

Panay News
The Leading Free Press In Western Visayas
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Special Supplement **31st Anniversary**

MEDIA REVOLUTION facebook twitter
Panay News at your fingertips

IN search for knowledge and information, readers now are exploring new media. We in Panay News are responsive to our ever curious readers. To our entry into the digital age, we have gone online via the internet, the rapidly changing world of telecommunications.

We are helping the information age in the Philippines. We are transforming our website into a component of the community. We are not only purveyors of news, we are transforming our website into a source of information, especially local information.

We are using the internet technology to reach out to practically everywhere — from the remote Visayas region to the world. With a simple click, anybody can access our news and information.

We are applying our technology to our readers, particularly our Panay News readers. Our website has been online for a few years now. Our readers can access our news and information in about 30 seconds.

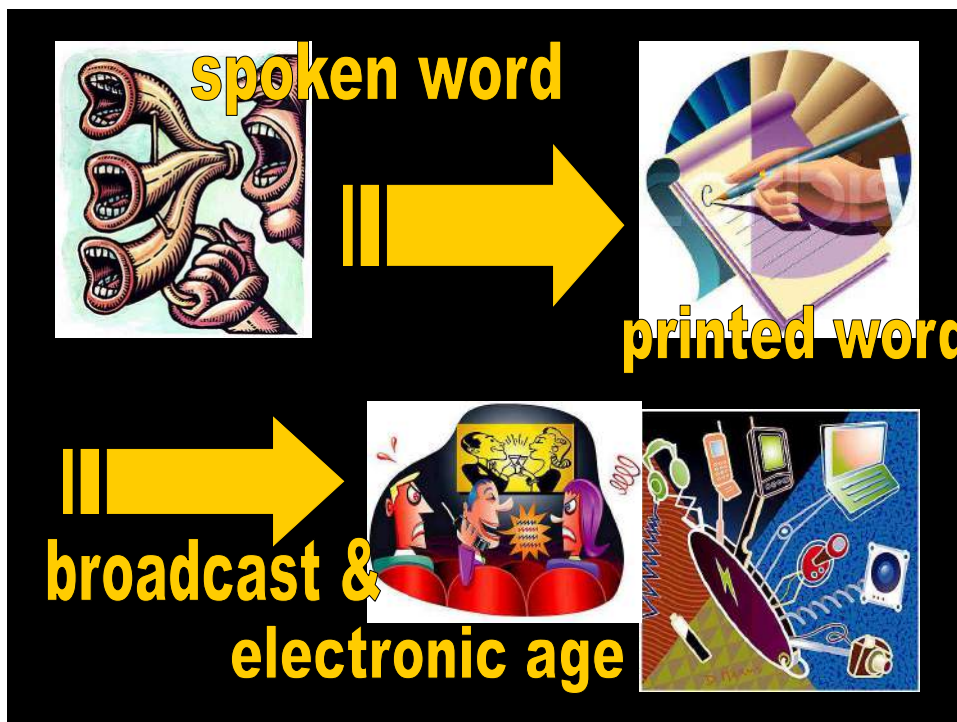
There is a lot of news and information available in the internet. We are helping our readers, particularly our Panay News readers, to access the information they need. We are helping our readers to access the information they need. We are helping our readers to access the information they need.

What is Media?

THE FAMILY THAT FACEBOOKS TOGETHER, STAYS TOGETHER.

Who is a Media person?

lba na 'pag buhay wifi. **dsl wifi**
www.bayandsl.com.ph facebook.com/bayandsl



Media

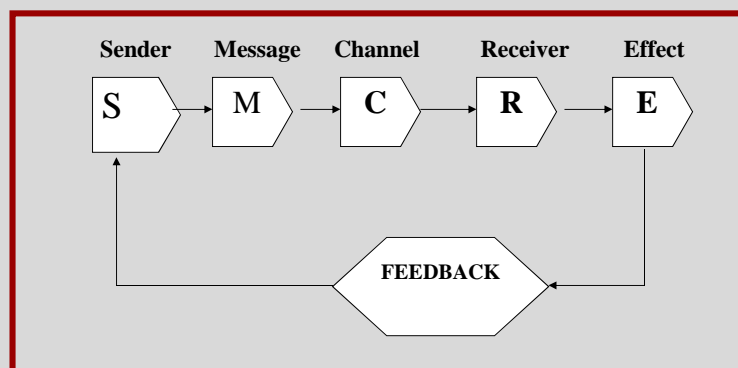
Is *just* a part of a
COMMUNICATION
process...

: WHO says WHAT in
which CHANNEL to
WHOM and with what
EFFECT

(Laswell, 1948)



BERLO'S MODEL OF COMMUNICATION (1961)



Marshall McLuhan



“media are extensions of man”; “change the ratios and you change man”

“the global village”

“the medium is the message”



As parents & teachers, what are the most important things we need to know to understand the children of the "multimedia age?"



Four Myths of Learning:

1. School is the best place to learn.
2. Intelligence is fixed.
3. Teaching produces learning.
4. We all learn the same way.



“The biggest mistake of past centuries in teaching has been to treat all children as if they were variants of the same individual and thus to feel justified in teaching them all the same subjects in the same way.”

Howard Gardner

We learn 10 percent of what we read, 15 percent of what we hear, but 75 percent of what we experience.

Global Village in Action

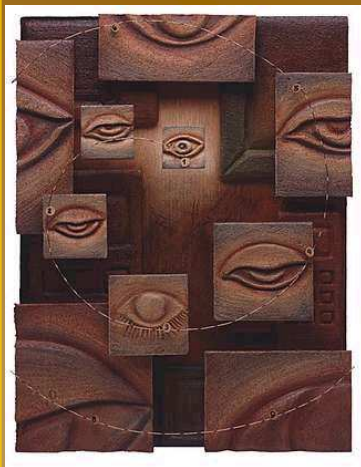
Six main pathways to the brain: We Learn by... what we see, what we hear, what we taste, what we touch, what we smell, what we do.

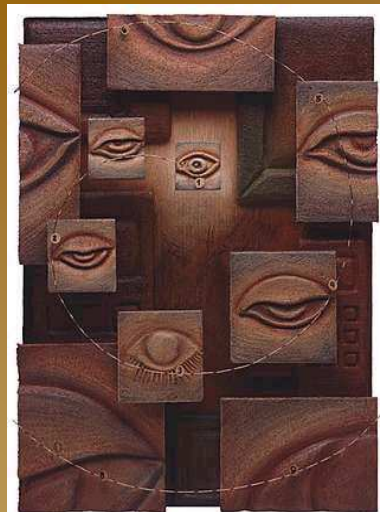
Gordon Dryden

School vs. Media Environment

- Curricula fixed.
- Syllabus out of date.
- Teachers fixed.
- Oral / Cerebral
- Formal
- Exam-oriented
- Reward later
- Curricula full of choices.
- Syllabus up-to-date.
- Many teachers.
- Senses at work
- Informal
- Pleasure-oriented
- Instant/Immediate reward

Understanding the Multimedia Age





Multimedia
is the availability
and accessibility
of the different
forms and ways
of the media language

FORMS OF MEDIA

PRINT	GROUP
BROADCAST	FOLK/TRADITIONAL
ELECTRONIC	NON-MEDIA



FOLK/TRADITIONAL MEDIA

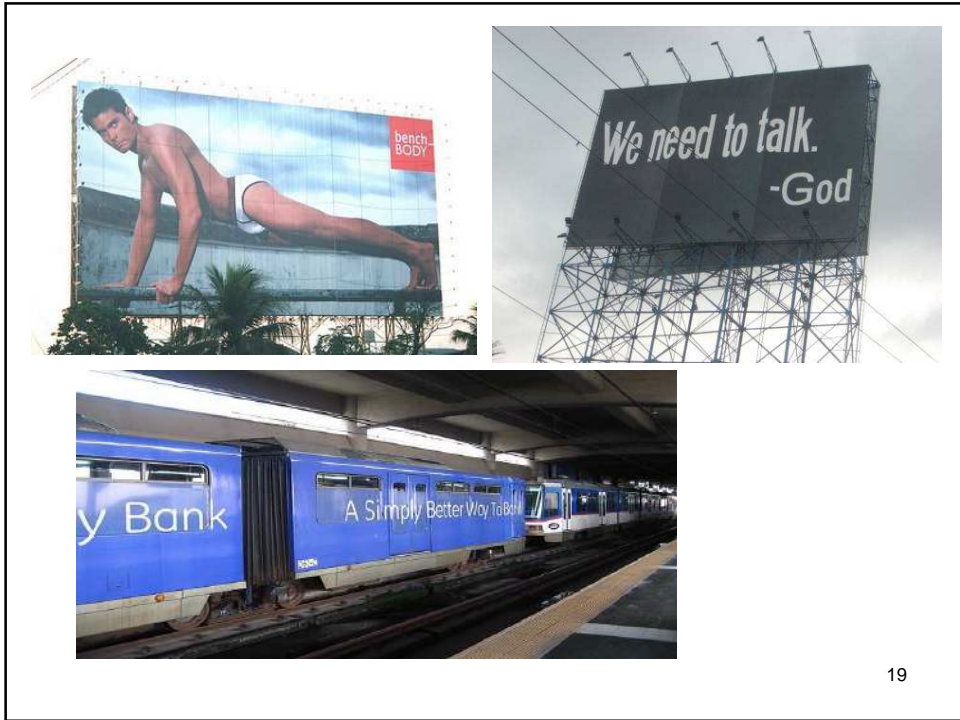
- Dance
- Rituals
- Drama
- Story-telling
- Ballads
- Chanters
- Flute
- Praise singers
- Meetings
- Songs
- Popular theatre
- Drums
- The gong



GROUP/VISUAL MEDIA

- slides
- flip charts
- poster
- stickers
- banners
- billboards (on public transport)
- Photos
- journals
- extension / information kits
- blackboard
- bulletin board
- maps/charts/diagrams
- wall paintings
- stamps
- video productions
- public debates





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PRINT

- Newspapers
- Magazines
- Newsletters
- Manuals
- Pamphlets, booklets
- Letters (direct mail)

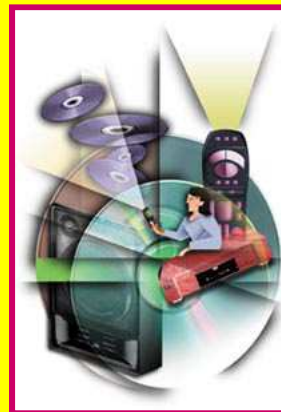


Newspapers

In NCR, there are 30 dailies: 12 broadsheets and 18 tabloids .
 Around 7,453,272 papers are in circulation but only 2/3 stay in NCR and 1/3 are sold in the provinces (as of 2005)

BROADCAST AND ELECTRONIC

- Radio, stereos
- Television
- Cinemas, video cam, digi cam
- CD disks, VCD, DVD
- Walkman, MP3, MP5



Number of Broadcast Stations and TV Channels

As of June 2007 (National Telecommunication Commission)

Radio: Total Philippines		Television: Total Philippines	
FM	611	Local Multi-Point Distribution Service (LMDS), Pay TV, Multi-Point Channel Microwave Distribution Service (MMDS), Direct-to-Unit (DTU), and relay and translators (Cable TV, Public TV)	
AM	382		
Total	993	Total	350

Philippines::
Radio Listenership – 11,500,000
Television Ownership - 3,700,000

UNESCO Institute of Statistics

Installed Landline Telephones (NTC December 2007)

7,168,261 telephone lines.

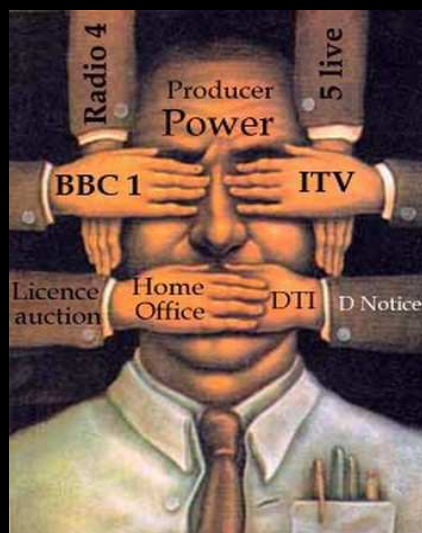
Nine landline telephone operators: Bayantel (6.19%), Bell Telecom (6.82%), Digitel (9.18%) , ETPI/TTPI, Innove (21.03%), Philcom, Piltel, PLDT (44.99%) and PT&T. Others players have 5.25% market share only.



**Around 3,700,000 television
owners nationwide**

(2012 UNESCO Institute for Statistics)

Traditional Media



- Print
- Radio
- TV
- Film

Then, it shifted to NEW MEDIA



Google

YAHOO!



Baidu 百度



Anytime - Any Place - Any Way

Mobile of Cellular Phone As of NTC Figure of 2007

Number of Cellphone units – 88,542,991 subscribers
(CMTS)

SMART – 20,339,204 subscribers

Globe – 22,700,000 subscribers

Piltel- 9,701,826 subscribers

Digitel- 4,500,000 subscribers

Nextmobile- 22,441 subscribers

Extelcom- 10,274 subscribers

CURE- 1,000 subscribers

Internet and New Media

As of 2007, there were 488 internet service providers (ISPs)
serving 2.5 million subscribers.

The internet penetration as of 2007 is a low 6.03 users per
100 inhabitants while broadband penetration is even lower
at 0.56 subscribers per 100 inhabitants.



NEW MEDIA

- Cellular phones, iPhone
- E-mail, iPod,
- YouTube
- Internet, Netcasting
- iPad
- Broadband



Interactivity – there is participatory sense of community between media audience.



Social Networks

- Yahoo groups
- Facebook
- Multiply
- Friendster
- Twitter
- Blogs



Advantages of using Social Networking
 Virtual venue
 Source of information
 Instant feedback
 Sense of belongingness



Social Media

Objective: to help you find relevant and useful web-based social media resources for collaborative teaching.

What is Social Media? Media design to be used, shared and disseminated through Social interaction: 1. Collaboration, 2. Photo stories, 3. Digital Camera

- >98 millions Pilipino
- >24 millions with web access
- >14 millions facebook accounts



Social media is the fastest growing form of communication in the Philippines and in the world. The term “**social media**” describes **Internet-based technology communication tools with a focus on immediacy, interactivity, user participation and information sharing in multiple ways.** Just as email and static websites gained popularity in the previous decade, **social media** has become the communication tool of choice in venues such as blogs, video/photo posting sites, social networks, forums, micro-blogging (ie, Twitter) and online chat sites.

Basic Forms of Social Media

- Audio sharing
- Blogging
- Books and doc sharing
- Instant messaging
- Slide sharing
- Toons and photo sharing
- Video sharing
- wikis

