

Traditional Media

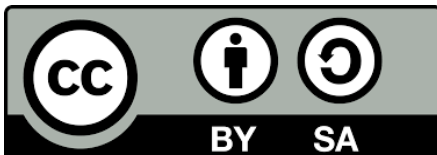
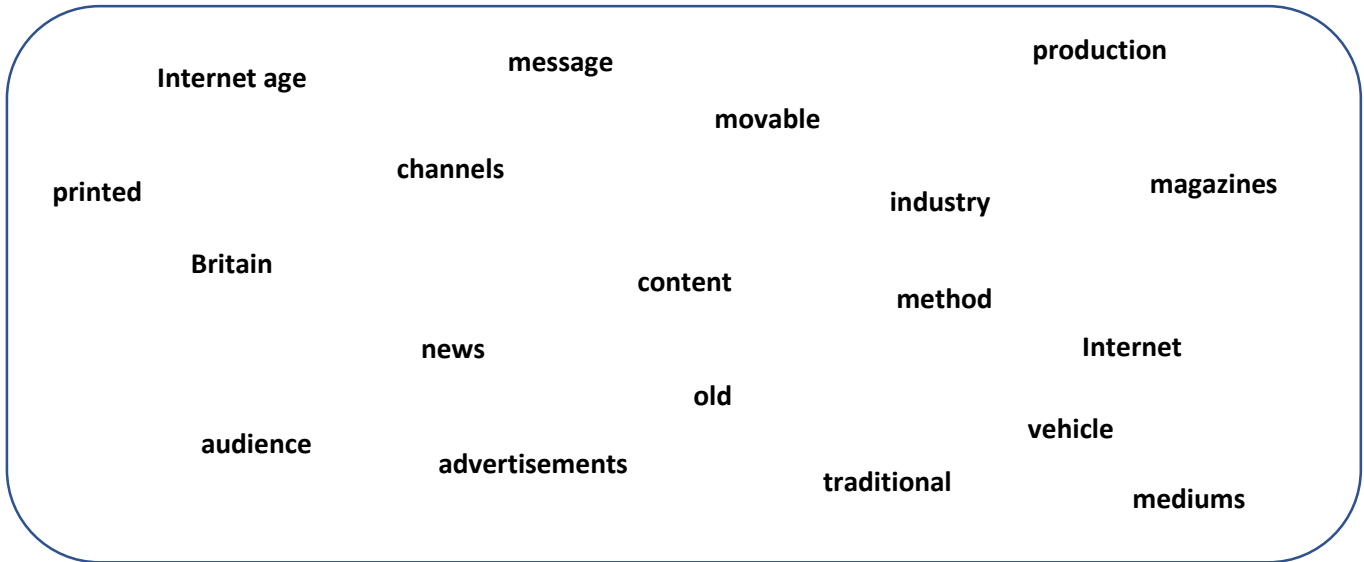
Exercise

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 _____



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