

Role of Mass Media in Education

Abstract

This paper aims to built the relationship between mass media and education. It comprises of the role and function of mass media in providing education both in urban as well as rural sectors in order to gain environmental awareness. It also includes the principles that mass media uses in both teaching and learning purposes for providing classroom education. This paper is representing the substantial and utmost application of mass media in educational system as well as its social impact because of its innate capability to reach a huge number of public.

Keywords: Education, Mass Media, Social Impact, Environmental Awareness.

Introduction

Mass media is considered to be the means of communication for the masses. This mass communication is technologically and institutionally the best mass production of public messages in industrial societies. The motive of mass media is to meet the needs of diverse class of people fitting into different age groups, educational groups and economic groups, focusing on common man as well as his needs and interests. The communicator over here works through complex organization involving division of labor. The messages of mass media are however at times only of passing interest. Its responsibility is to inform, educate and entertain the young mass. The use of mass media in educating the students with the ability to get more useful information and to connect with learning groups and other educational systems to make education convenient. Social network tools afford students and institutions with multiple opportunities to improve learning methods. The greatest of all features, being the power of mass media to reach a large number of people all over the world within a short span of time. It plays an important role in our day to day lives. Mass media puts an impact on our likes and dislikes, opinions regarding many important issues, views, behavior and our values.

Impact of Mass Media on Education

One of the important functions of education is to help the students to understand the society in which they are living and also to develop in them the ideals of life to act as agent of social change. It is the responsibility of professors to provide proper guidelines so that students will be able to control their experience. In this context mass media provides rich opportunities to the students. Whereas classroom education helps providing attention to individual ones, mass media helps in improving the standard of students in huge numbers at a time.

Principles of using Mass Media

The teacher should make all necessary arrangements for making the use of mass media effective. They should select the mass media as per the age group of students. Some of the general principles a teacher should know includes-

Organization

Mass media should be organized as an integral part of the educational programmes. They should be included within other curricular activities to build interest of students.

Selection

Mass media should be chosen properly and should be coordinated by the teacher. An experienced and trained individual can select the mass media as per the need of the hour.

Planning

Mass media should be available according to the requirement of the instructional programmes. The concerned faculty should acquire skill in operating and making use of mass media. Special training should be provided for making the operation easier. A proper planning should be there for that purpose.



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Experience

Mass media should be correlated with the experience of pupils.

Preparation

The pupil should be prepared adequately and the teacher should help in that purpose. The teacher should be aware of the fact what mass media teach and where do it fit into his teaching plan. Preparation needs to be followed up by proper presentation and enough follow-up.

Evaluation

Mass media should be evaluated at regular intervals and should be modified as per the need, effect of learning and in their purpose of fulfilling the student's needs.

Role of Mass Media for Rural Education and Environmental Awareness

Mass media and its usage tend to have an important role for the development of rural education. Various forms of mass media like television, radio, handy video cameras, computer, interactive videos and print media (newspapers, magazine bulletins, leaflets) can be used effectively for developing education in rural areas. Doordarshan is casting the latest information on agricultural education and rural development through electronic media, covering majority of rural population. The findings of several studies have suggested that there lies a huge impact of TV on farmers and illiterates. They adopt recommend practices by watching various agricultural programmes. Agriculture is the backbone of Indian economy and approximately half of the Indian population still gets their livelihood directly from agriculture. Climate change and food security have become the burning issues in the present date. Continued deforestation for meeting the needs of the rapid growing population is a major challenge for the agricultural society and is the important cause of environmental degradation in India. For agricultural development, knowledge and information on farm technologies, methods and practices need to be imparted to the farmers at the right time. The potential of mass media for influencing in gaining of knowledge, public attitude and behavior have been well recognized through several research studies. Mass media (including electronic and print media) are playing a very important role in creating environmental awareness and dissemination of new agricultural technologies among the rural village people. Therefore, emphasis needs to be laid upon the proper utilization of information channels for dissemination of knowledge and awareness related to the environment and agricultural technologies for the development of rural population as well as for protecting the assets of environment.

Functions of Mass Media Information

The major function of mass media is wide circulation of information. Since data implies learning and information implies control, mass media offer bona fide and auspicious realities and feelings about different occasion and circumstances to mass group of spectators as enlightening things. Information provided by broad communications can be obstinate,

objective, abstract, essential and optional. Educational elements of mass media likewise, let the crowd thinks about the incident around them and visualize the reality. Mass media transmits information basically via news telecast on radio, TV, or through the newspaper articles and magazine advertisements.

Entertainment

The other critical function of mass media is, it acts as the source of entertainment. It is likewise the most obvious function of media. Sports, news, movie overview, columns on artwork and style, online medium, enhances the moral values, at the same time doesn't fail to entertain the target audiences. But nowadays, media have comprised information and education within the enjoyable packages. When the combination of entertainment and information is regarded as infotainment, then, similarly the addition of education in entertaining programs is considered as edutainment.

Socialization

It is regarded as the transference of tradition. Mass media are the mirrors of society. Socialization is a technique by which, people are made to act in methods which can be suited to their tradition or society. By this technique, we learn how to turn out to be a member of human society. Whenever a person reads newspaper or watches tv, he/she knows how to react on matters and which varieties of norms and values they perceive on particular event, problem or scenario. The method of socialization help to shape our behaviors, conducts, attitudes and ideals. This procedure brings people near and ties them into single team spirit.

Surveillance

It indicates monitoring. Here monitoring means to look at the society carefully. The feature of mass media is to examine the society intently and continuously and warn about the frightening actions to the mass that allows lowering the feasible loss. Likewise, mass media also act as the security system for the misconducts occurring within the society and discourages malpractices existing within the society. Forewarning surveillance often regarded as the basic as well as critical function of mass media by protecting the harmony and safety of the society.

Mass Media and 21st century

In today's date, despite of gender, race, age, geographic location or any disability, internet do give an equal chance to every spheres of society for progressing in the field of education. Instead of letting the students seek the help of teachers, Internet has made every information available to reach the students wherever they happen to be. Also intend to give students an opportunity for reaching the facts and responding in several different ways. Without the help of mass media, there would be no active social, economic and political systems available.

Conclusion

Mass media is indeed a blessing to the education system. Mass media have proved to help in classifying standards, stimulating organization and individual sports, developing a collective critical awareness, converting attitudes, enforcing a new shape or business enterprise on sure subjects and

inspiring originality and creativeness. Therefore, teachers need to be well prompted and made interested in using such substances. And they've also to be trained and oriented inside the adequate use and preservation of the materials. As we know, true instructors aren't born, they may be made. Training in the methods, techniques, use of various way and media assist a trainer to be correct and green. All illustrative substances could be "aids" to his coaching. His instructional outputs might be optimized via really appropriate uses of modern strategies, techniques, way and mass media Educational research has additionally proved that guidance can be greatly progressed through the smart selection and usage of modern media of communication.

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