Role of Media in Education

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ABSTRACT
The media of communication is the medium by which a piece of information or knowledge is communicated to the world. This medium of communication is of great importance because the same piece of information when conveyed on a printed page or over the telephone or radio or television will appear different and have entirely a different effect on us. Hence the effectiveness of a piece of information depends upon the medium through which it is imparted. Education of tomorrow will be able to play its role more effectively by making the individuals creative, active and efficient by using appropriate media. Success of education cannot be achieved merely by substituting mechanical methods for human beings, but by developing new patterns using both human beings and technological advancements in order to teach more people better and more rapidly.

There are a good number of media for mass communication such as radio, Television, newspapers and films, etc. Previously, the mass media in the form of illustrative were only put to marginal and individualised use. There was neither any coherent thinking nor a scientific use of these media in the educational process. But their increased use has been mainly due to interest and initiative of certain teachers.

The role of media in the development of education has been imperative. It has played an important part in influencing the underprivileged and the socio-economic backward sections of the society in recognizing the significance of education. The role of media has been considered important not only in the development of education, but also other areas such as, communication, motivation, social welfare, work opportunities and understanding how to make effective use of technology. Media is responsible for this development to a great extent. In this paper, we will learn about Role of Media in Education.

Keywords: Media, Education, Communication, Development, Technology

INTRODUCTION
The term media is derived from Medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened
by the inventions of radio, TV, cinemas and internet. Media’s duty is to inform, educate and entertain the people and thereby strengthen the society. Because of its inherent ability to reach a large number of public, it is widely used to convey message to build public opinion and awareness. The role of media in today’s education is evidence by the number of computer labs, television sets and libraries that have become part of curriculum in most schools today. Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world closer (globalization) so that now students from different universities in different parts of the world are connected through a mere internet connection. Media is field which works on a broad scale. Both the social and mass media played different roles. Because the power of media is so extensive and huge it can be used to educate people at very little cost, through online teaching thousands of persons can be taught at the same time. It also allow students and teachers to connect and share ideas, as being an extension of class discussion by extending the possibility of sharing beyond the classroom walls. Social media forges new ties and exchange content in meaningful ways that would have not been possible a few years ago.

**What Is Mass Media?**

The source that the majority of the general public uses to get their news and information from is considered mass media. Mass media means technology that is intended to reach a mass audience. The most common platforms for mass media are newspapers, magazines, radio, television, internet and the mobile. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture.

**Categories of Mass Media**

Mass Media is divided into 3 categories –

- **Print Media**
- **Electronic Media**
- **Digital Media**

**Print Media**
The oldest form of media is print media. It consists of any type of printed material. They include books, newspapers, magazines, journals, newsletters and many more.

**Electronic Media**
Secondly, we have electronic media which made information entertaining. It was made possible with the help of television, radio, movies and more.

**Digital Media**
With technology evolving by leaps and bounds, digital media has in a way overtaken the other forms of media. With its help, the conversation became two-sided. Digital Media is a fast and efficient form of mass media. It encompasses all types of social media, blogs, forums, web portals, and others.

**ROLE OF MASS MEDIA IN EDUCATION**

The technological innovation in mass media of educational communication means that education can now be transmitted to far off places. That too without geographical hindrances. This saves a lot of time, effort, and money. With ever-growing innovations in technology, education can now be transmitted in real time over the computer screen from far off places. The major roles mass media plays in the education field are:

**Universal reach**
Mass media has made the world smaller; it has connected people like never before. Education is something which must be universal. Mass media has helped tremendously bridge that gap. In other words, it is now within everyone’s reach and making the world a better place.

**Storage of information**
Mass media allows storing information which can be accessed from anywhere at any time. It is available at our fingertips literally, which saves a lot of time and energy. Therefore, it serves as a rather useful resource in the field of education.

**No Physical Constraints**
One of the major drawbacks before mass media was a physical constraint but not anymore. Mass media has reduced the distance and made the world smaller for good. For instance, it is not necessary to be present at the place physically to gain knowledge now.

**Organized Influence**
Previously, the medium of information was rather unorganized. Now, the mass media of information offers much more organization and sophistication in delivering information. In addition, the authenticity of the information being imparted can be readily checked and reviewed. It is possible with the availability of mass media. This results in the reduction and elimination of false information or rumours.

**Fruitful Results**
Another huge advantage of current technological innovation in mass media is the increased memorization capability of students. Many scientific pieces of research have proven that transmitting lectures via an audio-visual format is quite effective. It has a far more positive impact on memorization capacity of the brain than merely an audio lecture. Above all, this is only possible because of the mass media.

**SOCIAL MEDIA**
Social media has gained credibility over the years as a trusted source of information and platform where organisations can interact with audiences.

We are seeing education institutions adapting these developments into their systems and relying on group resources and mechanisms to improve the student life. The use of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient.

Social network tools afford students and institutions with multiple opportunities to improve learning methods. Through these networks, you can incorporate social media plugins that enable sharing and interaction. Students can benefit from online tutorials and resources that are shared through social networks.

As an educational institution, it is crucial to be active in many social platforms possible, this helps create better student training strategies and shapes student culture.

**Connecting with experts on topics via social media**

The great thing about using social media is that you soon learn who the experts are in particular fields and subjects. When you start following these experts you learn more and gain useful content from them, this empowers you to produce great results. You have the opportunity of engaging experts to get answers on topics that you may need help in.

**Institutions communicate with students via YouTube and Facebook**

Learning colleges have the ability to connect with students through social media networks such as Facebook, Google Plus groups, and YouTube. These channels can be used to communicate campus news, make announcements and provide students with useful information. This builds engagement between the College and students which help tackle many student issues through the group interactions.

Institutions can share supportive and positive posts that reach all students that are connected to the networks and pages. You can initiate hashtags on social media to engage students and online discussions that are helpful. Video is a prominent tool in social media trends that are effective and you can use it to share useful videos that inspire students and help them in their course
subjects. Through social mediums such as YouTube, Facebook or Instagram live video the engagements between students and the institution can be sustained. It is advisable to be selective about which social platforms to use for the best practice.

**It helps in Research process**

Social media offers audience and subject monitoring tools that are useful and it is one of the best platforms to extract data. You can find out how the majority people feel about a particular topic or how experts perceive and advice on specific issues. This can help students compile and produce useful content for research. Whether students are working on an assignment, working on a project or trying to gain more insight on a subject, some of the best information and results can be extracted from social media.

**Enhanced Learning management systems**

Learning management systems is a networking software that delivers educational programs and gives institutions other administrative activities. Social media learning in LMS can include instant chat functions, video, forums to share info and other lesson resources to help students. Most LMS’s come with built in social media integration and this drives instant interaction between the users and the system. The system strengthens student participation and makes team projects easy to collaborate.

The system exists to tackle student and learning related issues to improve education schemes. It is beneficial for institutions to use popular Learning management systems with social media integration to have the best reach and effect through the system. Other social learning benefits are live conferencing systems, webinar capability, share group reviews, blogs and much more.

**LEARNING WITH MEDIA AND TECHNOLOGIES**

Computer-based cognitive tools have been purposefully modified and established as knowledgeable associates to support and smooth the critical thinking and higher order learning. Examples of cognitive tools include, databases, spreadsheets, semantic networks, expert systems, communications software such as, teleconferencing programs, on-line collaborative knowledge construction environments, multimedia or hypermedia construction software, and computer programming languages. In the cognitive tools approach, media and technology are provided directly to the learners to utilize them for signifying and articulating all the information that they possess. Learners themselves function as designers making use of media and technology as tools for analysing the world, accessing and interpreting information, organizing their personal knowledge, and representing what they know of others. The
foundations for making use of software tools for development of education have been stated as follows:

The learning environment is required to be positive and favourable, when individuals are taught how to make use of the software. When individuals are acquainted with various forms of media and technology, they may find the concepts difficult, but the creation of favourable learning environment assists them in understanding of the concepts in an adequate manner. Cognitive tools empower the learners in designing their own representations of knowledge rather than absorbing representations that is preconceived by others. When learners have learnt how to make use of media technology, they create their own learning environment in order to improve their knowledge and skills. Cognitive tools assist in the development of reflective thinking that is vital for meaningful learning. Cognitive tools have two kinds of significant cognitive effects, those which are with the technology in terms of logical associations and those that are of the technology in terms of the cognitive remainder that is present after the tools are being used.

Making use of multimedia construction programs as cognitive tools normally engages the learners in developing numerous skills and abilities, such as, project management skills, research skills, organization and representation skills, presentation skills, writing skills, and reflection skills. In any educational institution or a training centre, individuals are required to develop these skills to perform well in their courses and programs and to achieve good grades. Reading and understanding the concepts does improve academic knowledge, but it is vital to make use of the academic knowledge in tasks such as organizing, presenting, researching, writing and reflecting.

General Principal of using Mass Media:

The teacher should make all necessary arrangements for using the mass media very effectively. Teacher should select the mass media according to the age level of the students. Teacher must know some general principles of using the mass media.

1. Organisation:
Mass media should be organised as integral part of the educational programmes. They should not be separated from other curricular activities.

2. Selection:
Mass media should be properly selected and coordinated by the teacher. An experienced and trained teacher can select the mass media according to the needs of the students.

3. Planning:
Mass media should be available according to the need of the instructional programme. The teachers should possess skill in the use of mass media. They should have special training in their preparation. So they should be properly planned.

4. Experience:
Mass media should be related to student’s experience.

5. Preparation:
There should be adequate preparation on the part of students. The teacher should prepare himself before using it. He should know what the mass media teach and where they fit into his plan of teaching. Adequate preparation should be followed by proper presentation and an adequate follow-up.

6. Evaluation:
Mass media should be evaluated at regular intervals in regards to their use, effect on learning and their functions.

Conclusion:
The power of media is regarded to be widespread and massive, it can be utilized in an efficient manner to educate people with less cost. In leading to improvement in the field of education, it is important that the number of students within the classroom should be adequate, which can be manageable by the teacher, there should be provision of teaching-learning materials and one of the fundamental areas is usage of technology, as technology arouses interest and enthusiasm in the mind-sets of the students to learn. Therefore, the role of media is significant in the development of education.

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[this article has already established facts, wish that the author had explored the possibilities of various strategies which can really enhance the utilisation of the media technology for education.]