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COURSE: INTRODUCTION TO MEDIA ARTS (110)

1a) Media are the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as print media , publishing , the news media , photography , cinema , broadcasting (radio and television), and advertising

1b) types of media

Print Media

The oldest media forms are newspapers, magazines, journals, newsletters, and other printed material. These publications are collectively known as the Print Media. Although print media readership has declined in the last few decades, many Americans still read a newspaper every day or a newsmagazine on a regular basis. The influence of print media is therefore significant. Regular readers of print media tend to be more likely to be politically active

B. Broadcast Media

Broadcast Media are news reports broadcast via radio and television. Television news is hugely important in the United States because more Americans get their news from television broadcasts than from any other source.

C. The Internet

The Internet is slowly transforming the news media because more Americans are relying on online sources of news instead of traditional print and broadcast media. Americans surf the sites of more traditional media outlets, such as NBC and CNN, but also turn to unique online news sources such as weblogs. Websites can provide text, audio, and video information, all of the ways traditional media are transmitted. The web also allows for a more interactive approach by allowing people to personally tailor the news they receive via personalized web portals, newsgroups, podcasts, and RSS feeds.

2a) AM- The amplitude modulated

MW- Medium wave

FM- Frequency modulation

2b) Electromagnetic radiation

3a) Voice,   Music,   Script, and  Sound effects.

3b) literary design, visual design, cinematography, editing, and sound design.

3c) Role, Time, Place, Action, Tension and Action.

3d) An image source, a sound source, a transmitter, an antenna for output, an antenna for receiving, a receiver , a display device, an audio amplifier and loud speaker.

5. The three main stages of production are:

Pre-production: Planning, scripting & storyboarding, etc.

Production: The actual shooting/recording.

Post-production: Everything between production and creating the final master copy.

6. Louis Daguere (1839)

Louis-Jacques-Mandé Daguerre ( 18 November 1787 – 10 July 1851), better known as Louis Daguerre, was a French artist and photographer, recognized for his invention of the daguerreotype process of photography. He became known as one of the fathers of photography. Though he is most famous for his contributions to photography, he was also an accomplished painter and a developer of the dioramatheatre.

ii. Guglielmo Marconi (1895)

Born April 25, 1874 - Died July 20, 1937

In 1895 Italian inventor Guglielmo Marconi built the equipment and transmitted electrical signals through the air from one end of his house to the other, and then from the house to the garden. These experiments were, in effect, the dawn of practical wireless telegraphy or radio.

iii. John Logie Baird (1924)

John Logie Baird was born in 1888 in Helensburgh, Scotland. He produced televised objects in outline in 1924, transmitted recognizable human faces in 1925 and demonstrated the televising of moving objects in 1926 at the Royal Institution in London. The BBC used his televising technique to broadcast from 1929 to 1937. By that time, however, electronic television had surpassed Baird’s method and became more widely used. Baird died of a stroke in 1946.