extensive media coverage has led to increased awareness of climate change issues among the public.

- This awareness has translated into recognition of climate change as a pressing concern.



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## Workshop

### 2. Policy Advocacy:

- Media coverage has influenced public opinion and has been instrumental in driving climate policy discussions and advocacy.
- Events like the Global Climate Strikes are examples of how media has mobilized activism.

### 3. Behavioral Change:

- Media has informed individuals about actions they can take to reduce their carbon footprint.
- Sustainability trends in consumer behavior can be attributed, in part, to media influence.

### Conclusion:

Media, from traditional print to digital platforms, has played a pivotal role in shaping public understanding and attitudes toward climate change. By portraying climate change in diverse ways, media has contributed to public concern and activism, ultimately influencing the global response to this critical issue.



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## QUIZ

### Quiz: Introduction to Media

Choose the best answer for each question based on the information provided.

1. What is media, and why do we use it?

- a) Media is a type of technology.
- b) Media is how we share information, entertainment, and messages with a lot of people.
- c) Media is only for playing games.

2. Which one is traditional media?

- a) Facebook and Twitter
- b) TV and radio
- c) YouTube and Netflix

3. What is special about digital media?

- a) It's only used for talking to one person at a time.
- b) It's made and shared using computers and smartphones.
- c) It doesn't have pictures or videos.

4. Why do people call media the "fourth estate"?

- a) Because it's all about fun and games.
- b) Because it helps inform us, entertain us, educate us, and make us think.
- c) Because it's just for politicians.



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## QUIZ

5. What made print media start?
- a) The internet
  - b) A special machine called Gutenberg's printing press
  - c) Radio and TV
6. What do we call radio and TV?
- a) Social media
  - b) Broadcast media
  - c) Newspapers
7. How has the internet changed media?
- a) It made media less fun.
  - b) It made media easier to use, more interactive, and personalized.
  - c) It stopped media from being used.
8. What are some important things that media does?
- a) It only gives us fun and games.
  - b) It shares information, entertains us, helps us learn, shows us what's normal, and supports important causes.
  - c) It's all about government communication.



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## QUIZ

9. How can media help with education?

- a) It doesn't help with education.
- b) It offers online classes, documentaries, and shows that teach us things.
- c) It only teaches us about pop culture.

10. What does it mean when media shapes our individual perspectives?

- a) It doesn't change how we think.
- b) It influences how we see the world by showing us different ideas and customs.
- c) It makes us all think the same way.

11. What's one way media can help with important causes and social change?

- a) It doesn't really do anything for causes.
- b) It gives a platform for people and groups to speak up, raise awareness, and make a difference.
- c) It's only for fun and entertainment.





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## Answers

1. b) Media is how we share information, entertainment, and messages with a lot of people.
2. b) TV and radio
3. b) It's made and shared using computers and smartphones.
4. b) Because it helps inform us, entertain us, educate us, and make us think.
5. b) A special machine called Gutenberg's printing press
6. b) Broadcast media
7. b) It made media easier to use, more interactive, and personalized.
8. b) It shares information, entertains us, helps us learn, shows us what's normal, and supports important causes.
9. b) It offers online classes, documentaries, and shows that teach us things.
10. b) It influences how we see the world by showing us different ideas and customs.
11. b) It gives a platform for people and groups to speak up, raise awareness, and make a difference.

