

What is media? Where do we see or hear media messages? And how often do we see or hear media messages?

Media is the different channels, or ways, in which news, entertainment, marketing messages or other information is spread.

In the past, the word media was considered a plural noun. It was plural because it does not just refer to the one way that information is spread. It refers to several different ways. In this case, we would say, what are media? Or media are everywhere. Because the verb, are, follows plural nouns. But instead, we said, what is media? And media is everywhere. Why? Over time the way the word, media, is used has changed. Media still means the many different ways in which information is spread but now it acts like a singular noun. That is why we use the 3rd person singular verb, is, after media.

There are many different types of media. The oldest type is print media. This includes newspapers, magazines and billboards. As technology developed, so did the different types of media. Common types of media moved from radio to television to the Internet. Today, millions of people use social media such as Facebook and Twitter to spread their ideas and messages. Mass media is media that reaches a large number of people. An example would be, if you watch the news on television. Many other people might also be watching that same news program.

<h1>Media</h1>	<h1>Media</h1>
<p>Different types of MEDIA</p> <p>Print  Radio </p> <p>Television  Internet </p> <p><i>Print MEDIA includes newspapers, journals, magazines, books, and reports. This is the oldest type of media.</i></p> <p><i>Broadcast MEDIA refers to TV and radio. Radio came onto the scene about 100 years ago. TV emerged at the end of the 1940s.</i></p> <p><i>The Internet is the world's fastest growing medium. It is growing at the expense of the other two.</i></p> <p><i>A growing number of people are working, shopping, learning, and spending their leisure time online.</i></p>	<p>Social MEDIA</p> <p></p> <p><i>Social MEDIA is a collective of online communication channels where communities interact, share content, and collaborate.</i></p> <p><i>Websites and apps dedicated to social networking, microblogging, forums, social bookmarking, wikis, and social curation are examples of some types of Social MEDIA.</i></p>

<https://www.youtube.com/watch?v=1B-ECKQrZSo>

Now, onto our second and third questions. Where and how often to do we see or hear media messages? To answer these questions, let's look at an example.

Meet Thomas. Thomas wakes up every morning at 7 AM. As he gets ready for the day, he turns on the TV to watch the morning news. As he drives to work, Thomas listens to a radio show, which discusses what's new in sports and entertainment. Thomas sees billboards for new cars and clothing stores along the highway as he drives to work. When Thomas arrives at work, he goes online to check his email. He sees emails from different stores, advertising sales. Finally, before starting his work day, Thomas checks his Facebook and Instagram accounts where he sees thoughts and ideas his friends have shared. Thomas shows us that on a regular day in just a short amount of time, people see and hear many messages through various types of media.



Think about your own daily routine. How often do you see or hear media messages? What types of media do you see or listen to?

Why is media literacy important?

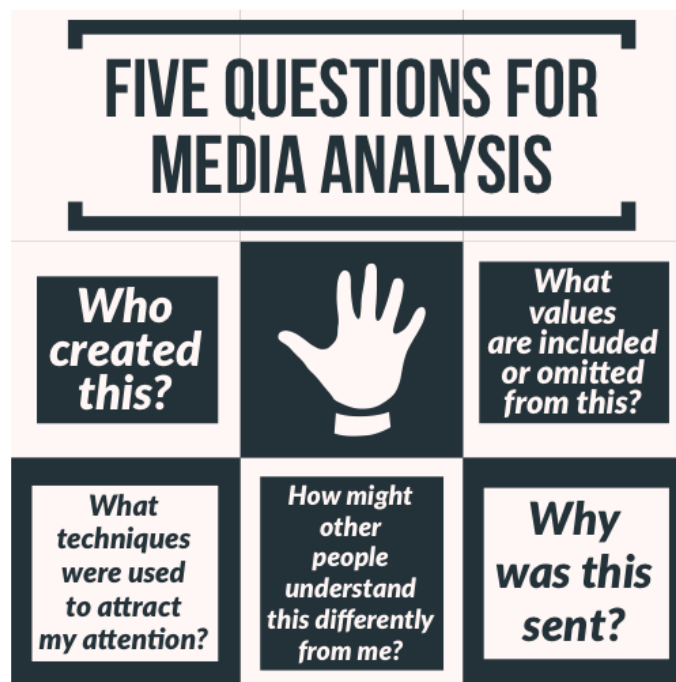
Media literacy teaches you to think carefully about information. You learn to ask the right questions, look at different points of view and make connections between new and old ideas. These questions aren't just important for watching television or checking a smartphone. Critical thinking helps you do well in other parts of life such as in the classroom or at the office.

The Center for Media Literacy is an organization that teaches media literacy. It gives five more reasons to understand the media today:

1. You need two skills to be a citizen of a democracy: critical thinking and self-expression. Media literacy teaches both.
2. You hear and see more media messages in one day than other people did in the past. Media literacy teaches you how to understand these messages.
3. Media has a big effect on the way we understand and act. Media literacy helps you understand these influences. It gives you the power to make better decisions.
4. Images are becoming more and more important. Learning how to "read" these images is just as necessary as reading the text.
5. Media literacy helps you understand where information comes from. It also helps you understand who it benefits and how to find other views.

There are many things to think about when we see or hear media messages. The Center for Media Literacy created five specific questions to help you analyse and understand them:

1. Who **created** the message that is being sent?
2. What **techniques** were used to attract my attention?
3. How might other people understand or **interpret** this message differently from me?
4. What **points of view** and **values** are included or **omitted** from this message?
5. Why was this message sent?



"Five Questions for Media Analysis" by FHI 360 is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)