



<b>Unit</b>	
<b>Sub-unit</b>	Definitions of Media
<b>Title</b>	Old and new - traditional media and web2.0 media
<b>Short summary</b> <i>(max. 700 Characters including spaces)</i>	The exercise highlights the main differences between classic/traditional media and the web 2.0 based media.
<b>Learning Objectives</b>	At the end of the exercise the students will: <ul style="list-style-type: none"><li>- know the main differences between traditional media and the web2.0 based media.</li><li>- be aware of the paradigm change that came with the web2.0 era.</li></ul>
<b>Method</b>	
<b>Material</b>	<ul style="list-style-type: none"><li>- video player device</li></ul> flipchart or board

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<b>Target group</b>	14-18
<b>Duration</b>	15 minutes
<b>Introduction</b>	<p>The teacher plays the following video to the class - <a href="https://www.youtube.com/watch?v=Bc0oDIEbYFc">https://www.youtube.com/watch?v=Bc0oDIEbYFc</a></p> <p>This short video does not contain any narration (so it could be used in any country), it tries to show with simple graphics what is the difference between traditional media and web 2.0.</p> <p>After screening the video, the teacher asks the students to explain the main features of both traditional and web2.0 type of media.</p> <p>Roughly the following features should be mentioned and listed on the board or flipchart:</p> <ul style="list-style-type: none"> <li>• <b>Social media is a two-way conversation, and traditional is one-way.</b> The typical flow of a traditional media looks like this: the reporter gets and publishes a story, a piece of information - it is published in television, radio, magazines etc. and the public watches, listens or reads the story. The cycle ends there. With social media, the public has the opportunity to voice their opinions. Share the stories, add comments, etc.</li> </ul>

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	<ul style="list-style-type: none"> <li>• <b>Traditional media pieces are more final, while social media is dynamic.</b> For the most part, once a story is published on a traditional form of media, it's final. Because social media is a form of owned media, you have the control to make updates whenever you need to. And since social media happens immediately, there is absolutely no delay between the time a change is needed and when it reaches audiences.</li> <li>• <b>Traditional media generally offers a broad audience pool, social media allows for more targeted distribution</b> Social media gives the opportunity to really target messages, selecting everything from the demographics and geography of an audience to the time of day the post will go live.</li> <li>• <b>Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.</b></li> <li>• <b>Social media facilitates the development of online social networks by connecting a user's profile with those of other individuals or groups.</b></li> </ul>
<p><b>Development</b></p>	<p>The exercise could be extended with a discussion - the teacher can ask the students <i>what platforms they use, if they have blogs or any type of platform where they put content regularly, etc.</i></p>

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**Assessment  
of learning  
outcomes**

We can check the students' knowledge about the basic features of traditional media and web2.0 media by a regular test.

**MEWB\_IO2**

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