

Traditional Media

Pre-assessment

1. Have you ever heard of Traditional Media and its types?
 - a. Yes
 - b. No

2. Which are the main types of traditional media? Try to guess from the list below, if uncertain:
 - a. Laptop, Mobile Phone, iPhone
 - b. Facebook, Instagram, Twitter
 - c. Television, Radio, Print Media

3. Does advertising through traditional media mediums help companies with their products?
 - a. Yes
 - b. No

4. Newspaper is one of the main traditional media types.
 - a. True
 - b. False

5. Advertising is used to help a company's product reach a targeted group of people.
 - a. True
 - b. False