

Some issues and concerns

1. Lack of ethics and professionalism
2. Sensationalism
3. Lack of new technology
4. Broadcast media as questionable role model for the youth

The Future of TV

- Digitalization will revolutionize the television industry. The digital system will result not only in clearer and better signals but also allow for convergence in technology-broadcasting, cable, telecommunication, and computer services.

Social Media

- According to Universal McCann's Power to the People Now 3 (2008), social media is defined as "online applications, platforms and media which aim to facilitate interaction, collaboration and sharing content."

Categories of Social Media

Category	Definition	Examples
Blogging	A type of online journal or diary where individuals or organizations post their thoughts, experiences, and opinions.	WordPress, Blogger, Medium
Microblogging	A type of social media where users post short, concise updates or messages.	Twitter, Tumblr
Video sharing	A type of social media where users upload and share video content.	YouTube, Vimeo
Image sharing	A type of social media where users upload and share images or photos.	Flickr, Instagram
Instant messaging	A type of communication where users can send and receive messages in real-time.	WhatsApp, Telegram
Online communities	A type of social media where users can join and participate in online groups or forums.	Facebook, LinkedIn

Social Media

- In 2008, the Philippine used the wealth social networking used when GDP of the Philippines had grown around 6% in a year (World Bank, 2008).
- Online games are becoming popular in the Philippines. In fact, 80% of the respondents surveyed in 2008 by the National Bureau of Statistics and Communication said they knew or had played online games.

Uses, Addition, and Ethical Issues Attached to Social Media

- In 2009, there were 175 million active internet users worldwide (ITU, 2009).

Broadcasting

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- "To the broadcaster, radio and television are businesses; their purpose, to earn a profit. But to most of us, radio and television are show business, and their purpose is to present programs that entertain." (Smith, 1979)
- "... a very complex system which has many different facets depending on your perspective" (Foster, 1979)

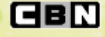
Broadcasting

Thecasesolutions.com

It is a form of mass communication that utilizes the technology of radio and television to transmit messages and programs via airspace, an invisible but vital resource in the public domain and natural wealth of a nation.

Television History

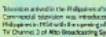
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• The acquisition signaled the birth of ABS-CBN, now considered one of the major broadcasting companies not only in the Philippines but also in Asia.

Television History

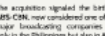
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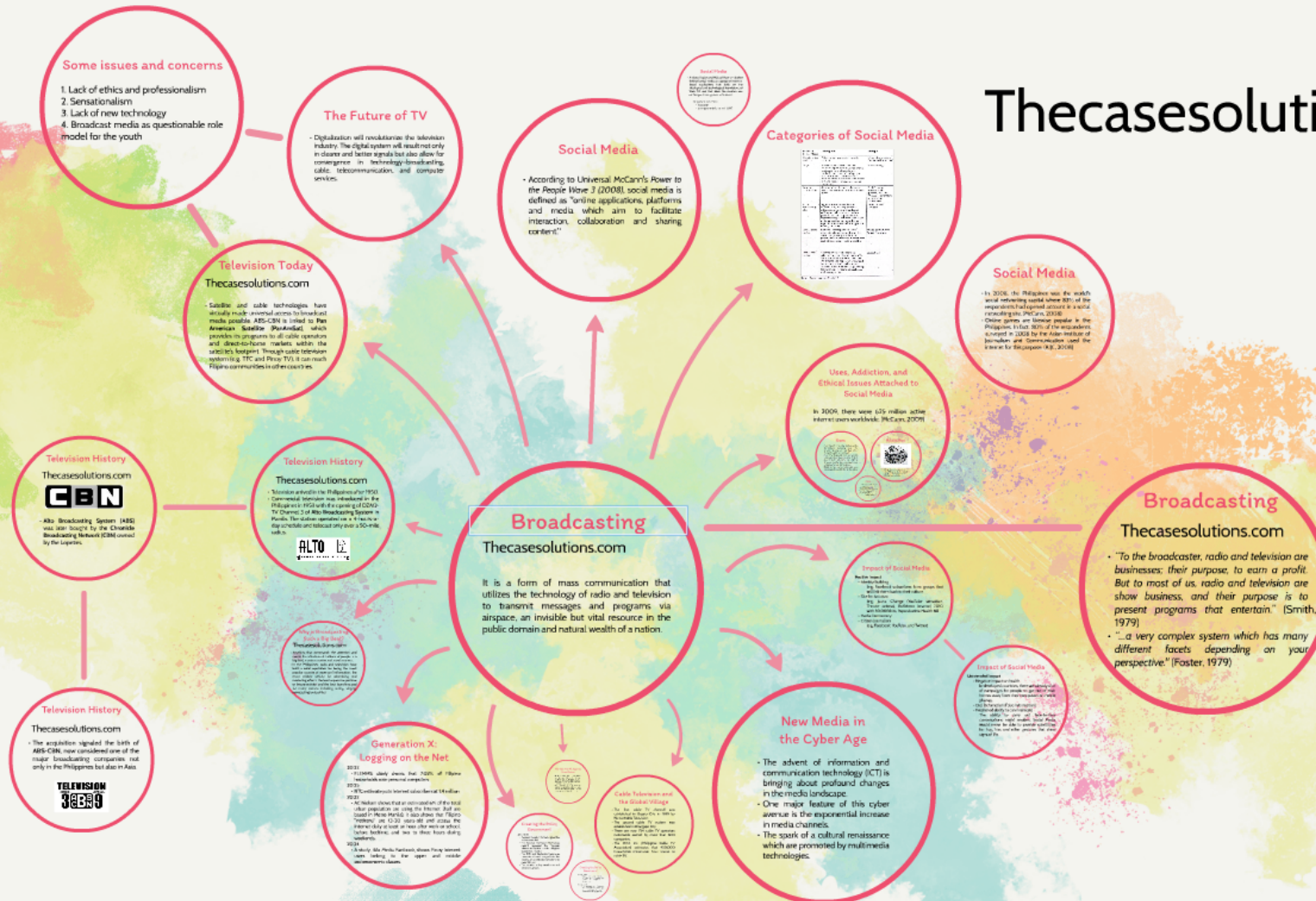
Generation X: Logging on the Net

- In 2001, only about 10% of 18- to 29-year-olds were online.
- By 2003, the percentage had risen to 25%.
- The Internet was used for entertainment, education, and communication.
- The Internet was also used for shopping, banking, and other daily activities.
- The Internet was becoming an integral part of daily life.

New Media in the Cyber Age

- The advent of information and communication technology (ICT) is bringing about profound changes in the media landscape.
- One major feature of this cyber age is the exponential increase in media channels.
- The spark of a cultural renaissance which is promoted by multimedia technologies.

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Media

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Why is Broadcasting Such a Big Deal?

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- Anything that commands the attention and courts the affection of millions of people is a big deal, a serious matter and a real concern.
- In the Philippines, radio and television have built a solid reputation for being the most popular sources of news and information, the most reliable vehicle for advertising and marketing efforts, the least expensive pastime or leisure activity, and the best launching pad for many careers including acting, singing, newscasting and politics.

Television History

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- Television arrived in the Philippines after 1950.
- Commercial television was introduced in the Philippines in 1953 with the opening of DZAQ-TV Channel 3 of **Alto Broadcasting System** in Manila. The station operated on a 4-hours-a-day schedule and telecast only over a 50-mile radius.



Television History

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- **Alto Broadcasting System (ABS)** was later bought by the **Chronicle Broadcasting Network (CBN)** owned by the Lopezes.

Television History

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Television Today

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- Satellite and cable technologies have virtually made universal access to broadcast media possible. ABS-CBN is linked to **Pan American Satellite (PanAmSat)**, which provides its programs to all cable operators and direct-to-home markets within the satellite's footprint. Through cable television system (e.g. TFC and Pinoy TV), it can reach Filipino communities in other countries.