



La-Net

THA 202

INTRODUCTION TO MEDIA ARTS



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Course code: THA 202

Course title: Introduction to Media Arts

Course credit load:

List of Series:

- **Series 1: Foundations and History of Media Arts**
- **Series 2: Major Media Events and Global Influences**
- **Series 3: Roles and Practices in Media Production**
- **Series 4: Mediums of Expression: Radio, TV, Film, Print, and New Media**
- **Series 5: Contemporary Challenges and African Media Perspectives**

1 Foundations and History of Media Arts

Series Outline

- **Part 1 (1.1): Origins of Media Arts**
 - Early forms of communication and storytelling
 - Emergence of print and visual media
- **Part 2 (1.2): Evolution of Media Arts Across Eras**
 - Development of radio and television
 - Growth of film and screen productions
- **Part 3 (1.3): Key Figures and Contributions in Media History**
 - Media historians and critics
 - Writers and innovators shaping media practice
- **Part 4 (1.4): Media Arts in African Historical Context**
 - Traditional African media forms



- Contemporary African media narratives

Introduction

Media arts have always been central to how societies communicate, preserve culture, and share knowledge. From oral traditions and print to the rise of radio, television, and film, the journey of media arts reflects humanity's quest to connect and inform. Understanding this history helps you appreciate the foundations upon which modern media practices are built.

The aim of this Series is to introduce you to the historical roots of media arts and to equip you with the knowledge of how different forms of media developed and influenced society across time.

We shall commence this Series by exploring the origins of media arts, focusing on early communication and the emergence of print and visual media. Next, we will examine the evolution of media arts across different eras, highlighting the rise of radio, television, and film. Following that, we will consider the contributions of key figures such as historians, critics, and writers who shaped media practice. Finally, we will conclude by situating media arts within the African historical context, tracing traditional forms and contemporary narratives.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 1.1** define the origins of media arts and explain early forms of communication and print media,
- **SLO 1.2** analyse the evolution of media arts across different eras, including radio, television, and film,
- **SLO 1.3** evaluate the contributions of key media historians, critics, and writers to the development of media practice,
- **SLO 1.4** describe the historical trajectory of media arts in Africa and assess its relevance in contemporary times.



1.1 Origins Of Media Arts

1.1.1 Early forms of communication and storytelling

Human societies have always relied on **communication**, which is the process of sharing ideas, information, and emotions between individuals or groups. In the earliest times, communication took the form of **oral traditions**, where stories, myths, and cultural values were passed down verbally from one generation to another. These oral narratives were often accompanied by music, dance, and symbolic gestures, making them powerful tools for preserving identity and history.

In many cultures, storytelling was not only entertainment but also education. For example, African griots acted as custodians of history, using songs and tales to transmit knowledge. This shows how media arts began as a blend of spoken word and performance.

Fill in the blank: Oral traditions were important because they helped societies preserve _____ across generations.

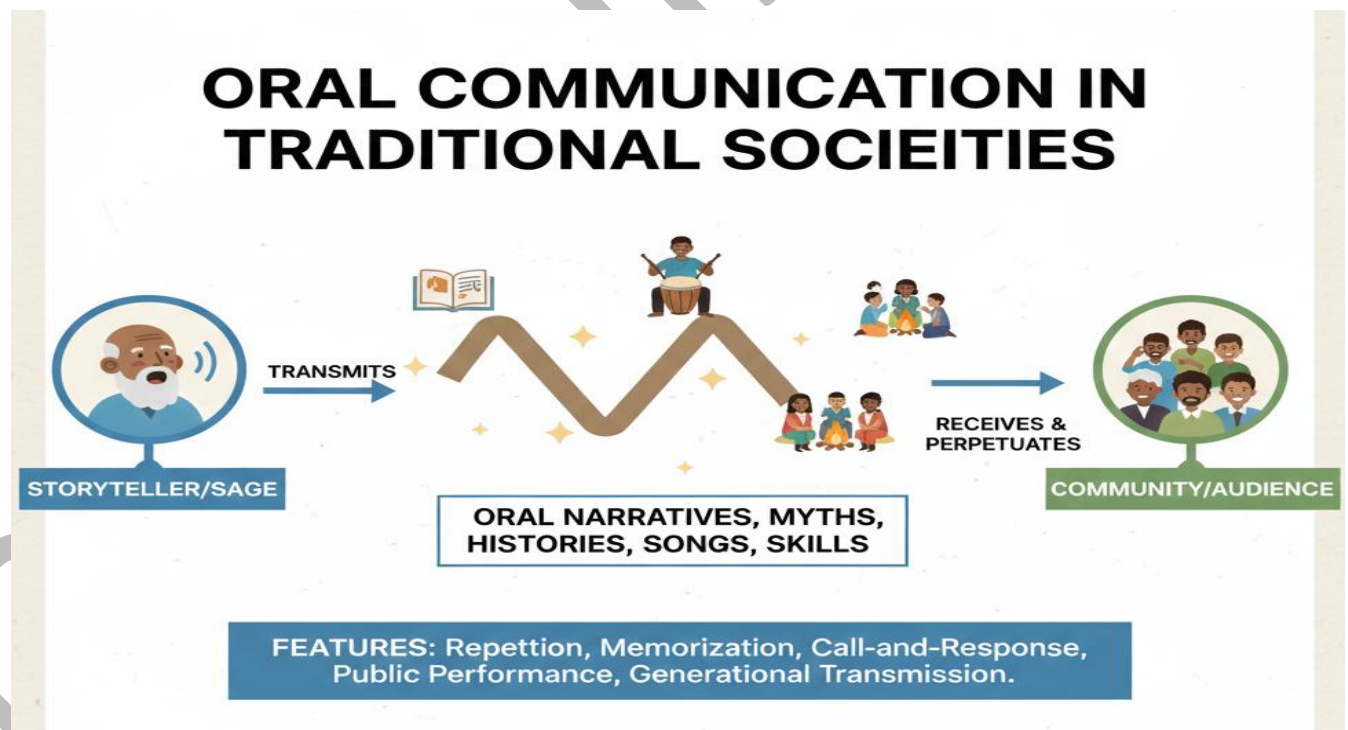


Figure 1.1 Oral traditions as the foundation of media arts



1.1.2 Emergence of print and visual media

The invention of the **printing press**, a mechanical device that allowed mass production of written texts, marked a turning point in media history. With print, knowledge could be widely distributed, making books, newspapers, and pamphlets accessible to larger audiences. This development transformed education, politics, and religion by giving people direct access to information.

Alongside print, **visual media** such as paintings, engravings, and photographs began to shape public perception. These forms allowed ideas to be communicated not only through words but also through images, which could evoke emotions and convey meaning instantly.

Fill in the blank: The invention of the _____ press made it possible to distribute books and newspapers widely.



Plate 1.2 Early printing press as a milestone in media arts



Pilot questions 1.1

1. Which term refers to the process of sharing ideas and emotions between individuals?
2. What role did African griots play in preserving history?
3. Which invention marked the turning point in mass communication during the print era?
4. Name one example of visual media that shaped public perception.
5. Fill in the blank: The _____ press allowed mass production of written texts.

1.2 Evolution Of Media Arts Across Eras

1.2.1 Development of radio and television

The rise of **radio broadcasting**, which uses electromagnetic waves to transmit sound to a wide audience, introduced a new era of instant communication. Radio became a tool for news, entertainment, and education, reaching people across distances without the need for physical texts.

Later, **television broadcasting**, which combines sound and moving images, expanded the possibilities of media arts. Television allowed audiences to see events as they unfolded, creating a sense of immediacy and connection. Both radio and television reshaped journalism and cultural life by making information more accessible and engaging.

Fill in the blank: Radio broadcasting uses _____ waves to transmit sound to audiences.



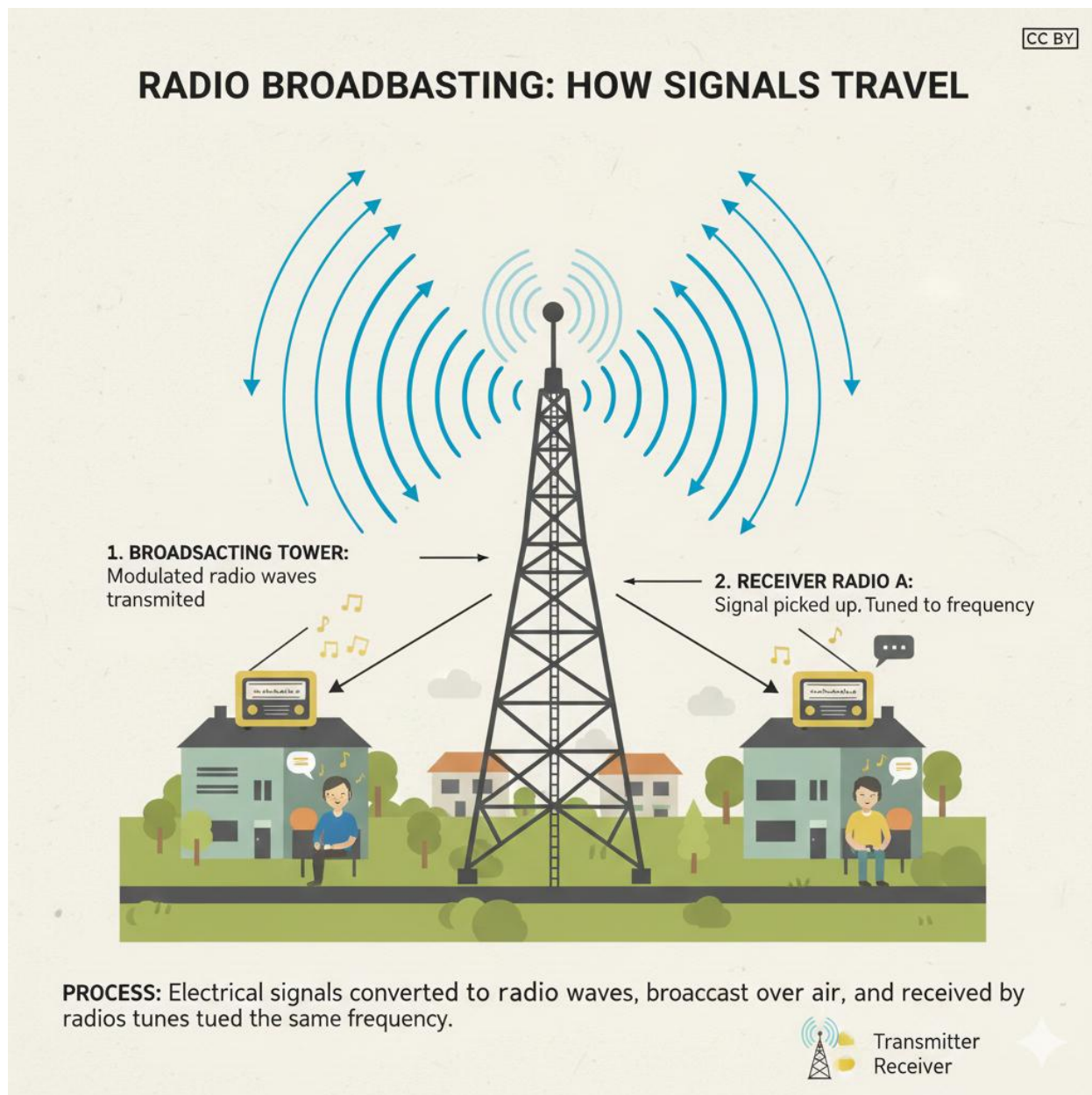


Diagram showing the transmission of radio signals from a station to receivers

Figure 1.3 Radio broadcasting as a medium of mass communication

1.2.2 Growth of film and screen productions

The invention of **film**, a medium that records moving images on celluloid or digital formats, added a new dimension to media arts. Film combined storytelling, visual artistry, and sound to



create immersive experiences. It became a powerful tool for entertainment, cultural expression, and social commentary.

Screen productions, including cinema and later digital video, allowed societies to reflect on their realities and imagine new possibilities. From silent films to modern blockbusters, the growth of film illustrates how media arts evolved to capture both imagination and truth.

Fill in the blank: Film records moving images on _____ or digital formats.

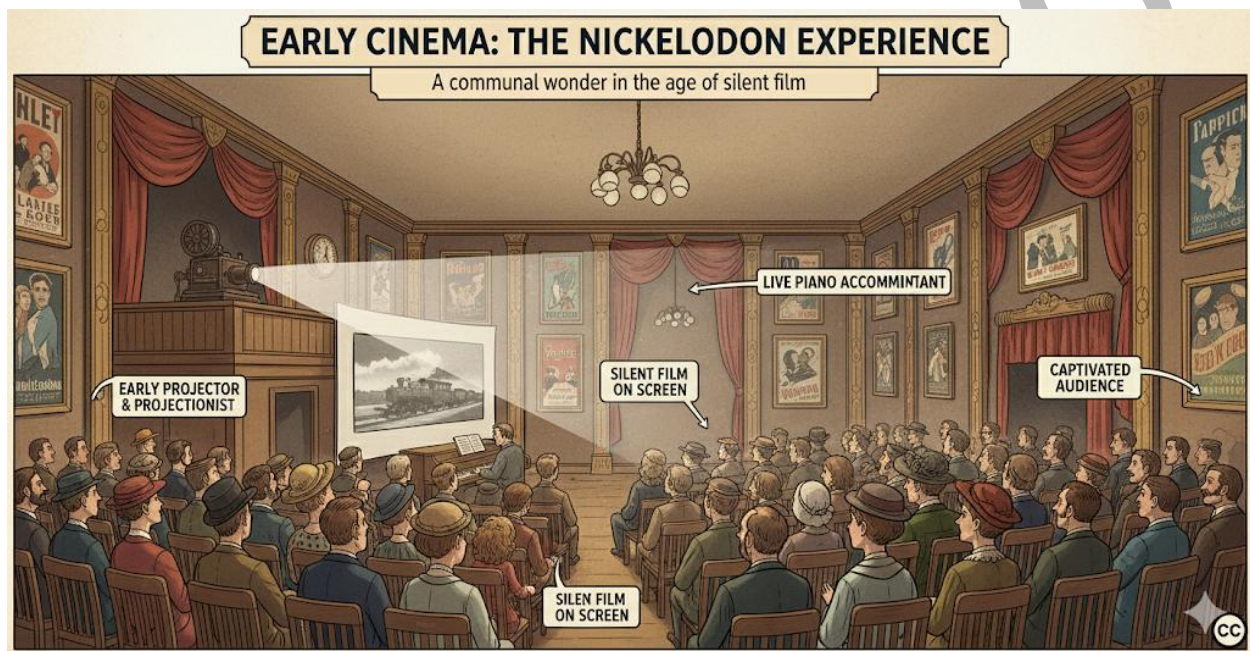


Plate 1.4 Early cinema as a cultural gathering space

Pilot questions 1.2

1. Which medium uses electromagnetic waves to transmit sound?
2. What combination of elements makes television unique compared to radio?
3. Fill in the blank: Film records moving images on _____ formats.
4. How did cinema contribute to cultural expression and social commentary?
5. Name one way television reshaped journalism.



1.3 Key Figures And Contributions In Media History

1.3.1 Media historians and critics

Media historians are scholars who study the development of media across time, examining how communication technologies and practices have shaped societies. They provide context for understanding why certain media emerged and how they influenced culture, politics, and education.

Media critics analyse the content and impact of media productions. They evaluate films, television programmes, and other works to highlight strengths, weaknesses, and social implications. Critics help audiences interpret media beyond entertainment, encouraging reflection on values and ideologies.

Fill in the blank: Media historians study the _____ of communication technologies and their impact on society.

Role	Primary Focus	Key Contributions
Media Historian	The "Evolutionary" View	Documenting the development of technologies (e.g., printing press, internet); tracing how media shapes historical events; analyzing shifts in communication practices; providing context for current media by studying past precedents.
Media Critic	The "Evaluative" View	Analyzing how media represents reality and constructs meaning; deconstructing biases and ideologies (e.g., gender, race, power dynamics); evaluating ethical standards; examining the impact of media on current public opinion and social behavior.

Box 1.1 Selected contributions of media historians and critics



1.3.2 Writers and innovators shaping media practice

Screenwriters, who create scripts for film and television, play a central role in shaping narratives. Their work determines dialogue, plot, and character development. Similarly, **innovators** such as producers, directors, and editors have contributed to the evolution of media by introducing new techniques and technologies.

For example, pioneers in film editing developed methods to cut and arrange footage for dramatic effect, while television producers experimented with live broadcasting formats. These contributions illustrate how individuals have continually advanced media practice.

Fill in the blank: Screenwriters shape narratives by creating _____ for film and television.

Pilot questions 1.3

1. Who studies the development of media across time?
2. What is the main role of media critics?
3. Fill in the blank: Screenwriters create _____ for film and television.
4. Name one contribution of film editors to media practice.
5. Why are media historians important for understanding cultural change?

1.4 Media Arts In African Historical Context

1.4.1 Traditional African media forms

African societies developed rich traditions of communication long before modern media. **Drum communication**, for instance, used rhythmic patterns to send messages across villages. **Folklore** and **oral poetry** conveyed moral lessons and cultural identity. These traditional forms demonstrate that media arts in Africa were deeply rooted in community life and collective memory.

Fill in the blank: African drum communication relied on rhythmic _____ to send messages.





AFRICAN DRUM COMMUNICATION: The Talking Drum (Gangan) - Transmitting Complex Messages Across Distances



Plate 1.5 Traditional African drum communication

1.4.2 Contemporary African media narratives

In modern times, African media has expanded to include radio, television, film, and digital platforms. African filmmakers and broadcasters have used these media to tell local stories, challenge stereotypes, and promote cultural pride. Contemporary African media arts highlight resilience and creativity, blending traditional elements with modern technology.



For example, Nollywood in Nigeria has become one of the largest film industries in the world, producing films that reflect everyday realities and aspirations. This shows how African media continues to evolve while maintaining cultural relevance.

Fill in the blank: Nollywood is one of the largest _____ industries in the world.

Pilot questions 1.4

1. What traditional African medium used rhythmic patterns to send messages?
2. Fill in the blank: Folklore and oral poetry conveyed _____ lessons and cultural identity.
3. Which modern African film industry is among the largest globally?
4. How do contemporary African media narratives blend tradition and modernity?
5. Why are African filmmakers important in shaping cultural pride?



Series Summary

In this Series, we explored the foundations and historical development of media arts. We began with the origins of communication, examining oral traditions and storytelling as the earliest forms of media. We then considered the emergence of print and visual media, highlighting the transformative role of the printing press and visual imagery in shaping societies. Following that, we traced the evolution of media arts across eras, focusing on the rise of radio, television, and film as powerful tools of mass communication and cultural expression. We also examined the contributions of media historians, critics, writers, and innovators who advanced media practice. Finally, we situated media arts within the African historical context, showing how traditional forms such as drum communication and folklore evolved into contemporary narratives like Nollywood and modern broadcasting. Altogether, this Series provided a comprehensive foundation for understanding how media arts developed and continue to influence society.

Glossary of Terms

- **Communication:** The process of sharing ideas, information, and emotions between individuals or groups.
- **Oral traditions:** Verbal transmission of stories, myths, and cultural values across generations, often accompanied by music and performance.
- **Printing press:** A mechanical device invented in the fifteenth century that enabled the mass production of written texts such as books and newspapers.
- **Visual media:** Forms of communication using images, including paintings, engravings, and photographs, which convey meaning and evoke emotions.
- **Radio broadcasting:** The transmission of sound to a wide audience using electromagnetic waves.
- **Television broadcasting:** The transmission of combined sound and moving images to audiences, creating immediacy and connection.



- **Film:** A medium that records moving images on celluloid or digital formats, combining storytelling, visuals, and sound.
- **Media historians:** Scholars who study the development of media technologies and practices across time.
- **Media critics:** Analysts who evaluate media content and its social, cultural, or political impact.
- **Screenwriters:** Writers who create scripts for film and television, shaping dialogue, plot, and character development.
- **Drum communication:** Traditional African method of sending messages using rhythmic patterns on drums.
- **Nollywood:** The Nigerian film industry, recognised as one of the largest in the world, producing films that reflect local realities and culture.



References and Attributions [Series 1]

All references and attributions for **Series 1: Foundations and History of Media Arts** are listed below, covering in-text citations, illustration placeholders, and suggested open educational resources (OERs). The referencing style used here is **APA (7th edition)** for clarity and consistency.

General References

- Briggs, A., & Burke, P. (2010). *A social history of the media: From Gutenberg to the Internet*. Polity Press.
- McQuail, D. (2013). *McQuail's mass communication theory* (6th ed.). Sage Publications.
- Winston, B. (1998). *Media technology and society: A history from the telegraph to the Internet*. Routledge.
- Barber, K. (2007). *The anthropology of texts, persons and publics: Oral and written culture in Africa and beyond*. Cambridge University Press.

Illustration References and Attributions

- **Figure 1.1 Oral traditions as the foundation of media arts**
 - AI prompt: "Create a simple diagram showing oral communication flow from storyteller to audience in traditional societies."
 - Suggested OER search string: "oral tradition diagram OER."
 - Attribution: Conceptual diagram, adapted for educational use.
- **Plate 1.2 Early printing press as a milestone in media arts**
 - AI prompt: "Generate an illustration of a traditional printing press with workers operating it."
 - Suggested OER search string: "printing press historical image OER."



- Attribution: Historical image of Gutenberg-style printing press, Wikimedia Commons (public domain).
- **Figure 1.3 Radio broadcasting as a medium of mass communication**
 - AI prompt: “Create a diagram showing radio signal transmission from a broadcasting tower to radios.”
 - Suggested OER search string: “radio broadcasting diagram OER.”
 - Attribution: Adapted schematic diagram, Wikimedia Commons (Creative Commons licence).
- **Plate 1.4 Early cinema as a cultural gathering space**
 - AI prompt: “Generate an illustration of an early cinema hall with projector and audience.”
 - Suggested OER search string: “early cinema projector OER.”
 - Attribution: Historical photograph of cinema hall, Wikimedia Commons (public domain).
- **Box 1.1 Selected contributions of media historians and critics**
 - AI prompt: “Generate a table-style box listing contributions of media historians and critics.”
 - Suggested OER search string: “media historians critics contributions OER.”
 - Attribution: Conceptual summary box created for instructional purposes.
- **Plate 1.5 Traditional African drum communication**
 - AI prompt: “Generate an illustration of African drummers using talking drums to send messages.”
 - Suggested OER search string: “African drum communication OER.”
 - Attribution: Image of African drummers, Wikimedia Commons (Creative Commons licence).



Notes on Attribution

- Where illustrations are AI-generated, the prompts and intended use have been documented above.
- Where OERs are suggested, learners and instructors may source freely available images or diagrams from repositories such as Wikimedia Commons, OpenStax, or other Creative Commons platforms.
- All references are aligned with the instructional content of Series 1 and serve as scholarly support for independent learning.

Concept Check Questions 1

Objective questions

1. Which invention marked the turning point in mass communication during the print era? (Linked to SLO 1.1)
2. Radio broadcasting uses _____ waves to transmit sound to audiences. (Linked to SLO 1.2)
3. Who creates scripts for film and television, shaping dialogue and plot? (Linked to SLO 1.3)
4. Nollywood is recognised as one of the largest _____ industries in the world. (Linked to SLO 1.4)

Short-answer questions

5. Define oral traditions and explain their role in preserving culture. (Linked to SLO 1.1)
6. Briefly describe one way television reshaped journalism. (Linked to SLO 1.2)
7. What is the main role of media critics in society? (Linked to SLO 1.3)
8. Identify one traditional African medium of communication and explain its function. (Linked to SLO 1.4)



Long-answer questions

9. Analyse the impact of the printing press on education, politics, and religion. (Linked to SLO 1.1)

- **Basic response:** Explain how the printing press made books and newspapers widely available, increasing literacy and access to information.
- **Value-added response:** Discuss how the printing press influenced democratic participation, religious reform movements, and the spread of scientific knowledge.

10. Evaluate the contributions of African media arts from traditional forms to contemporary narratives. (Linked to SLO 1.4)

- **Basic response:** Describe traditional forms such as drum communication and oral poetry, and mention modern examples like Nollywood.
- **Value-added response:** Assess how African media blends tradition with modern technology, challenges stereotypes, and contributes to global cultural discourse.

Answers to Pilot Questions 1

Answers to Pilot Questions 1.1

1. Communication
2. They acted as custodians of history through songs and tales
3. Printing press
4. Paintings, engravings, or photographs
5. Printing

Answers to Pilot Questions 1.2

1. Radio
2. Sound and moving images
3. Celluloid



4. By reflecting social realities and offering commentary
5. It made information more immediate and accessible

Answers to Pilot Questions 1.3

1. Media historians
2. To analyse and evaluate media content and its impact
3. Scripts
4. Editing techniques for dramatic effect
5. They provide context for cultural change

Answers to Pilot Questions 1.4

1. Drum communication
2. Moral lessons
3. Nollywood
4. By combining traditional storytelling with modern platforms
5. They promote cultural pride and challenge stereotypes



2 Major Media Events And Global Influences

Series Outline

- **Part 2.1: Landmark events in media history**
 - Breakthroughs in communication technologies
 - Milestones in journalism and broadcasting
- **Part 2.2: Global conventions and standards in media practice**
 - International frameworks for journalism and broadcasting
 - Influence of global organisations on media ethics
- **Part 2.3: Media events shaping public opinion worldwide**
 - Case studies of significant global broadcasts
 - Media coverage of political, cultural, and sporting events
- **Part 2.4: Cross-cultural influences on media arts**
 - Exchange of ideas across regions
 - Impact of globalisation on local media practices

Introduction

Throughout history, certain events have defined the trajectory of media arts and shaped how societies communicate. From technological breakthroughs to global conventions, these milestones have influenced journalism, broadcasting, and cultural exchange across the world. Understanding these events helps you see how media operates not only locally but also within a global framework.

The aim of this Series is to examine major media events and conventions that have influenced media practice worldwide, and to highlight how global developments continue to shape journalism and media arts.



We shall commence this Series by exploring landmark events in media history, focusing on breakthroughs in communication technologies and milestones in journalism. Next, we will consider global conventions and standards that guide media practice, including the role of international organisations. Following that, we will analyse media events that shaped public opinion worldwide, using case studies of political, cultural, and sporting broadcasts. Finally, we will conclude by examining cross-cultural influences, showing how globalisation has impacted local media practices and narratives.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 2.1** describe landmark events and breakthroughs in media history,
- **SLO 2.2** explain global conventions and standards that influence journalism and broadcasting,
- **SLO 2.3** analyse major media events that shaped public opinion worldwide,
- **SLO 2.4** evaluate the impact of cross-cultural influences and globalisation on media arts.

2.1 Landmark Events In Media History

2.1.1 Breakthroughs in communication technologies

The history of media arts is marked by significant **technological breakthroughs**, which are innovations that drastically change how communication occurs. The invention of the printing press enabled mass distribution of texts, while the telegraph introduced rapid long-distance communication. Later, the telephone allowed real-time voice exchange, and the internet revolutionised global connectivity. Each of these breakthroughs expanded the reach and speed of communication, shaping societies in profound ways.

Fill in the blank: The _____ was the first technology to allow rapid long-distance communication.



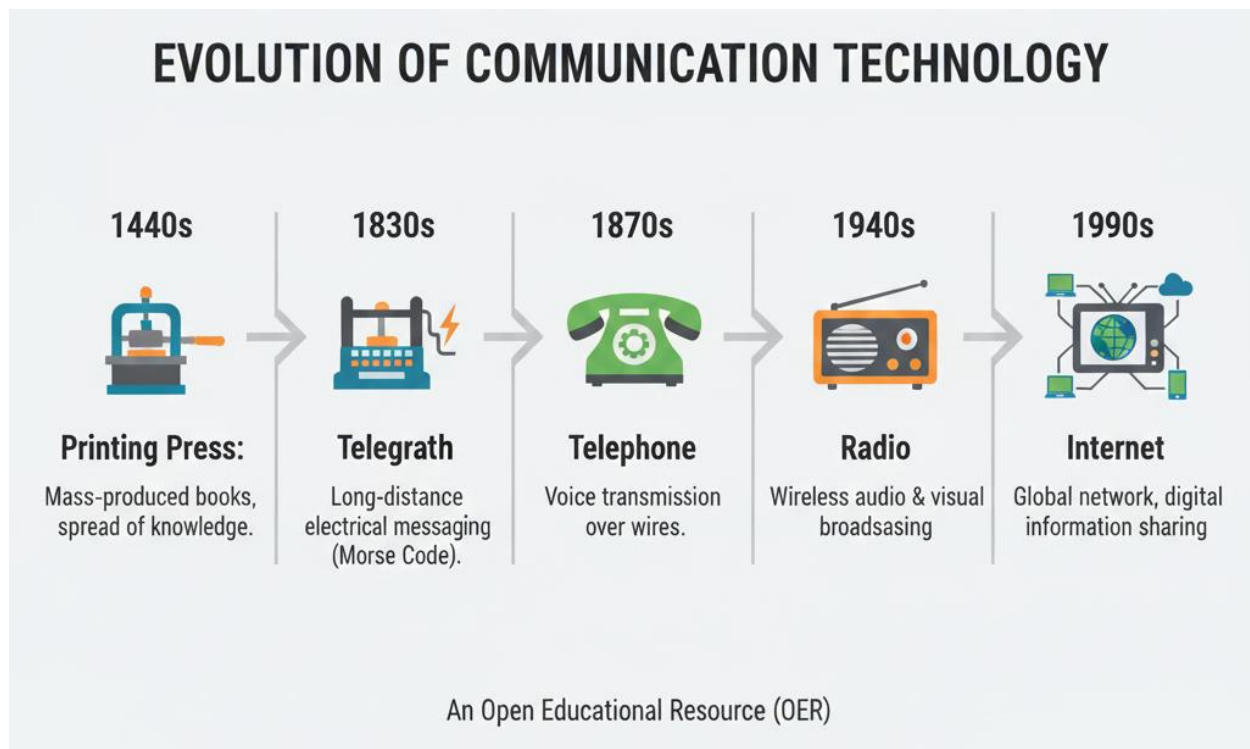


Figure 2.1 Timeline of communication breakthroughs

2.1.2 Milestones in journalism and broadcasting

Journalism, defined as the practice of gathering, assessing, and presenting news, has evolved alongside communication technologies. The rise of newspapers in the seventeenth century marked a milestone, providing regular updates to the public. Radio and television broadcasting later transformed journalism by delivering news instantly to mass audiences.

Major events such as the live coverage of World War II and the moon landing demonstrated the power of broadcasting to shape public opinion. These milestones highlight how journalism and broadcasting became central to informing and influencing societies.

Fill in the blank: The live coverage of the _____ landing demonstrated the power of broadcasting to shape public opinion.

Pilot questions 2.1

1. Which invention enabled mass distribution of texts?



2. Fill in the blank: The _____ allowed real-time voice exchange.
3. What is journalism defined as?
4. Name one milestone event that demonstrated the power of broadcasting.
5. Which technology revolutionised global connectivity?

2.2 Global Conventions And Standards In Media Practice

2.2.1 International frameworks for journalism and broadcasting

Global conventions provide **standards**, which are agreed rules or principles guiding media practice. Organisations such as UNESCO and the International Federation of Journalists have promoted frameworks that emphasise freedom of expression, accuracy, and fairness. These frameworks ensure that journalism serves the public interest and maintains credibility across borders.

Fill in the blank: UNESCO promotes frameworks that emphasise freedom of _____ and fairness in journalism.

KEY INTERNATIONAL FRAMEWORKS FOR JOURNALISM

UNESCO: STANDARDS & GUIDELINES

- Safety of Journalists (UN Plan of Action)
- Freedom of Expression & Access to Information
- Journalism Education (Curriculum Development)
- Media Pluralism & Diversity
- Ethical Reporting (e.g., in AI era, hate speech)
- Gender in Media

INTERNATIONAL FEDERATION OF JOURNALISTS (IFJ): DECLARATION OF PRINCIPLES

- Accuracy & Fairness
- Honesty & Integrity
- Protection Sources (No plagiarism) (Confidentiality)
- Public's Right to Information
- Professional Solidarity
- Non-Discrimination

Box 2.1 Selected international frameworks for journalism



2.2.2 Influence of global organisations on media ethics

Media ethics refers to the principles that guide responsible media practice, including truthfulness, fairness, and respect for privacy. Global organisations influence these ethics by setting codes of conduct and encouraging accountability. For example, the International Press Institute advocates for press freedom while discouraging harmful practices such as misinformation.

These global influences help harmonise media practices across countries, ensuring that journalism remains a trusted source of information in a globalised world.

Fill in the blank: Media ethics include principles such as truthfulness, fairness, and respect for ____.

Pilot questions 2.2

1. Which organisation promotes freedom of expression and fairness in journalism?
2. Fill in the blank: Media ethics include principles such as truthfulness, fairness, and respect for ____.
3. What is the role of the International Press Institute?
4. Why are global conventions important for journalism?
5. Name one principle that guides responsible media practice.

2.3 Media Events Shaping Public Opinion Worldwide

2.3.1 Case studies of significant global broadcasts

Certain media events have had a profound impact on shaping public opinion. For example, the live coverage of the **moon landing in 1969** demonstrated the power of television to unite audiences across the world. Similarly, the reporting of the **September 11 attacks in 2001** showed how global news networks could influence perceptions and emotions instantly. These case studies highlight how media events transcend borders and affect collective consciousness.



Fill in the blank: The live coverage of the _____ landing in 1969 united audiences worldwide.

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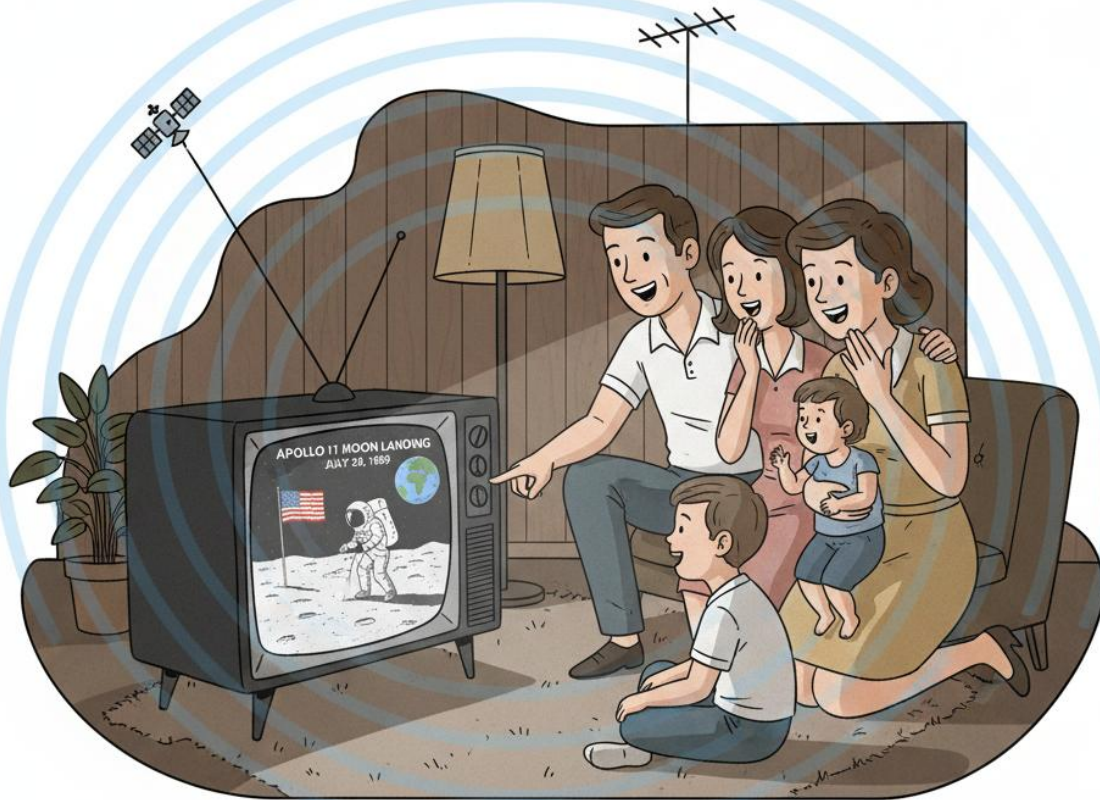


Plate 2.2 Global broadcast of the moon landing

2.3.2 Media coverage of political, cultural, and sporting events

Media coverage of major events such as **political debates**, **Olympic Games**, and **royal ceremonies** has shaped public opinion by framing narratives and influencing emotions. For



instance, televised presidential debates in the United States have been pivotal in shaping voter perceptions, while global sporting events like the FIFA World Cup foster unity and cultural pride.

These examples show that media events are not just about reporting facts but also about creating shared experiences that influence how societies view themselves and others.

Fill in the blank: Global sporting events such as the _____ World Cup foster unity and cultural pride.

Pilot questions 2.3

1. Which event in 1969 demonstrated the unifying power of television?
2. Fill in the blank: The _____ attacks in 2001 showed how global news networks influence perceptions instantly.
3. Name one political event often covered by media that shapes public opinion.
4. Which global sporting event fosters unity and cultural pride?
5. Why are media events considered shared experiences?

2.4 Cross-Cultural Influences On Media Arts

2.4.1 Exchange of ideas across regions

Media arts thrive on **cross-cultural exchange**, which refers to the sharing of ideas, practices, and narratives between different societies. For example, Hollywood films have influenced global cinema, while African music and storytelling traditions have inspired international productions. This exchange enriches creativity and broadens perspectives, allowing media to reflect diverse voices.

Fill in the blank: Hollywood films influencing global cinema is an example of _____ exchange.



2.4.2 Impact of globalisation on local media practices

Globalisation is the process by which societies become interconnected through trade, communication, and culture. In media arts, globalisation has led to the blending of local and international styles. For instance, African filmmakers incorporate global techniques while retaining cultural authenticity. Similarly, local television stations adopt international formats such as reality shows but adapt them to local contexts.

This impact demonstrates how globalisation reshapes local media practices while preserving cultural identity.

Fill in the blank: Local television stations often adapt international formats such as _____ shows to suit their context.

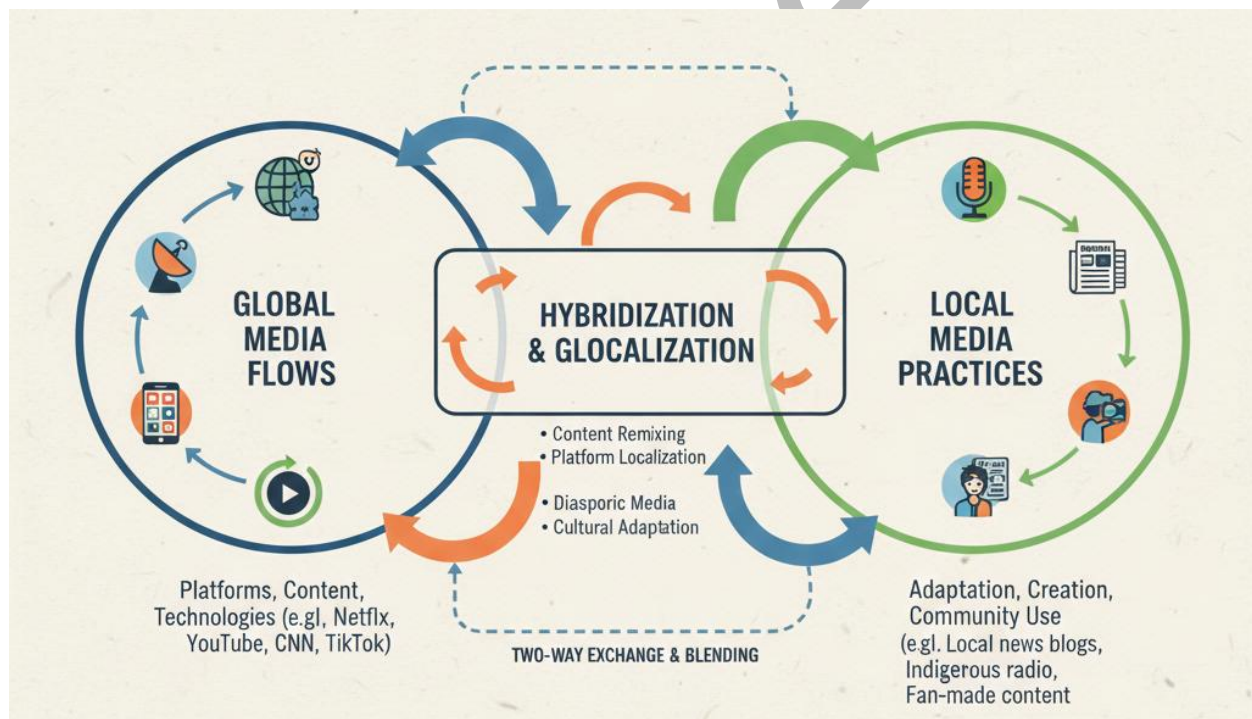


Diagram showing the blending of local and global media practices

Figure 2.3 Globalisation and local media adaptation

Pilot questions 2.4

1. What term refers to the sharing of ideas and practices between societies?



2. Fill in the blank: _____ is the process by which societies become interconnected through trade, communication, and culture.
3. Give one example of how African filmmakers blend global techniques with cultural authenticity.
4. Why do local television stations adapt international formats?
5. How does globalisation reshape local media practices?



Series Summary

In this Series, we examined major media events and their global influences. We began by identifying landmark events in media history, focusing on technological breakthroughs such as the printing press, telegraph, telephone, and internet, as well as milestones in journalism and broadcasting. We then explored global conventions and standards in media practice, highlighting the role of organisations such as UNESCO and the International Federation of Journalists in promoting freedom of expression and ethical journalism. Following that, we analysed media events that shaped public opinion worldwide, including case studies of the moon landing, the September 11 attacks, and global sporting events. Finally, we considered cross-cultural influences on media arts, showing how globalisation and cultural exchange have reshaped local practices while enriching creativity and diversity. Altogether, this Series demonstrated how media events and global frameworks continue to shape communication and cultural identity across the world.

Glossary of Terms

- **Technological breakthroughs:** Innovations that significantly change how communication occurs, such as the printing press, telegraph, and internet.
- **Journalism:** The practice of gathering, assessing, and presenting news to the public.
- **Broadcasting:** The transmission of information, sound, or images to a wide audience through radio, television, or digital platforms.
- **Global conventions:** Internationally agreed rules or principles that guide media practice, often promoted by organisations such as UNESCO.
- **Standards:** Established norms or guidelines that ensure consistency and credibility in journalism and broadcasting.
- **Media ethics:** Principles that guide responsible media practice, including truthfulness, fairness, and respect for privacy.



- **Moon landing broadcast (1969):** A landmark global media event that united audiences worldwide through live television coverage.
- **Cross-cultural exchange:** The sharing of ideas, practices, and narratives between different societies, enriching creativity and broadening perspectives.
- **Globalisation:** The process by which societies become interconnected through trade, communication, and culture, influencing local media practices.
- **Nollywood:** The Nigerian film industry, recognised globally for its cultural narratives and significant output.

Concept Check Questions 2

Objective questions

1. Which invention enabled mass distribution of texts in media history? (Linked to SLO 2.1)
2. Fill in the blank: UNESCO promotes frameworks that emphasise freedom of _____ and fairness in journalism. (Linked to SLO 2.2)
3. Which global media event in 1969 united audiences worldwide through live television coverage? (Linked to SLO 2.3)
4. Fill in the blank: Hollywood films influencing global cinema is an example of _____ exchange. (Linked to SLO 2.4)

Short-answer questions

5. Define journalism and explain its importance in society. (Linked to SLO 2.1)
6. Briefly describe one principle of media ethics promoted by global organisations. (Linked to SLO 2.2)
7. Identify one cultural or sporting event that shaped public opinion through media coverage. (Linked to SLO 2.3)
8. Explain how globalisation has influenced local television formats. (Linked to SLO 2.4)



Long-answer questions

9. Analyse the role of global conventions in promoting ethical journalism across borders.

(Linked to SLO 2.2)

- **Basic response:** Explain how organisations such as UNESCO and IFJ promote freedom of expression and fairness.
- **Value-added response:** Discuss how these conventions influence accountability, discourage misinformation, and harmonise practices internationally.

10. Evaluate the impact of cross-cultural influences on media arts, with examples. (Linked to SLO 2.4)

- **Basic response:** Describe how Hollywood films and African storytelling traditions influence each other.
- **Value-added response:** Assess how globalisation enriches creativity, challenges stereotypes, and allows local media to gain global recognition.

Answers to Pilot Questions 2

Answers to Pilot Questions 2.1

1. Printing press
2. Telephone
3. The practice of gathering, assessing, and presenting news
4. Moon landing
5. Internet

Answers to Pilot Questions 2.2

1. UNESCO
2. Privacy
3. Advocates for press freedom and discourages misinformation



4. They ensure journalism serves the public interest and maintains credibility
5. Truthfulness

Answers to Pilot Questions 2.3

1. Moon landing
2. September 11
3. Televised presidential debates
4. FIFA World Cup
5. Because they create shared experiences that influence perceptions

Answers to Pilot Questions 2.4

1. Cross-cultural exchange
2. Globalisation
3. African filmmakers using global techniques while retaining cultural authenticity
4. To suit local contexts and audiences
5. By blending global styles with local traditions



References and Attributions [Series 2]

All references and attributions for **Series 2: Major Media Events and Global Influences** are listed below, covering in-text citations, illustration placeholders, and suggested open educational resources (OERs). The referencing style used here is **APA (7th edition)** for clarity and consistency.

General References

- Briggs, A., & Burke, P. (2010). *A social history of the media: From Gutenberg to the Internet*. Polity Press.
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- International Federation of Journalists. (2019). *Global charter of ethics for journalists*. IFJ.
- International Press Institute. (2020). *Principles of press freedom and media responsibility*. IPI.

Illustration References and Attributions

- **Figure 2.1 Timeline of communication breakthroughs**
 - AI prompt: “Create a timeline diagram showing printing press, telegraph, telephone, radio, television, and internet.”
 - Suggested OER search string: “communication technology timeline OER.”
 - Attribution: Conceptual diagram created for instructional purposes.



- **Box 2.1 Selected international frameworks for journalism**

- AI prompt: “Generate a table-style box listing UNESCO and IFJ frameworks for journalism.”
- Suggested OER search string: “UNESCO journalism standards OER.”
- Attribution: Conceptual summary box created for instructional purposes.

- **Plate 2.2 Global broadcast of the moon landing**

- AI prompt: “Generate an illustration of people watching the moon landing on television in 1969.”
- Suggested OER search string: “moon landing television broadcast OER.”
- Attribution: Historical image of moon landing broadcast, Wikimedia Commons (public domain).

- **Figure 2.3 Globalisation and local media adaptation**

- AI prompt: “Create a diagram showing arrows between global media and local media practices blending together.”
- Suggested OER search string: “globalisation local media diagram OER.”
- Attribution: Conceptual diagram created for instructional purposes.

Notes on Attribution

- Where illustrations are AI-generated, the prompts and intended use have been documented above.
- Where OERs are suggested, learners and instructors may source freely available images or diagrams from repositories such as Wikimedia Commons, OpenStax, or other Creative Commons platforms.
- All references are aligned with the instructional content of Series 2 and serve as scholarly support for independent learning.



Series 3: Roles and Practices in Media Production

Part 3.1: Roles in media production

- 3.1.1. Producers, directors, and editors
- 3.1.2. Writers, actors, and technical crew

Part 3.2: Stages of media production

- 3.2.1. Pre-production planning
- 3.2.2. Production activities
- 3.2.3. Post-production processes

Part 3.3: Ethical and professional practices in media production

- 3.3.1. Codes of conduct and responsibilities
- 3.3.2. Challenges and solutions in professional practice

Part 3.4: Collaboration and teamwork in media production

- 3.4.1. Importance of interdisciplinary collaboration
- 3.4.2. Case studies of successful teamwork in media projects

Introduction

Behind every media product lies a complex process involving diverse roles and practices. From producers and directors to technical crew and writers, each participant contributes unique skills that shape the final output. Understanding these roles and the stages of production is essential for appreciating how media products are created and sustained.

The aim of this Series is to introduce you to the key roles, stages, and professional practices in media production, and to highlight the importance of collaboration and teamwork in achieving successful outcomes.

We shall commence this Series by examining the roles of producers, directors, editors, writers, actors, and technical crew. Next, we will explore the stages of media production, including pre-production, production, and post-production. Following that, we will consider ethical and



professional practices, focusing on codes of conduct and challenges in the industry. Finally, we will conclude by discussing collaboration and teamwork, using case studies to illustrate how interdisciplinary cooperation leads to successful media projects.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 3.1** describe the roles of producers, directors, editors, writers, actors, and technical crew in media production,
- **SLO 3.2** explain the stages of media production from pre-production to post-production,
- **SLO 3.3** analyse ethical and professional practices in media production,
- **SLO 3.4** evaluate the importance of collaboration and teamwork in media projects.

3.1 Roles In Media Production

3.1.1 Producers, directors, and editors

Producers are responsible for overseeing the entire production process, from planning to financing. They coordinate resources, manage budgets, and ensure that the project is completed successfully.

Directors guide the creative vision of a production. They work closely with actors and crew to translate scripts into visual and auditory experiences, making decisions about style, pacing, and interpretation.

Editors shape the final product by selecting, arranging, and refining recorded material. Their role is crucial in ensuring continuity, rhythm, and clarity in the finished work.

Fill in the blank: _____ are responsible for overseeing the entire production process, including planning and financing.



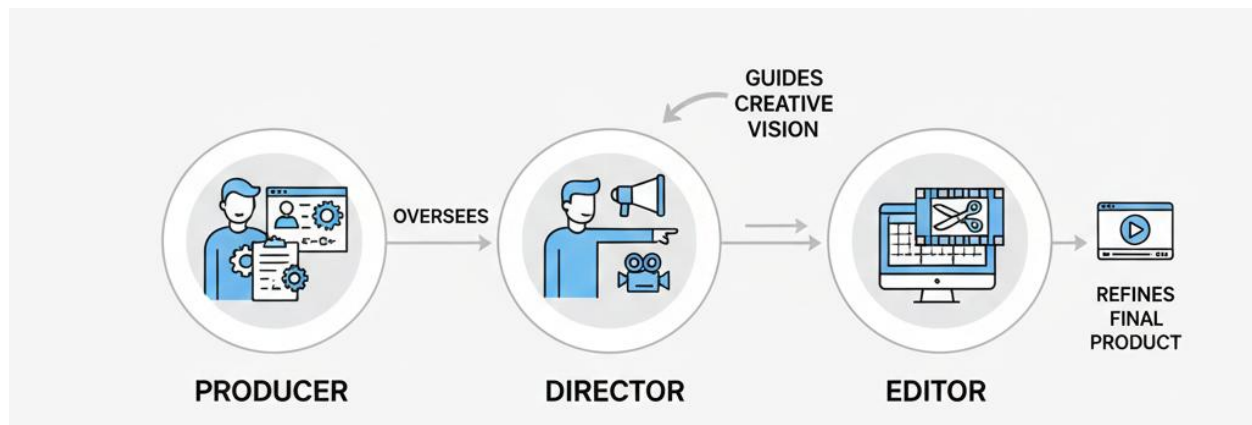


Diagram showing the relationship between producer, director, and editor roles

Figure 3.1 Key creative and managerial roles in media production

3.1.2 Writers, actors, and technical crew

Writers create scripts and storylines, providing the foundation for media productions. Their work determines dialogue, plot, and character development.

Actors bring scripts to life by performing roles that convey emotion, meaning, and narrative. They collaborate with directors to interpret characters authentically.

Technical crew includes camera operators, sound engineers, lighting technicians, and set designers. They provide the technical expertise needed to realise the creative vision.

Fill in the blank: _____ create scripts and storylines, providing the foundation for media productions.

Pilot questions 3.1

1. Who oversees the entire production process, including planning and financing?
2. What is the main role of directors in media production?
3. Fill in the blank: Editors ensure _____, rhythm, and clarity in the finished work.
4. Who provides the foundation for media productions through scripts and storylines?



5. Name two examples of technical crew roles.

3.2 Stages Of Media Production

3.2.1 Pre-production planning

Pre-production is the stage where ideas are developed and organised before filming or recording begins. It involves scriptwriting, budgeting, casting, location scouting, and scheduling. Effective pre-production ensures that resources are used efficiently and that the production runs smoothly.

Fill in the blank: Pre-production involves activities such as scriptwriting, _____, and scheduling.

3.2.2 Production activities

Production is the stage where the actual recording or filming takes place. Directors, actors, and technical crew collaborate to capture scenes according to the script and creative vision. This stage requires coordination, discipline, and problem-solving to ensure that the planned content is successfully executed.

Fill in the blank: The production stage is where the actual _____ or filming takes place.

3.2.3 Post-production processes

Post-production involves editing, sound design, visual effects, and final adjustments. Editors and technical specialists refine the raw material into a polished product ready for distribution. This stage ensures that the production meets artistic and technical standards.

Fill in the blank: Post-production includes editing, sound design, and _____ effects.



MEDIA PRODUCTION STAGES



Diagram showing the three stages of media production (pre-production, production, post-production)

Figure 3.2 Stages of media production

Pilot questions 3.2

1. What activities are included in pre-production planning?
2. Fill in the blank: The production stage is where the actual _____ takes place.
3. Who collaborates during the production stage to capture scenes?
4. What is the main purpose of post-production?
5. Fill in the blank: Post-production includes editing, sound design, and _____ effects.

3.3 Ethical And Professional Practices In Media Production

3.3.1 Codes of conduct and responsibilities

Codes of conduct are formal guidelines that outline expected behaviour and responsibilities in media production. They emphasise honesty, respect, and accountability. For example, producers



must ensure fair treatment of crew members, while directors must respect artistic integrity. These codes safeguard professionalism and protect the rights of all participants.

Fill in the blank: Codes of conduct in media production emphasise honesty, respect, and _____.

 MEDIA PRODUCTION CODES OF CONDUCT		
 PRODUCERS  1. Ethical Storytelling 2. Fair Contracts & Pay 3. Safe Work Environment 3. Safe Work Environment 4. Creative Oversight 5. Legal Compliance	DIRECTORS  1. Artistic Vision 2. Respectful Collaboration 3. Performer Well-being 4. Time & Budget Management 4. Time & Budget Management 5. Set Safety Protocols	CREW  1. Professionalism 1. Teamwork & Communication 3. Equipment Care 5. Adher to Schedule 5. Safety Procedures
OER / OPEN EDUCATIONAL RESOURCE		

Box 3.1 Selected codes of conduct in media production

3.3.2 Challenges and solutions in professional practice

Media professionals often face challenges such as tight deadlines, budget constraints, and ethical dilemmas. Solutions include effective planning, transparent communication, and adherence to professional standards. For instance, editors may resolve ethical issues by avoiding misleading cuts, while producers can manage budgets through careful resource allocation.



Fill in the blank: One solution to professional challenges in media production is transparent _____.

Pilot questions 3.3

1. What do codes of conduct in media production emphasise?
2. Fill in the blank: Producers must ensure fair treatment of _____ members.
3. Name one challenge faced by media professionals.
4. What is one solution to ethical dilemmas in editing?
5. Why are codes of conduct important in media production?

3.4 Collaboration And Teamwork In Media Production

3.4.1 Importance of interdisciplinary collaboration

Media production requires collaboration between creative and technical professionals.

Interdisciplinary collaboration means that writers, directors, actors, and crew work together to achieve a unified vision. This teamwork ensures that diverse skills are integrated, leading to higher quality productions.

Fill in the blank: Interdisciplinary collaboration means that creative and _____ professionals work together.

3.4.2 Case studies of successful teamwork in media projects

Successful media projects often demonstrate the value of teamwork. For example, large-scale film productions rely on coordination between departments such as cinematography, sound, and costume design. Similarly, live television broadcasts require synchronisation between producers, presenters, and technical staff. These case studies show that teamwork is essential for efficiency and creativity.



Fill in the blank: Live television broadcasts require synchronisation between producers, presenters, and _____ staff.

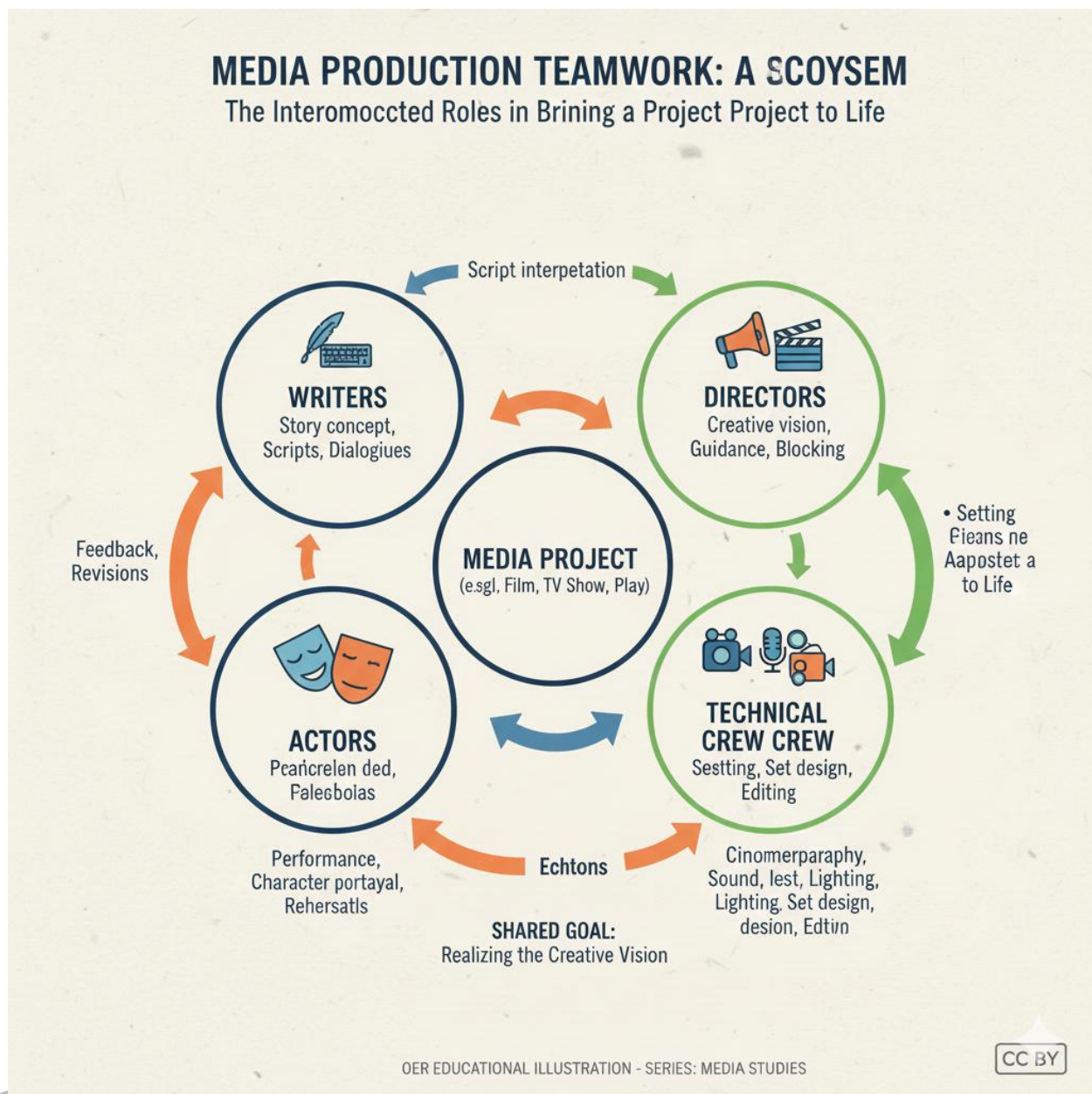


Diagram showing collaboration between different roles in a media project

Figure 3.3 Interdisciplinary teamwork in media production



Pilot questions 3.4

1. What does interdisciplinary collaboration in media production involve?
2. Fill in the blank: Collaboration ensures that diverse _____ are integrated.
3. Give one example of a department involved in large-scale film production.
4. Why is teamwork essential in live television broadcasts?
5. Fill in the blank: Successful teamwork leads to efficiency and _____.

Series Summary

In this Series, we explored the diverse roles and practices that underpin media production. We began by examining the responsibilities of producers, directors, and editors, alongside the creative contributions of writers, actors, and technical crew. We then studied the stages of media production, from pre-production planning through production activities to post-production processes, highlighting how each stage contributes to the final product. Following that, we considered ethical and professional practices, focusing on codes of conduct, responsibilities, and solutions to common challenges. Finally, we analysed the importance of collaboration and teamwork, showing how interdisciplinary cooperation among creative and technical professionals ensures efficiency, creativity, and success in media projects. Altogether, this Series provided a comprehensive understanding of the human and organisational dimensions of media production.

Glossary of Terms

- **Producer:** The individual responsible for overseeing the entire production process, including planning, financing, and resource management.
- **Director:** The creative leader who guides the artistic vision of a production, working closely with actors and crew.



- **Editor:** A professional who refines recorded material, ensuring continuity, rhythm, and clarity in the final product.
- **Writer:** The creator of scripts and storylines, providing the foundation for dialogue, plot, and character development.
- **Actor:** A performer who interprets and conveys characters, emotions, and narratives in media productions.
- **Technical crew:** Specialists such as camera operators, sound engineers, and lighting technicians who provide technical expertise.
- **Pre-production:** The planning stage of media production, involving scriptwriting, budgeting, casting, and scheduling.
- **Production:** The stage where actual recording or filming takes place, requiring coordination among directors, actors, and crew.
- **Post-production:** The stage involving editing, sound design, and visual effects to polish the final product.
- **Codes of conduct:** Formal guidelines outlining expected behaviour and responsibilities in media production.
- **Media ethics:** Principles guiding responsible practice, including honesty, fairness, and respect for participants.
- **Interdisciplinary collaboration:** Cooperation between creative and technical professionals to achieve a unified vision.
- **Teamwork:** The coordinated effort of individuals working together to achieve efficiency and creativity in media projects.



Concept Check Questions 3

Objective questions

1. Fill in the blank: _____ oversee the entire production process, including planning and financing. (Linked to SLO 3.1)
2. Which stage of media production involves scriptwriting, budgeting, and scheduling? (Linked to SLO 3.2)
3. Fill in the blank: Codes of conduct in media production emphasise honesty, respect, and _____. (Linked to SLO 3.3)
4. Which type of collaboration involves creative and technical professionals working together? (Linked to SLO 3.4)

Short-answer questions

5. Define the role of editors in media production. (Linked to SLO 3.1)
6. Briefly describe what happens during the production stage. (Linked to SLO 3.2)
7. Identify one challenge faced by media professionals and suggest a solution. (Linked to SLO 3.3)
8. Explain why teamwork is essential in live television broadcasts. (Linked to SLO 3.4)

Long-answer questions

9. Analyse the importance of ethical and professional practices in media production. (Linked to SLO 3.3)

- **Basic response:** Explain how codes of conduct ensure honesty, respect, and accountability.
- **Value-added response:** Discuss how ethical practices prevent exploitation, promote fairness, and enhance credibility in the industry.

10. Evaluate the role of collaboration and teamwork in achieving successful media projects. (Linked to SLO 3.4)

- **Basic response:** Describe how writers, directors, actors, and crew work together to achieve a unified vision.



- **Value-added response:** Assess how interdisciplinary collaboration improves efficiency, fosters creativity, and ensures high-quality productions.

Answers to Pilot Questions 3

Answers to Pilot Questions 3.1

1. Producers
2. To guide the creative vision of a production
3. Continuity
4. Writers
5. Camera operators and sound engineers

Answers to Pilot Questions 3.2

1. Scriptwriting, budgeting, casting, location scouting, and scheduling
2. Recording
3. Directors, actors, and technical crew
4. To refine raw material into a polished product ready for distribution
5. Visual

Answers to Pilot Questions 3.3

1. Honesty, respect, and accountability
2. Crew
3. Tight deadlines
4. Avoiding misleading cuts
5. They safeguard professionalism and protect participants' rights

Answers to Pilot Questions 3.4



1. Creative and technical professionals working together
2. Skills
3. Cinematography
4. Because it ensures synchronisation and smooth delivery
5. Creativity

References and Attributions [Series 3]

All references and attributions for **Series 3: Roles and Practices in Media Production** are listed below, covering in-text citations, illustration placeholders, and suggested open educational resources (OERs). The referencing style used here is **APA (7th edition)** for clarity and consistency.

General References

- Bordwell, D., & Thompson, K. (2019). *Film art: An introduction* (12th ed.). McGraw-Hill Education.
- Millerson, G., & Owens, J. (2012). *Video production handbook* (5th ed.). Focal Press.
- Zettl, H. (2017). *Television production handbook* (12th ed.). Cengage Learning.
- Silverman, J. (2014). *Media ethics: A philosophical approach*. Routledge.
- UNESCO. (2019). *Media and information literacy curriculum for teachers*. UNESCO Publishing.

Illustration References and Attributions

- **Figure 3.1 Key creative and managerial roles in media production**



- AI prompt: “Create a diagram showing producer overseeing, director guiding vision, editor refining final product.”
- Suggested OER search string: “media production roles diagram OER.”
- Attribution: Conceptual diagram created for instructional purposes.
- **Figure 3.2 Stages of media production**
 - AI prompt: “Create a diagram showing pre-production, production, and post-production stages in media production.”
 - Suggested OER search string: “media production stages diagram OER.”
 - Attribution: Adapted schematic diagram, Wikimedia Commons (Creative Commons licence).
- **Box 3.1 Selected codes of conduct in media production**
 - AI prompt: “Generate a table-style box listing codes of conduct for producers, directors, and crew.”
 - Suggested OER search string: “media production codes of conduct OER.”
 - Attribution: Conceptual summary box created for instructional purposes.
- **Figure 3.3 Interdisciplinary teamwork in media production**
 - AI prompt: “Create a diagram showing collaboration between writers, directors, actors, and technical crew in a media project.”
 - Suggested OER search string: “media production teamwork diagram OER.”
 - Attribution: Conceptual diagram created for instructional purposes.

Notes on Attribution

- Where illustrations are AI-generated, the prompts and intended use have been documented above.



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- All references are aligned with the instructional content of Series 3 and serve as scholarly support for independent learning.



4 Mediums Of Expression: Radio, TV, Film, Print, And New Media

Series Outline

- **Part 4.1: Radio as a medium of expression**
 - Characteristics of radio communication
 - Influence of radio on culture and society
- **Part 4.2: Television as a medium of expression**
 - Features of television broadcasting
 - Impact of television on journalism and entertainment
- **Part 4.3: Film and print as mediums of expression**
 - Film as a narrative and artistic medium
 - Print media as a tool for information and education
- **Part 4.4: New media as a medium of expression**
 - Digital platforms and social media
 - Opportunities and challenges of new media

Introduction

Media arts employ diverse mediums of expression, each with unique characteristics and cultural impacts. Radio, television, film, print, and new media have all played pivotal roles in shaping communication, entertainment, and education. Understanding these mediums helps us appreciate how messages are crafted, delivered, and received across different contexts.

The aim of this Series is to examine the features, functions, and influences of traditional and new media, highlighting their contributions to journalism, culture, and society.

We shall commence this Series by exploring radio as a medium of expression, focusing on its characteristics and cultural influence. Next, we will consider television, analysing its features



and impact on journalism and entertainment. Following that, we will study film and print, showing how they serve as narrative and informational tools. Finally, we will conclude with new media, examining digital platforms, social media, and the opportunities and challenges they present.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 4.1** describe the characteristics and cultural influence of radio as a medium of expression,
- **SLO 4.2** explain the features and impact of television broadcasting,
- **SLO 4.3** analyse the narrative and informational roles of film and print media,
- **SLO 4.4** evaluate the opportunities and challenges presented by new media platforms.

4.1 Radio As A Medium Of Expression

4.1.1 Characteristics of radio communication

Radio is an **audio-based medium** that relies on sound to convey information, ideas, and entertainment. Its characteristics include immediacy, portability, and accessibility. Radio can reach wide audiences regardless of literacy levels, making it a powerful tool for mass communication.

Fill in the blank: Radio is an _____-based medium that relies on sound to convey information.



RADIO TRANSMISSION DIAGRAM



AN OPEN EDUCATIONAL RESOURCE (OER)



Diagram showing radio transmission from a broadcasting tower to receivers

Figure 4.1 Radio transmission and reception

4.1.2 Influence of radio on culture and society



Radio has influenced culture by promoting music, drama, and public discourse. It has also played a role in political mobilisation and education. In many societies, radio remains a trusted source of information, especially in rural areas where other media may be less accessible.

Fill in the blank: Radio remains a trusted source of information, especially in _____ areas.

Pilot questions 4.1

1. What type of medium is radio?
2. Fill in the blank: Radio can reach wide audiences regardless of _____ levels.
3. Name one cultural influence of radio.
4. Why is radio important in rural areas?
5. Fill in the blank: Radio promotes music, drama, and public _____.

4.2 Television As A Medium Of Expression

4.2.1 Features of television broadcasting

Television combines **sound and moving images**, making it a powerful medium for storytelling and information dissemination. Its features include immediacy, visual impact, and the ability to broadcast live events. Television appeals to both emotions and intellect, making it influential in shaping public opinion.

Fill in the blank: Television combines sound and _____ images, making it powerful for storytelling.





CC BY

Image of a family watching television news broadcast
Plate 4.2 Television as a medium of mass communication

4.2.2 Impact of television on journalism and entertainment

Television reshaped journalism by enabling live coverage of events, such as political debates and global crises. It also transformed entertainment by popularising drama series, reality shows, and



televised sports. Television's ability to combine visuals and sound makes it one of the most influential mediums in modern society.

Fill in the blank: Television reshaped journalism by enabling _____ coverage of events.

Pilot questions 4.2

1. What two elements does television combine?
2. Fill in the blank: Television appeals to both emotions and _____.
3. Name one way television reshaped journalism.
4. Give one example of entertainment popularised by television.
5. Fill in the blank: Television is one of the most _____ mediums in modern society.

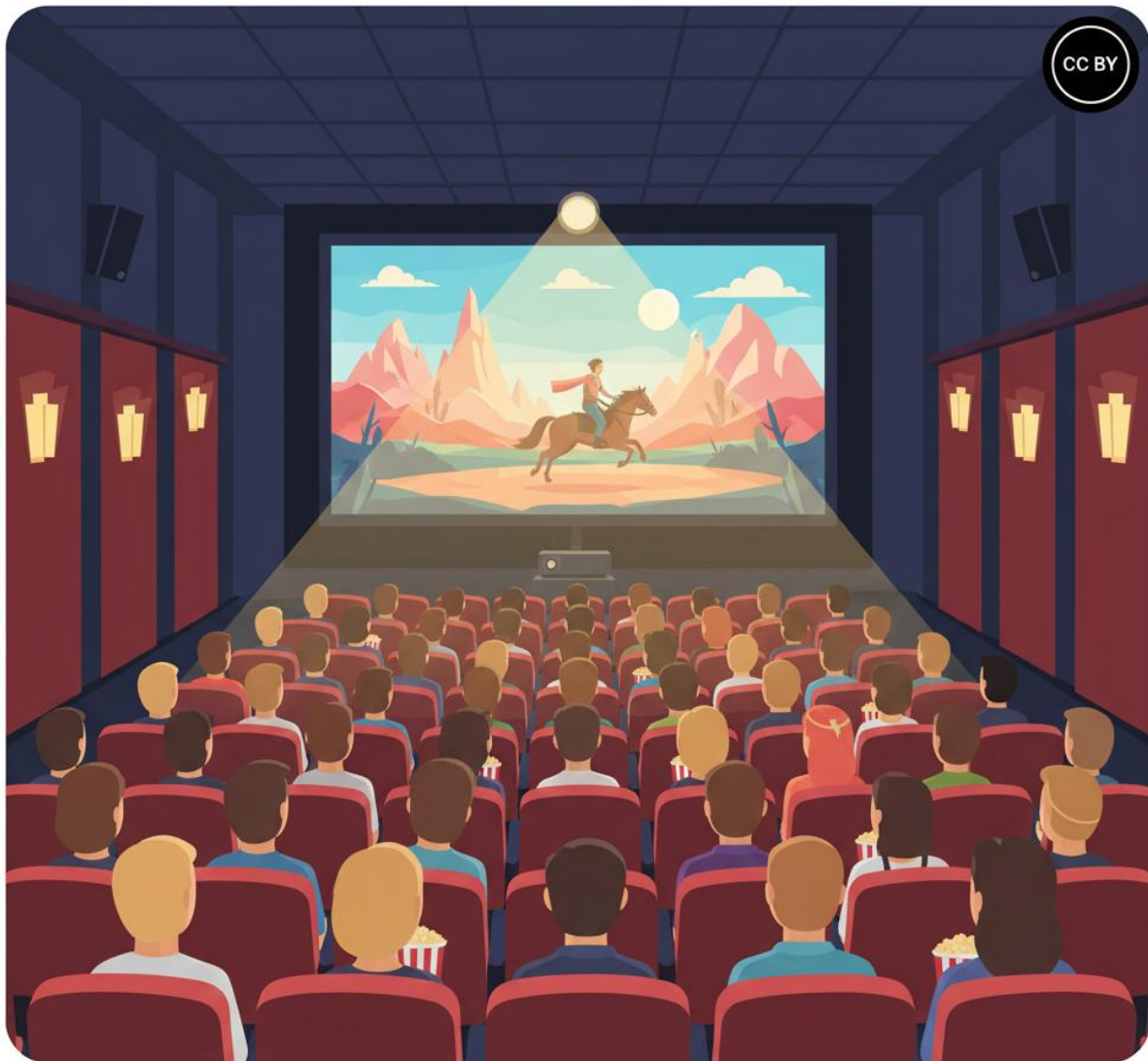
4.3 Film And Print As Mediums Of Expression

4.3.1 Film as a narrative and artistic medium

Film is a visual art form that combines moving images, sound, and storytelling. It serves as both entertainment and cultural commentary. Films can reflect societal values, challenge norms, and inspire audiences. As a narrative medium, film uses techniques such as cinematography, editing, and sound design to create meaning and emotional impact.

Fill in the blank: Film combines moving images, _____, and storytelling to create meaning.





CINEMA HALL: THE COLLECTIVE FILM EXPERIENCE

Image of a cinema hall with audience watching a film

Plate 4.3 Film as a narrative and artistic medium

4.3.2 Print media as a tool for information and education

Print media includes newspapers, magazines, and books. It has historically been a primary source of information and education. Print media provides permanence and depth, allowing



readers to reflect and analyse content. Despite the rise of digital platforms, print remains significant in academic, cultural, and journalistic contexts.

Fill in the blank: Print media provides permanence and _____, allowing readers to reflect and analyse content.

Pilot questions 4.3

1. What three elements does film combine?
2. Fill in the blank: Films can reflect societal values, challenge norms, and _____ audiences.
3. Name one technique used in film to create meaning.
4. What are examples of print media?
5. Fill in the blank: Print media remains significant in academic, cultural, and _____ contexts.

4.4 New Media As A Medium Of Expression

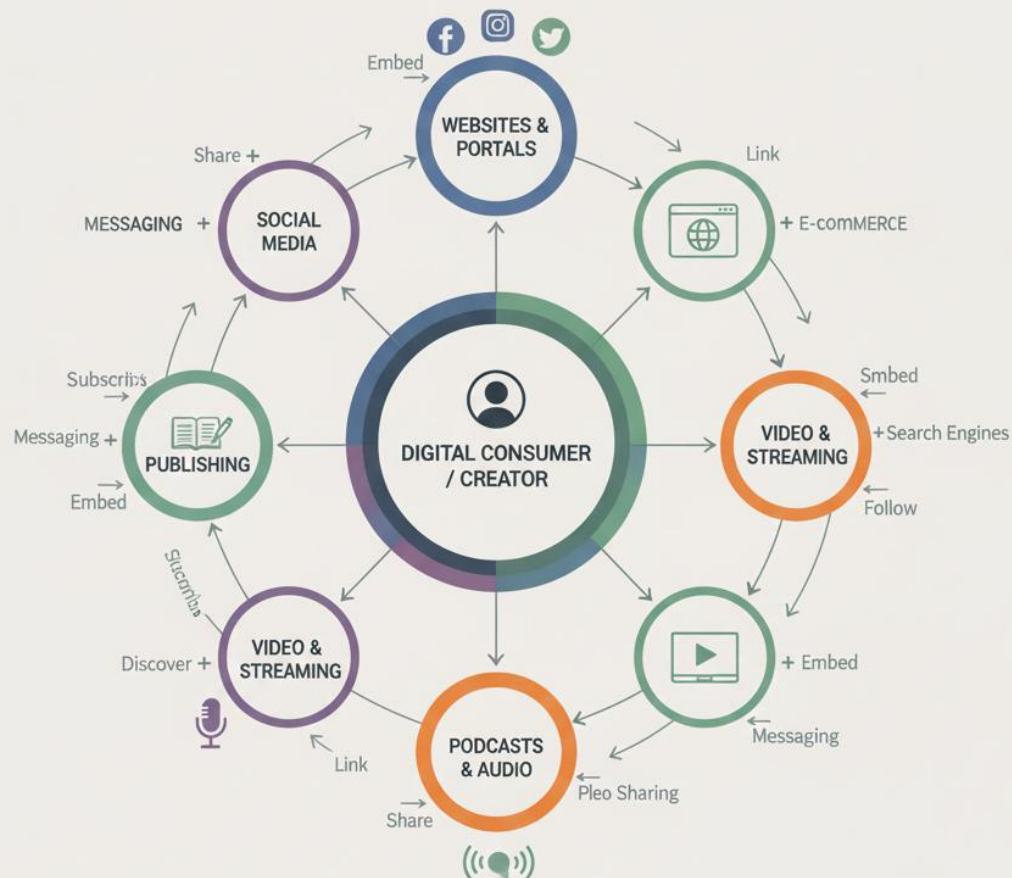
4.4.1 Digital platforms and social media

New media refers to digital platforms such as websites, blogs, and social media. These platforms allow interactive communication, user-generated content, and global connectivity. Social media in particular has transformed how people share information, mobilise communities, and engage in cultural exchange.

Fill in the blank: New media refers to digital platforms such as websites, blogs, and _____ media.



NEW MEDIA PLATFORMS: AN INTERCONNECTED ECOYSTEM



OER EDUCATIONAL ILLUSTRATION - SERIES: MEDIA STUDIES

CC BY

Diagram showing interconnected digital platforms (social media, blogs, websites)

Figure 4.4 New media platforms and connectivity

4.4.2 Opportunities and challenges of new media

New media offers opportunities such as instant communication, global reach, and creative freedom. However, it also presents challenges including misinformation, privacy concerns, and



digital divides. Understanding these opportunities and challenges is essential for responsible and effective use of new media.

Fill in the blank: One challenge of new media is the spread of _____.

Pilot questions 4.4

1. What are examples of new media platforms?
2. Fill in the blank: Social media has transformed how people share information and mobilise _____.
3. Name one opportunity provided by new media.
4. What is one challenge associated with new media?
5. Fill in the blank: Understanding opportunities and challenges is essential for responsible and _____ use of new media.

Series Summary

In this Series, we examined the major mediums of expression in media arts: radio, television, film, print, and new media. We began with radio, highlighting its characteristics as an audio-based medium and its cultural influence, especially in rural communities. Next, we explored television, noting its combination of sound and moving images, and its impact on journalism and entertainment through live coverage and visual storytelling. We then studied film and print, showing how film serves as a narrative and artistic medium while print media provides permanence, depth, and educational value. Finally, we analysed new media, focusing on digital platforms and social media, and discussing both the opportunities they offer—such as global connectivity and creative freedom—and the challenges they pose, including misinformation and privacy concerns. Altogether, this Series demonstrated how traditional and new media continue to shape communication, culture, and society in diverse ways.

Glossary of Terms



- **Radio:** An audio-based medium that conveys information and entertainment through sound.
- **Television:** A medium that combines sound and moving images, influential in journalism and entertainment.
- **Film:** A visual art form that uses moving images, sound, and storytelling to entertain and reflect culture.
- **Print media:** Traditional forms of communication such as newspapers, magazines, and books, valued for permanence and depth.
- **New media:** Digital platforms including websites, blogs, and social media, characterised by interactivity and global connectivity.
- **Immediacy:** The ability of a medium to deliver information quickly and directly to audiences.
- **Portability:** The ease with which a medium, such as radio, can be accessed anywhere.
- **Visual impact:** The power of television and film to influence audiences through images.
- **Narrative medium:** A medium, such as film, that conveys stories through structured techniques.
- **User-generated content:** Material created and shared by individuals on digital platforms.
- **Digital divide:** The gap between those who have access to digital technologies and those who do not.
- **Misinformation:** False or misleading information spread through media, especially new media.



Concept Check Questions 4

Objective questions

1. Fill in the blank: Radio is an _____-based medium that relies on sound to convey information. (Linked to SLO 4.1)
2. Which two elements does television combine? (Linked to SLO 4.2)
3. Fill in the blank: Film combines moving images, sound, and _____. (Linked to SLO 4.3)
4. New media refers to digital platforms such as websites, blogs, and _____ media. (Linked to SLO 4.4)

Short-answer questions

5. Why is radio considered important in rural areas? (Linked to SLO 4.1)
6. Briefly describe one way television reshaped journalism. (Linked to SLO 4.2)
7. Identify one technique used in film to create meaning. (Linked to SLO 4.3)
8. What is one challenge associated with new media? (Linked to SLO 4.4)

Long-answer questions

9. Analyse the cultural influence of radio as a medium of expression. (Linked to SLO 4.1)
 - **Basic response:** Explain how radio promotes music, drama, and public discourse.
 - **Value-added response:** Discuss how radio supports political mobilisation, education, and community identity.
10. Evaluate the opportunities and challenges of new media platforms. (Linked to SLO 4.4)
 - **Basic response:** Describe opportunities such as instant communication and global reach.
 - **Value-added response:** Assess challenges including misinformation, privacy concerns, and the digital divide, and suggest strategies for responsible use.

Answers to Pilot Questions 4

Answers to Pilot Questions 4.1



1. Audio-based medium
2. Literacy
3. Public discourse
4. Because it is accessible and trusted where other media are limited
5. Discourse

Answers to Pilot Questions 4.2

1. Sound and moving images
2. Intellect
3. Live coverage
4. Drama series, reality shows, or televised sports
5. Influential

Answers to Pilot Questions 4.3

1. Moving images, sound, and storytelling
2. Inspire
3. Cinematography (or editing, sound design)
4. Newspapers, magazines, books
5. Journalistic

Answers to Pilot Questions 4.4

1. Websites, blogs, social media
2. Communities
3. Instant communication or global reach
4. Misinformation (or privacy concerns, digital divide)
5. Effective



References and Attributions [Series 4]

All references and attributions for **Series 4: Mediums of Expression: Radio, TV, Film, Print, and New Media** are listed below, covering in-text citations, illustration placeholders, and suggested open educational resources (OERs). The referencing style used here is **APA (7th edition)** for clarity and consistency.

General References

- Briggs, A., & Burke, P. (2010). *A social history of the media: From Gutenberg to the Internet*. Polity Press.
- McQuail, D. (2013). *McQuail's mass communication theory* (6th ed.). Sage Publications.
- Winston, B. (1998). *Media technology and society: A history from the telegraph to the Internet*. Routledge.
- Silverstone, R. (1999). *Why study the media?* Sage Publications.
- UNESCO. (2019). *Media and information literacy curriculum for teachers*. UNESCO Publishing.

Illustration References and Attributions

- **Figure 4.1 Radio transmission and reception**
 - AI prompt: “Create a diagram showing a radio tower transmitting signals to radios in homes and cars.”
 - Suggested OER search string: “radio transmission diagram OER.”
 - Attribution: Conceptual diagram created for instructional purposes.
- **Plate 4.2 Television as a medium of mass communication**
 - AI prompt: “Generate an illustration of a family watching a television news broadcast together.”



- Suggested OER search string: “family watching television OER.”
- Attribution: Historical and educational images available via Wikimedia Commons (Creative Commons licence).
- **Plate 4.3 Film as a narrative and artistic medium**
 - AI prompt: “Generate an illustration of a cinema hall with audience watching a film on a large screen.”
 - Suggested OER search string: “cinema hall audience watching film OER.”
 - Attribution: Conceptual illustration created for instructional purposes.
- **Figure 4.4 New media platforms and connectivity**
 - AI prompt: “Create a diagram showing interconnected digital platforms such as social media, blogs, and websites.”
 - Suggested OER search string: “new media platforms diagram OER.”
 - Attribution: Conceptual diagram created for instructional purposes.

Notes on Attribution

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- All references are aligned with the instructional content of Series 4 and serve as scholarly support for independent learning.



5 Contemporary Challenges And African Media Perspectives

Series Outline

- **Part 5.1: Contemporary challenges in global media**
 - Misinformation and fake news
 - Media ownership and concentration
- **Part 5.2: Ethical dilemmas in contemporary media practice**
 - Privacy and surveillance
 - Representation and bias
- **Part 5.3: African media perspectives and contributions**
 - Growth of indigenous media industries
 - African approaches to journalism and storytelling
- **Part 5.4: Future directions for African media**
 - Digital transformation and innovation
 - Opportunities and challenges for African media in global contexts

Introduction

Media industries worldwide face contemporary challenges that affect credibility, ethics, and sustainability. Issues such as misinformation, ownership concentration, and ethical dilemmas shape how media operates in the 21st century. At the same time, African media has developed unique perspectives, drawing from indigenous traditions, cultural diversity, and modern innovations.

The aim of this Series is to explore global media challenges while highlighting African contributions and perspectives. By examining both the obstacles and opportunities, learners will gain a deeper understanding of how African media fits into the global communication landscape.



We shall commence this Series by analysing contemporary challenges such as misinformation and ownership concentration. Next, we will consider ethical dilemmas, focusing on privacy, surveillance, and representation. Following that, we will study African media perspectives, including the growth of indigenous industries and storytelling traditions. Finally, we will conclude with future directions, exploring digital transformation and the opportunities and challenges African media faces in global contexts.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 5.1** analyse contemporary challenges facing global media industries,
- **SLO 5.2** evaluate ethical dilemmas in media practice,
- **SLO 5.3** describe African media perspectives and contributions to journalism and storytelling,
- **SLO 5.4** assess future directions for African media in the digital age.

5.1 Contemporary Challenges In Global Media

5.1.1 Misinformation and fake news

One of the most pressing challenges in global media today is **misinformation**—the deliberate or accidental spread of false information. Fake news undermines trust in journalism, influences public opinion, and destabilises democratic processes. Combating misinformation requires fact-checking, media literacy, and responsible reporting.

Fill in the blank: One of the most pressing challenges in global media today is _____.



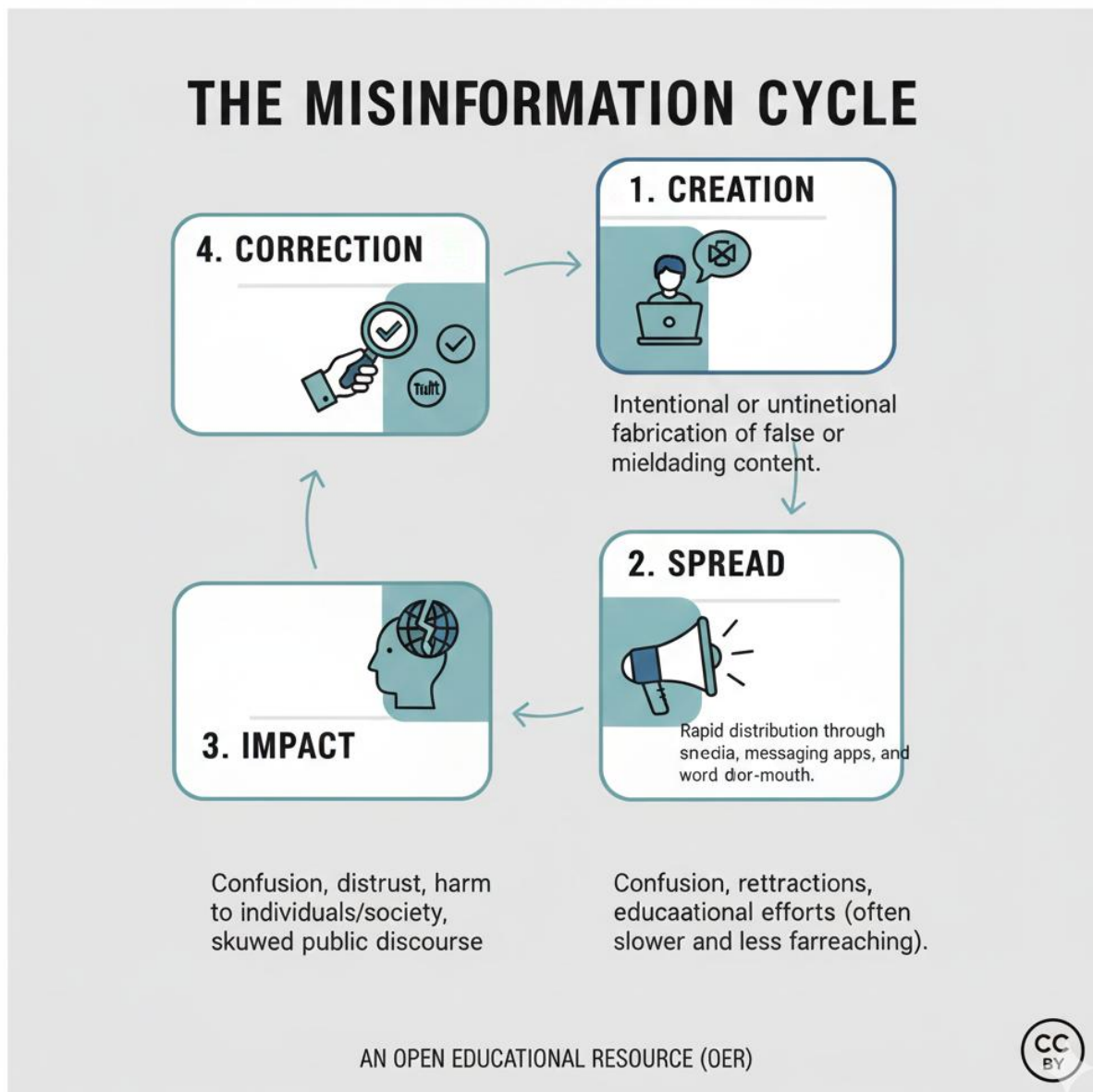


Diagram showing the cycle of misinformation (creation → spread → impact → correction)

Figure 5.1 The cycle of misinformation in media

5.1.2 Media ownership and concentration

Another challenge is **media ownership concentration**, where a few corporations or individuals control large portions of the media industry. This reduces diversity of viewpoints and may lead



to biased reporting. Independent and community media are vital for ensuring pluralism and balanced perspectives.

Fill in the blank: Media ownership concentration reduces diversity of _____.

Pilot questions 5.1

1. What is one of the most pressing challenges in global media today?
2. Fill in the blank: Fake news undermines trust in _____.
3. What does media ownership concentration reduce?
4. Why are independent media important?
5. Fill in the blank: Combating misinformation requires fact-checking, media literacy, and _____ reporting.

5.2 Ethical Dilemmas In Contemporary Media Practice

5.2.1 Privacy and surveillance

Media professionals face ethical dilemmas related to **privacy and surveillance**. The rise of digital technologies has made it easier to collect personal data, often without consent. Journalists must balance the public's right to know with individuals' right to privacy. Responsible practice requires transparency and respect for human dignity.

Fill in the blank: Journalists must balance the public's right to know with individuals' right to _____.

5.2.2 Representation and bias

Another ethical dilemma is **representation and bias**. Media often shapes perceptions of gender, race, and culture. Biased representation can reinforce stereotypes and marginalise groups. Ethical media practice requires fairness, inclusivity, and sensitivity to diversity.



Fill in the blank: Biased representation can reinforce _____ and marginalise groups.

KEY ETHICAL DILEMMA AS IN MEDIA

INDIVIDUAL & SOCIETAL IMPACT



PRIVACY

- Balancing public interest with personal information and consent.



SURVEILLANCE

- Monitoring without consent; data collection & usage ethics.

CONTENT & COVERAGE ISSUES



REPRESENTATION

- Fair, accurate and inclusive portrayal of all groups; avoiding stereotypes.



BIAS

- Implicit or explicit favoritism in reporting, reporting, affecting fairness and objectivity.

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Box 5.2 Ethical dilemmas in contemporary media practice

Pilot questions 5.2

1. What ethical dilemma arises from digital technologies and data collection?



2. Fill in the blank: Journalists must balance the public's right to know with individuals' right to _____.
3. What is one consequence of biased representation in media?
4. Why is inclusivity important in media practice?
5. Fill in the blank: Ethical media practice requires fairness, inclusivity, and sensitivity to _____.

5.3 African Media Perspectives And Contributions

5.3.1 Growth of indigenous media industries

African media has experienced significant growth in **indigenous industries**, including film (e.g., Nollywood in Nigeria), radio, and print. These industries reflect local cultures, languages, and traditions, offering alternatives to Western-dominated narratives. Indigenous media strengthens cultural identity and provides employment opportunities.

Fill in the blank: African indigenous media industries reflect local cultures, languages, and _____.





Nolollwood Film Production: On-Location Magic in Nigeria

Image of Nollywood film production set

Plate 5.3 Growth of indigenous African media industries

5.3.2 African approaches to journalism and storytelling

African journalism often emphasises **community-oriented storytelling**, blending traditional oral narratives with modern reporting techniques. Storytelling is used not only to inform but also to



preserve heritage and promote social cohesion. African approaches highlight inclusivity, resilience, and cultural pride.

Fill in the blank: African journalism often blends traditional oral narratives with modern _____ techniques.

Pilot questions 5.3

1. What is one example of an indigenous African media industry?
2. Fill in the blank: Indigenous media strengthens cultural _____.
3. What does African journalism often emphasise?
4. Why is storytelling important in African media?
5. Fill in the blank: African approaches highlight inclusivity, resilience, and cultural _____.

5.4 Future Directions For African Media

5.4.1 Digital transformation and innovation

African media is undergoing rapid **digital transformation**, with increased use of online platforms, mobile technologies, and social media. Innovations such as mobile journalism and streaming services are expanding access to information and entertainment. This transformation enables African media to reach global audiences while maintaining local relevance.

Fill in the blank: African media is undergoing rapid _____ transformation, with increased use of online platforms.



EVOLVING AFRICAN MEDIA: FROM TRADITIONAL TO GLOBAL DIGITAL PLATFORMS



OER EDUCATIONAL ILLUSTRATION - SERIES: GLOBAL MEDIA STUDIES



Diagram showing African media transformation (traditional → digital → global reach)

Figure 5.4 Digital transformation in African media

5.4.2 Opportunities and challenges for African media in global contexts

Future opportunities include global visibility, cultural exchange, and economic growth.

However, challenges remain, such as limited infrastructure, digital divides, and competition with



global media giants. Addressing these challenges requires investment in technology, training, and policies that support local content creation.

Fill in the blank: One challenge for African media in global contexts is limited _____.

Pilot questions 5.4

1. What is one innovation driving African media transformation?
2. Fill in the blank: Digital transformation enables African media to reach _____ audiences.
3. Name one opportunity for African media in global contexts.
4. What is one challenge African media faces globally?
5. Fill in the blank: Addressing challenges requires investment in technology, training, and _____.

Series Summary

In this Series, we examined contemporary challenges in global media and explored African perspectives. We began with misinformation and fake news, showing how they undermine trust and destabilise societies, and discussed media ownership concentration, which reduces diversity of viewpoints. Next, we analysed ethical dilemmas, focusing on privacy and surveillance in the digital age, and representation and bias in media portrayals. We then turned to African media perspectives, highlighting the growth of indigenous industries such as Nollywood and the importance of community-oriented storytelling rooted in oral traditions. Finally, we looked ahead to future directions for African media, emphasising digital transformation, innovation, and the opportunities and challenges of competing in global contexts. Altogether, this Series provided a balanced view of global media challenges while celebrating African contributions and potential.



Glossary of Terms

- **Misinformation:** False or misleading information spread deliberately or accidentally.
- **Fake news:** Fabricated stories presented as legitimate news, often to mislead or manipulate.
- **Media ownership concentration:** The control of large portions of the media industry by a few corporations or individuals.
- **Privacy:** The right of individuals to control personal information and protect it from misuse.
- **Surveillance:** Monitoring of individuals' activities, often through digital technologies.
- **Representation:** How groups, cultures, or identities are portrayed in media.
- **Bias:** A lack of fairness or neutrality in reporting or representation.
- **Indigenous media industries:** Locally developed media sectors that reflect cultural traditions and languages.
- **Community-oriented storytelling:** Journalism and narratives that emphasise collective identity and social cohesion.
- **Digital transformation:** The shift from traditional media to digital platforms and technologies.
- **Mobile journalism:** Reporting and content creation using mobile devices.
- **Digital divide:** The gap between those with access to digital technologies and those without.



Concept Check Questions 5

Objective questions

1. Fill in the blank: One of the most pressing challenges in global media today is _____. (Linked to SLO 5.1)
2. Media ownership concentration reduces diversity of _____. (Linked to SLO 5.1)
3. Fill in the blank: Journalists must balance the public's right to know with individuals' right to _____. (Linked to SLO 5.2)
4. Biased representation can reinforce _____ and marginalise groups. (Linked to SLO 5.2)
5. Fill in the blank: African indigenous media industries reflect local cultures, languages, and _____. (Linked to SLO 5.3)

Short-answer questions

6. Why are independent and community media important? (Linked to SLO 5.1)
7. What ethical dilemma arises from digital technologies and data collection? (Linked to SLO 5.2)
8. What does African journalism often emphasise? (Linked to SLO 5.3)
9. Name one innovation driving African media transformation. (Linked to SLO 5.4)
10. What is one challenge African media faces globally? (Linked to SLO 5.4)

Long-answer questions

11. Analyse the impact of misinformation and fake news on global media. (Linked to SLO 5.1)
 - **Basic response:** Explain how misinformation undermines trust and influences public opinion.
 - **Value-added response:** Discuss its role in destabilising democratic processes and the importance of media literacy.
12. Evaluate the opportunities and challenges for African media in global contexts. (Linked to SLO 5.4)
 - **Basic response:** Describe opportunities such as global visibility and cultural exchange.



- **Value-added response:** Assess challenges including limited infrastructure, digital divides, and competition with global media giants, suggesting strategies for overcoming them.

Answers to Pilot Questions 5

Answers to Pilot Questions 5.1

1. Misinformation/fake news
2. Journalism
3. Viewpoints
4. They ensure pluralism and balanced perspectives
5. Responsible

Answers to Pilot Questions 5.2

1. Privacy and surveillance
2. Privacy
3. Reinforcing stereotypes
4. It ensures fairness and diversity in representation
5. Diversity

Answers to Pilot Questions 5.3

1. Nollywood (Nigeria's film industry)
2. Identity
3. Community-oriented storytelling
4. To preserve heritage and promote social cohesion
5. Pride



Answers to Pilot Questions 5.4

1. Mobile journalism or streaming services
2. Global
3. Cultural exchange or economic growth
4. Limited infrastructure (or digital divide, competition with global giants)
5. Policies

References and Attributions [Series 5]

All references and attributions for **Series 5: Contemporary Challenges and African Media Perspectives** are listed below, covering in-text citations, illustration placeholders, and suggested open educational resources (OERs). The referencing style used here is **APA (7th edition)** for clarity and consistency.

General References

- McQuail, D. (2013). *McQuail's mass communication theory* (6th ed.). Sage Publications.
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Illustration References and Attributions

- **Figure 5.1 The cycle of misinformation in media**
 - AI prompt: “Create a diagram showing misinformation cycle: creation, spread, impact, correction.”
 - Suggested OER search string: “misinformation cycle diagram OER.”
 - Attribution: Conceptual diagram created for instructional purposes.
- **Box 5.2 Ethical dilemmas in contemporary media practice**
 - AI prompt: “Generate a table-style box listing privacy, surveillance, representation, and bias as ethical dilemmas.”
 - Suggested OER search string: “media ethics dilemmas OER.”
 - Attribution: Conceptual summary box created for instructional purposes.
- **Plate 5.3 Growth of indigenous African media industries**
 - AI prompt: “Generate an illustration of a Nollywood film set with actors and crew working.”
 - Suggested OER search string: “Nollywood film production OER.”
 - Attribution: Conceptual illustration created for instructional purposes.
- **Figure 5.4 Digital transformation in African media**
 - AI prompt: “Create a diagram showing African media evolving from traditional to digital platforms with global reach.”
 - Suggested OER search string: “African media digital transformation diagram OER.”
 - Attribution: Conceptual diagram created for instructional purposes.

Notes on Attribution



- Where illustrations are AI-generated, the prompts and intended use have been documented above.
- Where OERs are suggested, learners and instructors may source freely available images or diagrams from repositories such as Wikimedia Commons, OpenStax, or other Creative Commons platforms.
- All references are aligned with the instructional content of Series 5 and serve as scholarly support for independent learning.

