

# Traditional Media

Answer sheet

## What is Traditional/Old Media?

### **Answers to Quiz 1 – Fill in the gaps using words from the box given.**

1. Traditional media is defined as the vehicle to disseminate news to a large audience through different types of mediums. This is can be done without the use of the Internet, and effectively disseminate news and advertise.
2. Traditional media, also known as old media, has different types of mediums for dissemination.
3. Books, newspapers, magazines, radio, and television are channels of communication that were well established before the Internet age.
4. The first printed daily newspaper was produced in Britain around 1702. The idea was to create a movable type of content to spread news around and towards a large audience.
5. This was the inception of mass production of the written word and the development of the newspaper industry.

6. The evolution of the newspaper, and generally the printed media industry was huge, with printed media organizations enriching their columns with advertisements that conveyed a targeted message towards audiences.
7. Media Broadcast is the method of communicating news and/or entertainment content through traditional media, such as television, radio and newspapers and magazines.