



Lesson 2

Media Types: Traditional vs Digital, Mass and Social

Preparation time: 30'

Teaching time: 1 x 60'

Abstract

This lesson explores the evolution of media from traditional to digital platforms, examining their distinct characteristics, roles, and influences on modern communication. Participants will gain insights into the defining features of traditional media, including print, broadcast, and outdoor formats, as well as the rise of digital media platforms such as websites, blogs, social media, and video streaming services. The lesson highlights the differences between one-way communication in traditional media and the interactive nature of digital platforms, emphasizing audience engagement, accessibility, content customization, and credibility. Participants will understand the challenges posed by misinformation in digital spaces and the importance of fact-checking and critical evaluation of information sources.

Online educational resources

- **Lesson** on Traditional Media vs Digital, Mass and Social Media from the *Sorting Facts from Fiction* online Moodle course
- **Quiz** on Traditional Media vs Digital, Mass and Social Media from *Fiction* online Moodle course

Keywords

*Media Evolution,
Traditional Media,
Digital Media,
Social Media,
Interactivity*

Lesson aim

The aim of this lesson is to develop learners' understanding of the evolution of media, focusing on the differences and interplay between traditional and digital platforms. It seeks to enhance their media literacy by fostering critical thinking about the credibility, accessibility, and interaction of various media types. The lesson also aims to equip participants with practical skills for evaluating information sources and promoting responsible consumption.

Lesson outcome

This lesson's objective is to introduce young people to the importance of news literacy in the digital age. It highlights the ability to critically analyze news sources and verify the accuracy of information. The goal is to empower participants to make informed decisions and contribute to a more informed society by reducing the spread of misinformation.

Lesson implementation process

min. 1 - 5: Introduction

- Begin with an engaging question: “What media platform do you use most often, and why?”
- Briefly outline the lesson’s aim and outcomes, emphasizing the importance of media literacy.

min. 6 - 15: Content presentation

- **Traditional Media:** Explain the characteristics of print, broadcast, and outdoor media, focusing on credibility and one-way communication.
- **Digital Media:** Discuss websites, blogs, social media, and streaming services, highlighting interactivity and customization.
- **Comparison:** Use a simple Venn diagram or table to summarize differences and similarities.

min. 16 - 30: Interactive activity

- Divide learners into pairs or small groups.
- **Task:** Analyze the strengths and weaknesses of a provided media example (e.g., a newspaper vs. a social media post).
- Groups briefly present findings.

min. 31 - 50: Discussion and Practical Application

- **Discussion:** Facilitate a class discussion on media credibility and misinformation. Pose questions like: “Why do you think misinformation spreads faster on digital platforms?”
- **Practical Task:** Provide mixed examples of real and fake news articles. In pairs, learners identify credible information using fact-checking techniques.

min. 51 - 60: Conclusion and Reflection

- Summarize key points.
- Reflect on the importance of media literacy.
- Assign a takeaway task: “Analyze your media consumption habits for the next week and identify one change you can make to improve it.”

Materials / Tools

Video projector; laptop/desktop; Internet connection; access to *Moodle*; examples of news articles and fact-checking scenarios; handouts or digital links to fact-checking tools; *PowerPoint/Prezi* presentation enriched with visual materials (images and video clips).