

# Traditional Media

## Exercise

### What is Traditional/Old Media?

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

1. Traditional media is defined as the \_\_\_\_\_ to disseminate news to a large audience through different types of \_\_\_\_\_. This can be done without the use of the \_\_\_\_\_, and effectively disseminate news and advertise.
2. Traditional media, also known as \_\_\_\_\_ media, has different types of mediums for dissemination.
3. Books, newspapers, magazines, radio, and television are \_\_\_\_\_ of communication that were well established before the \_\_\_\_\_ age.
4. The first printed daily newspaper was produced in \_\_\_\_\_ around 1702. The idea was to create a \_\_\_\_\_ type of \_\_\_\_\_ to spread \_\_\_\_\_ around and towards a large \_\_\_\_\_.
5. This was the inception of mass \_\_\_\_\_ of the written word and the development of the newspaper \_\_\_\_\_.
6. The evolution of the newspaper and generally the \_\_\_\_\_ media industry was huge, with printed media organizations enriching their columns with \_\_\_\_\_ that conveyed a targeted \_\_\_\_\_ towards audiences.

7. Media Broadcast is the \_\_\_\_\_ of communicating news and/or entertainment content through \_\_\_\_\_ mediums, such as television, radio and newspapers and \_\_\_\_\_

