

# Education and Role of Media in Education System

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**Abstract:** *This paper is showing the relationship between the media and education. It contains the role and importance of media in providing education, rural education and for environmental awareness. It also talks about the use of media in classroom and in the teaching learning process. This paper is representing the extensive and extreme use of media in education content and its social impact upon society because of its inherent ability to reach large number of public.*

**Keywords:** Education, Media, social impact, environmental awareness

## 1. Introduction

Education is the process of learning and knowing, which is not restricted to our school text-books. It is a holistic process and continues through our life. Even the regular happenings and events around us educate us, in one or the other way. It would not be an exaggeration to say that the existence of human beings is fruitless without education. An educated person has the ability to change the world, as he/she is brimming with confidence and assured of making the right moves. It Makes Better Citizens, Ensures A Productive Future, Opens New Vistas, Spreads Awareness, Helps In Decision-Making, Bolsters Confidence.

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. In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness.

The role of media in education is evident today 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. Amidst the information revolution mass media has become such a massive part of our lives.

## 2. Role of Mass Media in providing Education

**Mass media** :- Television programs, internet websites, feature-length films, newspapers, music tapes and CDs, magazines, billboards, radio programs: essentially, a

tool/technology which is used by someone to transmit a message to a large external audience is called mass media.

John Dewey stated that education could not be limited within teacher and taught without social environment. So mass media is one such potent force in the social environment of education. Through modern electronic techniques and technologies, mass media prove that education is, really comprehensive not confined within four walls of the classroom.

Really, mass media are the educational medium for the mass and mass education. Irrespective of caste, color, geographical, sociological, economical diversities mass media prove as an important means for the education to all. Mankind gets a great deal of information from the widespread mass media i.e. newspaper, TV, radio, magazines, journals, films, etc. It is estimated that mass media may substitute the real classroom teaching in future.

## 3. Functions of Mass Media

- 1) **Providing Information:** These media help in disseminating information for the mass. People acquire different knowledge very quickly.
- 2) **Providing vocational information:** Media help in providing vocational and professional information to a larger group of the community.
- 3) **Spreading awareness and civic responsibility:** People can be aware of different problems of the society and their role in changing society through mass media. People know their rights and duties for the nation clearly.
- 4) **Educational programmes:** Mass Media help in forming suitable habit for different programmes and they utilize their leisure time in a productive way. It also influences the behavior of the people through different programmes.
- 5) **Role as a non-formal agency:** Now in an advanced society mass media are not treated as informal agencies of education. They are called non-formal agencies due to its wide coverage of educational items in a systematic way. It is viewed that these media can substitute the classroom teaching in future.

Therefore, mass media are the main means of educating the society. These are the cheapest and quickest means of the education for the people. The impact and motivation is very

quick through mass media. The teacher must use the educational media and methods effectively in the classroom.

#### **4. Mass media for rural education and environmental awareness**

Mass media and print media and its usage play a important role for the development of rural education. Various forms of mass media such as television, radio, handy video cameras, interactive video, computer and print media (news papers, magazines bulletins, leaflets) can be used for the development of rural education. Door darshan is telecasting the latest information on agricultural education and rural development through electronic media, covering majority of rural population. The findings of various studies stated that impact of TV was more on small farmers and illiterates. They watched the agricultural programmes and adopted the recommended practices. A majority of the farmers viewed TV programmes for the sake of education.

Agriculture is the mainstay of the Indian economy and approximately half of the Indian population still gets their livelihood directly from agriculture. Most of India's poor live in rural areas and are engaged in agriculture. Climate change and food security have become burning issues in the world. Continued deforestation is a major challenge for forests and livelihood and one of the major causes of environmental degradation in India can be attributed to rapid growth of population, which is adversely affecting the natural resources and environment. The growing trends of population and consequent demand for food, energy and housing have considerably altered land - use practices and severely degraded forest area as well as environment. These include pressure on land and forests, loss of biodiversity, rising demand for energy, global warming, climate change, water scarcity and pollution. For agricultural development, knowledge and information on farm technologies, methods and practices need to be imparted to the farmers at the right time. Mass media (electronic and print media) are playing very important role in creating environmental awareness and dissemination of new agricultural technologies among the rural people. Different information tools like radio, television and news paper are spreading awareness related to climate change and environment protection among the rural people at the faster rate than personal contact. The production and distribution of printed materials such as book, magazines, newspaper and brochure may help in transfer of new information's and technologies whereas radio and television are the important tools for dissemination of quick information.

#### **5. The Role of Social Media in Education Life**

These days we are living in the fast developing society which every day offers its inhabitants a great number of new possibilities. Predominantly, these unique opportunities concern the advancement of social media that have noticeably permeated the modern education world. In fact, it is not a secret that the majority of teachers and professors highly appreciate the power of these tools which lies in the

ability to engage, motivate as well as to involve the students into deep contemplation and sensible discussion.

In general, the term "social media" implies the number of activities that include socializing and networking online through words, pictures and videos. To some extent, it is a two way discussion which brings people together to discover and share some information, interests as well as ideas. Admittedly, social media can range from social bookmarking, where all users have a chance to share their online libraries of links and connect to each other's lists within a definite online community, to online collaboration spaces.

#### **6. Implementation of Social Media Into Education Life**

Nowadays, many educational establishments are beginning to embrace social media into their everyday life. It is a well-known fact that Twitter and Facebook are considered to be the fastest ways of finding information that might be of great value for all students. Remarkably, these websites can be easily used for creating a discussion in the classroom. Interestingly, it is possible to create a chat room that can be embedded later to some blog and scheduled to open at a specified time. Actually, all teachers can easily pull new stories from any of these online sources and the students can put any questions in order to develop the further discussion of the previously downloaded article. Speaking about various blogs, they can be utilized to encourage creative writing and to enrich grammar skills. Thus, the professors here are welcome to suggest their requirements for writing projects that are to be fulfilled by the students within certain deadlines. On the whole, one of the biggest assets of each social media tool lies in bringing together the students of all ages to help them with all types of assignments, starting with the homework and finishing with different researches. It is worth mentioning that such phenomenon as geo-tagging has a great future perspective in education life, owing to the fact that it can be used to target and find necessary data about the places that are being studied. In addition, it has been scientifically proven that social media can assist the students in solving their engagement crisis. Indeed, the lack of engagement has become the main reason for students' expulsion both from the course and college. In this case, social media engages them into close communication and collaboration with their instructors so that the studying process is properly maintained.

#### **7. The Use of Media in Teaching – Learning Process**

Learning is a process to acquire knowledge. It needs hard work and sometimes will make students frustrated and get bored, so that they lose their attention to a lesson. In this case, the use of media in teaching- learning process is needed to attract students' attention and to make teaching-learning activities more interesting and also effective. The use of media in teaching- learning process is not a new thing. Many teachers know that media will be helpful.

Media give students something new, but not all of teachers know how to implement it correctly, so sometimes media disturb learning process instead of helping students in learning process. This situation causes a problem. The use of media is questioning whether it really helps teaching-learning activities or not. Based on that assumption, the writer wants to find out the fact of the use of media in teaching- learning process, whether media can help teaching- learning process or not. By reading this article, readers will get a real experience of the use of media, which can help learning process. Besides, they will also know some obstacles that may arise from the use of media, how to overcome them, and detail example of how to conduct teaching- learning process by using media, especially globe and map. This article will provide an interview of a teacher's experience in implementing media for teaching social studies.

Usually use of media is very useful to teach social studies by this we can use pictures from encyclopedia or else, a globe, a map, and internet to teach social studies. the students had to find all-important information including the map, flag, landmark, famous buildings, mountains, traditions, etc. By using media in teaching, students' improvement can be seen clearly.

The use of media in teaching- learning process has also several advantages. Media could raise the students' interest of the lesson and media is important to lead students' attention. Media increase students' responsibility to control their own learning. In brief, we can say that the use of media in teaching- learning activity is good.

## 8. The Importance of Media in the Classroom

Media in the classroom engage students in learning and provide a richer experience. Media are useful tools for illustrating a lesson, allowing students to see examples of what they are learning. Interactive media such as Smart Boards allow students to move items on a screen for illustrative purposes. Students view media as exciting learning aids, making learning entertaining and less monotonous, according to the report "Benefits and Risks of Media and Technology in the Classroom "from the UCLA Office of Instructional Development.

### 8.1 Appeal to Multiple Learning Styles

Media appeal to visual, auditory and kinesthetic learners. Students can watch a movie, listen to music or interact with digital media on an interactive Smart Board. Effective teachers do not rely on teaching students in merely one style but use a variety of styles to reach the greatest number of students. Providing a rich learning experience through classroom media keeps students focused and engaged in learning.

### 8.2 Creates an Authentic Learning Experience

Using newspapers, brochures, job application forms and news broadcasts provides authentic opportunities for students to learn using real-world media. This method simulates real-life experiences in which students must read, evaluate and interpret information based on items that they need in their daily lives. When students use objects from the real world, they can see the connection between what they learn in school and how they can use the knowledge as a member of society.

### 8.3 Strengthens Critical-Thinking Skills

Teachers can use media to hone critical-thinking skills. Students can write about a song, interpret a movie or interpret a news broadcast. Teachers can use the media to ask probing questions and facilitate discussions that extend beyond basic comprehension questions. Teachers can also create projects in which students develop their own media, using classroom media as a model. This hands-on activity challenges students to formulate media, using their own creativity and interpretations from classroom media.

### 8.4 Teaches Students to Use Media

Using media in the classroom teaches students how to use and care for resources to further their education. Students not only learn how to use the Internet, a dictionary or a newspaper for information, but they also learn how to care for and protect the items they use, according to the Center for Media Literacy. Students can also learn how to determine the value of media and learn methods to contribute to society, producing their own media.

## 9. Conclusion

The media has the power of educating people, the good and the bad. Since it affect the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discourage sectarian, communal and divisive trends.

Media integration is consistently referred to as a relatively new phenomenon in education. Although complete media integration is not yet commonplace in classrooms throughout the country, media's use in the classroom, much like that of technology, is seemingly old hat. Although "movie day in the classroom" has shifted from slides and projectors to DVDs and YouTube as a result of rapidly-changing technologies in the 21st century, media use in the classroom remains prevalent none the less. Hardly a country in the world is spared controversy in education, but when one looks behind the sometimes anarchic scenes, there is a lot about which to be optimistic and hopeful.

Traditionally, the mass media and education have enjoyed a love-hate relationship. On one hand television and newspapers particularly, have provided extensive and

extremely useful education content. On the other, however, their newsrooms never seem to hesitate when controversy rears its ugly head. The power of media is so extensive and huge; it can be used to educate people with very little cost. Media today is to inform the people about the latest happening around them and the world. They cover all aspects of our interest like weather, politics, war, health, finance, science, fashion, music, etc. The need for more and more news has evolved into creation of dedicated TV & radio channels and magazines. People can listen, watch and read latest news whenever and wherever they want.

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## Author Profile



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