

# The Important Role of Mass Media in Education

Dr. Parmar Shubhda,

B.A, B.Ed, M.A, Ph.D.

## **Abstract:**

This paper is showing the connection between the media and education. It includes the role and importance of mass media in education, rural education and for environmental awareness and with help of mass media comes innovative work in education. It also talks about the use of media in the life of students and how to improve creativity by mass media in the teaching learning process. This paper is representing the wide and tremendous use of mass media in education content. In short in the 21st century mass media is very beneficial for students. Media is a gift to education which in twist is a blessing to humanity.

**Keywords:** learning, education, media, need

## **Introduction:**

Technological progresses and advances have changed the distribution of mass media in 21st century. Today, it is integrated in nearly every place of social life as a conflict, modify, dominance, or social integration. Mass media means technology that is planned to reach a mass audience. It is the primary means of communication used to contact the vast majority of the general public. The general platforms for mass media are newspapers, magazines, radio, television, and the internet. The common public typically relies on the mass media to give information regarding , social issues, entertainment, and news in latest culture.

Mujtaba(2011) said that, "Mass Media play an important role in the society life. Mass media refers to a various methods of data and information on a global scale."

The usage of digital devices like the internet, computers and newspaper are the new form of learning in the 21st century. Moreover, mass media play a fundamental role in all type of increases which allow the public to rapidly contact, evaluate, share and move either data or knowledge.

## **The Role of Social Media:**

Television programs, magazines, internet websites, feature-length films, music tapes, radio programs essentially, newspaper, a tool/technology which is used by someone to convey a message to a huge external audience is called mass media. Really, mass media are the educational medium for the mass and mass education. Irrespective of caste, colour, geographical, sociological, economical diversities mass media establish as key means for the education to all.

Media plays a very significant role in the field of education. Media is field which works on a broad scale, both the social and mass media played different task. Because the power of media is so wide and it can be used to educate people at very little cost. During online teaching many of persons can be taught at the same time. And at that point allow students and teachers to connect, and share their ideas.

Clark (1983) said that," debates that 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 Advantageous of Using Mass Media:**

Mass media tools like newspapers, the radio, and the internet may provide educational purposes. They completely fulfil different types of learners' needs. They are supporting to students for learn and form of entertainment. Those tools make learning more attractive because students may discover something of their interest in teaching materials. Also, by watching news or TV series, and reading newspapers, students can learn English language. However, the most significant benefit of teaching foreign language through mass media is the make contact with an authentic language.

The mass media magazines, television programs, music, internet websites ,newspapers, tapes and radio programmes specially these technology which is used by transmit the message to someone to a large audience. So ,it is becoming clear that mass media is a far larger source of information about the world rather than textbooks or academics. Most of children love to learn new things practically ,so when children see many historical serials on TV ,they learn a lot from them ,rather than when they read from books so it is very interesting from them .Thus we can say media plays an important role to generate awareness ,knowledge and make it educates people.

- Through television, newspaper and radio programs, people get to learn about latest updates about world, health matters, environmental conservation, get new things about education and much more.
- With help of television, news papers , internet, people get the latest news in a very short time. Distance is not a barrier. This keeps them updated on the happenings around the world.
- Many people have hidden talents. But now days through media showcase their talents such as comedy, acting and singing. people get this opportunity by media.
- Media serves as a good of entertainment programmes. People get entertained through music and television programs. And also come many cartoon channels so children get entertainment on it.
- It helps people around the world to understand each other and embrace their differences. And many time people learn creative work. It is useful for them self.

### **The Role of Some Important Mass Media are Discussed Below:**

Mass media in education are newspaper, radio, television, etc. So mass media are many and these all technically useful in education. They persuade the attitude and behaviour of the people indirectly. With help of mass media get entertainment, historical record, information propaganda, education and development of moral judgement.

#### **1.Radio:**

Radio performs as the medium of mass-communication. It is used for broadcast events to far and large places of the world. Beside radio is also important for entertainment.

Benefits of radio are that, every day, we listen different talks, discussions and debates, know about history from radio. These are very important and helpful for the students. Especially for the teaching idea, many programmes are broadcast over the radio. So radio acts as a huge recreational and education strength. It broadcasts scientific and cultural facts. It enlightens public opinion. It stimulates curiosity and interests. With help of radio pupils and teachers get knowledge on, social field, arts, politics, music, languages, current affairs and other areas.

Many educational programmes are broadcasting by the expert teachers with useful and easy methods. Which express new ideas and approaches to classroom actions. And expert teachers also arranged different programmes for age group wise.

### **Following are the advantages of using radio as mass media in education:**

The radio also gives chance for student participation in different programmes such as quiz competitions, storytelling, historical story, travel talks, plays, development of lessons, projects and work programmes in the form of team teaching demonstrations. These all programmes arranged by specialists and experts they know about efforts of the best result.

- Radio is a main source of entertainment. Various talks, debates & discussions held over the radio are tremendously useful and helpful. For the students many programmes which related with educational subjects and in source of radio it presents very easy and many simple way. Educational radio has brilliance through dramatization, dialogue, musical features and other innovative programmes which are not possible in day-to-

day classroom teaching. Besides some programmes which relates with education concerts, folk and classical music, drama and discussion programmes, local and from other states are sometimes broadcast for listening in by other students in India.

- Well-planned radio broadcasts are presented in such a way as to connect the active participation of teachers and students. Before broadcast time there should be preliminary study and discussion on the topic . The class may be encouraged through broadcast proposals to carry on follow-up conversation, creative activities. Before presenting programme teacher and students both should be ready thoroughly materials. They should develop all resources likely to make the programme of a very high excellence and worth-listening into from the point of view of content, style, speech , audibility and present aptitude.
- Radio is, at present, not only one of the popular mass media, but also a prospective instructional tool in the formal, informal and non-formal education. It is nowadays giving more highlighting on the planning and production of educational programmes in both the formal and no-formal spheres of educational broadcasts.
- There are also extraordinary programmes for teacher-education and students in most of the stations. These are planned to familiarize methods of teaching and learning. Now days these methods are very important of large change in education curriculum and methodology particularly in subject of maths , science and English.
- The radio with its vast resources can organize a series of programmes related to primary education and promote adult literacy. The programmes are being related to their education, historical, health, knowledgebase, hygiene, nutrition etc. With a thrust on bringing the audience into the conventional of national life.
- So, radio is a valuable medium. It has occupied a major place in communication. It is also playing an essential role in education. It is not only tell, but also motivate. It not only inculcates ideals and virtues, but also generates attitudes, comforts and appreciation.
- Radio has been playing an central role for promoting significant and interesting education. Radio educational programmes can give good speakers to students and provide them a very clear and interesting explanation of pronouncing and grammatical concepts. Beside radio can help to develop speaking skill. Here, material can be recorded from it, preserved and played in a while to learners. Apart from prepared lessons that are learners improve vocabulary, they can pickup expressions, pronunciations and other elements of language from the radio. It is also really useful for teaching listening comprehension, and mostly valuable in bringing native speakers closer to the learner.

So, radio is an successful medium. It has occupied a important place in communication. It is also playing a central role in education. It not only informs, but also inspires for students. With help of radio students are developing their creativity and imagination.

## **2. Television :**

Television is an inevitable part of recent culture. We depend on TV for entertainment, news ,for knowing history, education, culture, general knowledge, weather, sports—and even music, since the advent of music videos. Today, television has become an really popular source of entertainment among youngsters. Hence, it has become the most important and powerful agency of mass communication. Now most of the TV has broadcasting education program for making talented or intellectual general people or student such as debate program, computer education, such awareness programs, reality talented shows, these shows presents which kind of reality in person. Awareness program is the most important and common program for all TV like, crime programs, save the children, family planning, monthly problem for girl, health and nutrition program for children, AIDS, awareness about their social life, mother's care during the period of pregnancy. By that TV serial , advertisements, drama, people can learn primary problem how to solve. TV also broadcasts many self sufficient and training program. This type of program to help unemployed people to build carrier or start small business by themselves own try or afford.

There is also benefit with help of television like, cultural experience with others, many information about wild life, historical person, history of monuments it teach kids' important values, improvement, extra information and life lessons. Educational programming can develop young children's socialization and learning skills. News, current events can help make young people more conscious of other cultures and people. With help of audio, visual and entertainment program children are learning in easy way and with interest.

**Following are the advantages of using television as mass media in education:**

- Educational television is able of making available many needed and so far inaccessible learning experiences. Because many time with help of television students solve problems and understand in easy way.
- Good and valuable educational television broadcasts result from the outgrowth of curriculum planning, of content analysis and of the selection of this most suitable instructional media.
- It can use a variety of audio-visual aids, motion pictures, drawing, maps, film-strips, slides, recordings and other projected and non-projected aids can be demonstrated through Television. Video-tapes and recordings on television bring us the launching of space rockets, of political and social events.
- It plays an important role to play in educating the children on the history and culture of our country. It gives a very good idea of the history of the country by telecasting various programmes through dances, short films on historical places, drama, museums etc. On television with live performances students understand and these thoughts they not forget anytime.
- It can motivate both children and adults, because not only it is educative but also entertaining. Sometime many education relative programs gives entertainment to both students and also their parents. So this is very interesting for students as well as parents.
- It can acquaint the children with past culture, history and social life. Many time most of the students not like to read history portion, but if history comes in movie and serial at that time students learn and understand and recollect it without any trouble.
- On TV screen many time telecast special lectures' show on talented personality. With help of it the listeners not only verbal information and instruction of the speaker but also the whole personality engaged in task. By these lecture listener also get new thought.

Thus television plays a very important roll, as means of mass media in educating the masses. It is a dynamic and powerful medium which power education. Its valuable use based upon the fundamental psychological principles of learning which apply to all successful processes of learning. These programmes are aimed at educating the students and give good moral values.

**3. Newspaper:**

The newspaper, today play a very important role in human affairs. Newspaper to give perfect information on world developments, and it is the newspaper that links us with the outside world. Human being are not travel without search out information. The newspaper has develop the main source of information. The basic think has become that the newspaper provide information about local and foreign affairs. Beside the radio and television also convey important news and messages quicker than the newspaper, on the other hand, give not only more details about a particular incident but it also give contains more new items. This is greatly important because sometime social media give fake news at that time newspaper provide fact news. Beside, the newspaper is easier to hold and it could be read at any time during the day.

Newspapers have been the most central tool in shaping the growth and improvement of any society in the modern world. The industry of newspaper in any country for that matter spreads knowledge and awareness amongst the people by circulate itself as a medium for a wide area of topics such as politics, advertising, sports, marketing, social issues, medicine, entertainment, and more recently in education. Education has been recognized as the major moving force in economic and social progress. Adisehiah (1970 P.31) has rightly said, "No education means no development, little education means little development, more education means more development."

**Following are the advantages of using newspaper:**

- News-paper describes and analysis current events of national, international and local importance. It presents economic and news of political field with details to develop an insight into the matter among the readers. All news presents after study and its analysis.

- Newspapers bring out information about the job opportunity, discussion about production and consumption of wealth notices, information about local latest news, advertisement of public and private sectors, advertisement of government skim for poor people, rate of commodities and other valuable information.
- The educative role of newspaper is to bring about proper knowledge and the socio-political awareness among the people. Newspaper also publish short story, articles related to health, fashion design, sports, beauty, food, historical story, kids zone, filmy.
- Newspaper is a powerful means to bring socio-political change and make sure better understanding of people about their rights and duties as citizens and act as the public platform to convey views even against the Government. Sometimes people are also against government at that time newspaper supported them.
- The newspaper serves many kind in different ways. Newspapers are printed in many different languages. Almost all house is provided with newspaper services. It is very cheap. The readers can know many important incidents happening throughout the world . With help of it students know new information and reader also improve his/her communication skill. And now days it will important in competitive exam. Newspapers promote many interesting facts about the State, country and the world.

Newspapers play an important role in human life and specially in young generation. The role of newspaper is very important in life of students. Because one and another way news papers are perform very vital role in field of education. It gives news, it brings awareness of issues, it generates employment and provide fact and latest news. Newspapers continue to be one of the best informative mediums today.

### **Conclusion:**

Mass media tools such as newspapers, radio, and television may serve educational purposes. In cases mentioned above they turn out to be even improved than traditional course books. Mass media perfectly fulfil different types of learners' needs. They encourages students to learn and form of entertainment. Those tools make learning more interesting because students may find something of their interesting learning material from mass media. Mass media targets very large market like whole population of a country.

With help of television students learn many thing with full of enjoy and remember in easy way. Newspaper printed in many languages, so in field of education use for project, students get general knowledge, develop communication skill. Radio perform very vital role it is not just give information but also enlarge creativity. The aim of the television is that provide different kinds of programs for the students and give moral lesson and values. One and another way mass media is very important in field of education. Because mass media is very supportive for students.

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