

## Role of Media And Education

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### Abstract

In Education there are three types of education. e.g. formal education, non-formal education, in formal education.

Formal education is given by schools & colleges. For this education various medias are used. e.g. Language, ICT, teaching aids, experiments, field visit etc.

Non formal & informal education are given by family members in family through various festivals ceremonies & through daily routine. Although it is achieved from social events, national current events, folk art in society. Development of person in various aspects achieved through these types of education. The development of the person may be cognitive, social, economic, mental, emotional, psychomotor. In this development one more thing is very important. That is role of media. Such as daily newspapers, radio, T.V. literature. If there is no media then there will not be awareness in the society. So role of media in education is very important. What is the role of media in education is discussed in this paper.

**KEYWORDS-** Media, Forms of media, Beneficial effects, Harmful effects, Benefits & functions of media in education

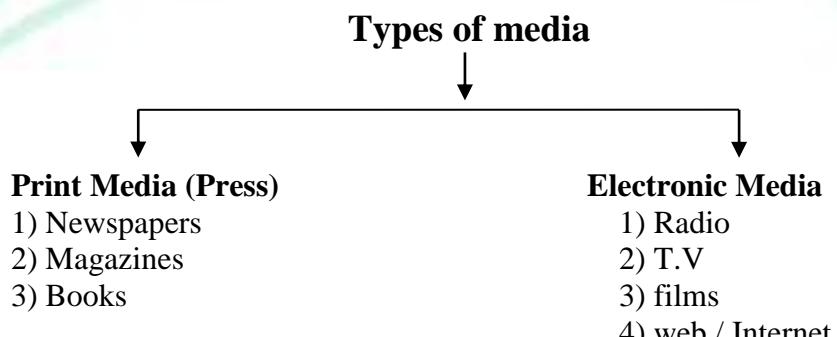
### Introduction

The role of media & technology in education is quite obvious in today's educational settings. Schools are loaded with computers. Media will help improve their academic performance.

#### • Media

In general 'media' refers to various means of communication e.g. T.V. radio & newspaper are different types of media. The term can also be used as a collective noun for the press or news reporting agencies. In the computer world, 'media' is also used as a collective noun but refers to different types of data storage options.

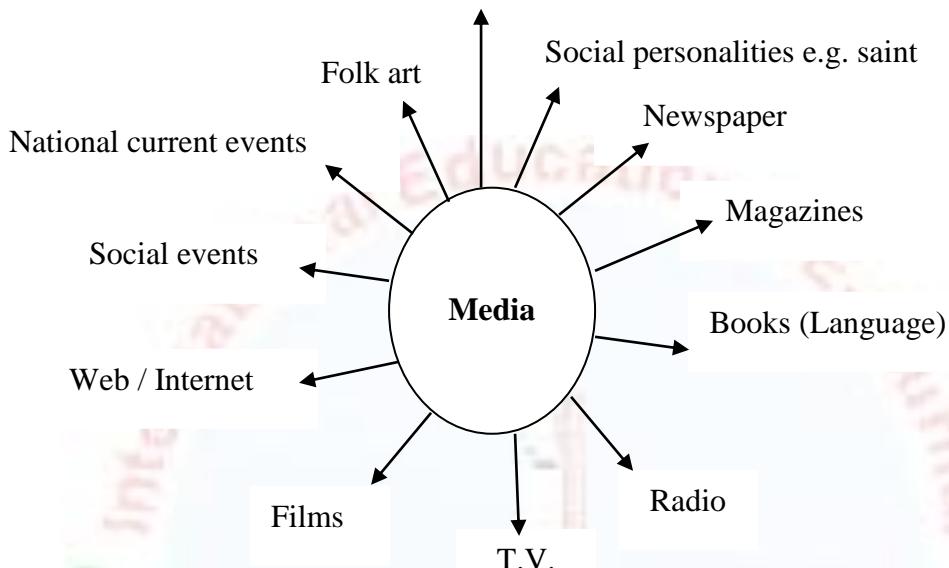
Computer media can be hard drives, removable drives, C-D – Rom, or CD-R discs, DVDs, flash memory, USB drives & floppy disks.



However media comes in many different forms

## Forms Of Media

Various ceremonies



All of these media have affected the way students learn. Around the world students are being globally connected with one another via internet. These mass media tools have made the world a smaller place in a way also called globalizations.

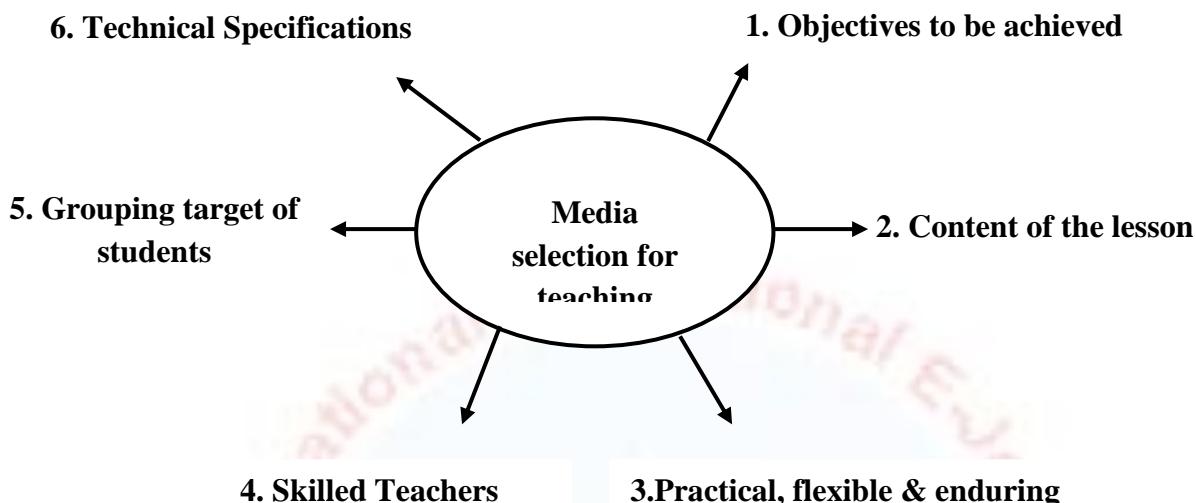
Media is such a massive part of our lives and it is everywhere we turn. How could it not affect our lives in terms of education? It is important that the educators of students and students themselves become what is called 'Media literate.' Teacher education needs media literacy as an essential tool and topic in the new millennium. With the help of new media power teachers would be more able to offer students information from around the world at an even faster and easier rate.

### Teachers media literacy

Media literacy merits a place in teacher education because it encourages critical thinking. This also engages students more and makes connection between life and school. It is not enough for students just to become media literate. Teachers must model media literacy for their students also. This goes way back to when you were just a baby. A baby learns at first by replicating what it sees others do. If a teacher demonstrates media literacy then so will the students. It is easy to place media literacy in established school curriculum such as social science, Language and communications, media affects all of these areas of study. Media literacy in social studies allows future teachers to uncover hidden assumptions, to distinguish between relevant and irrelevant information, to recognize biases, to separate fact from opinion, and to determine the strength of the mass medium's message.

### Media selection for teaching –

There are several criteria that should be considered in selecting media.



### 1) Objectives to be achieved

Media are selected based on instructional goals have been established which generally refers to one or a combination of two or three domains of cognitive, affective and psychomotor

### 2) Content of the lesson

Media can be selects due to the content of the lesson that nature, facts, concepts, Principles or generalizations. Different media, such as films and graphic symbols and codes that require different and therefore require different mental skills and to understand them. For effective learning process the media must be fit with the task of learning and mental abilities of students.

### 3) Practical, flexible and enduring

The best Medias are those which are available in time, have funding and other resources, provision for their preparation. This criterion helps the teacher to select, to obtain or to prepare media easily.

### 4) Skilled teachers

This is one of the main criteria. whatever the media, teachers must be able to use them in the learning process. Values and benefits of the media as determined by the teachers who uses it O.H.P., slide and film projectors, computers and other sophisticated equipment will not have any meaning if teacher cannot use them in the learning process to enhance it's quality and learning outcomes.

### 5) Grouping target of students

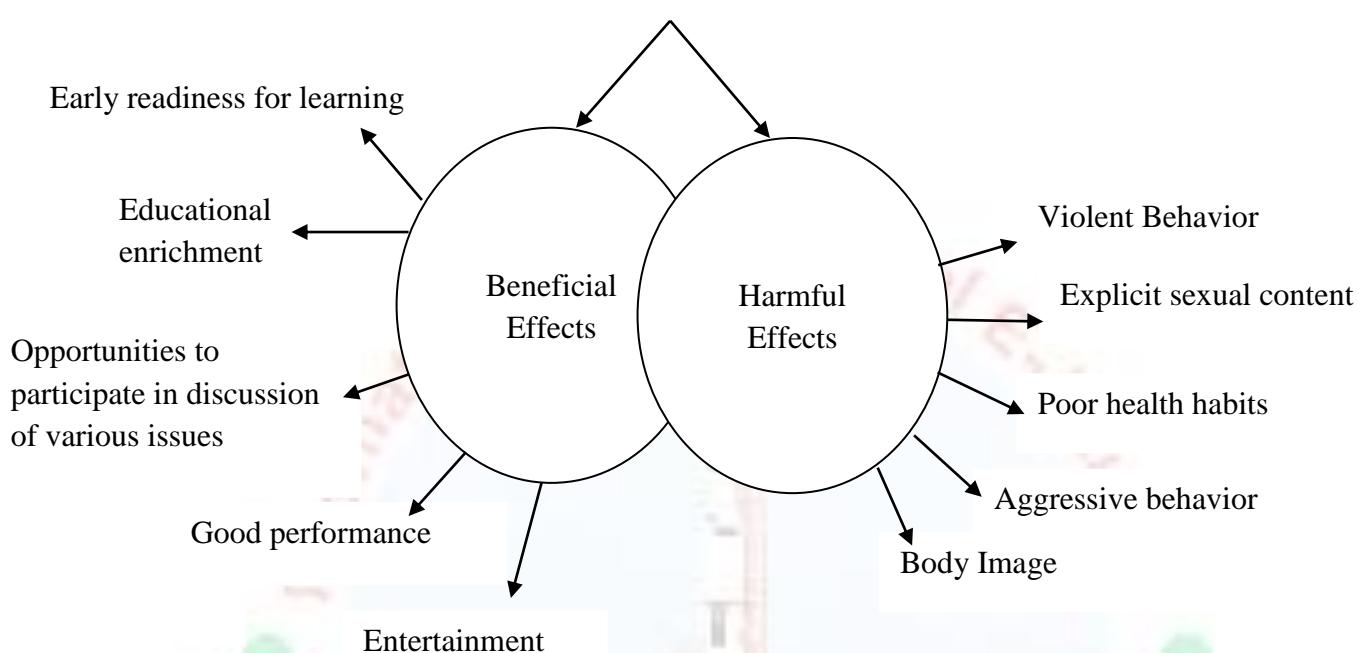
Effective media for large group may not be as effective if used in small groups or individuals.

### 6) Technical specification

The development of good visual teaching media and photograph must meet certain technical requirements.

**Media's influences on children-** medial influences on children has steadily increased .

## Media's Influences on Children

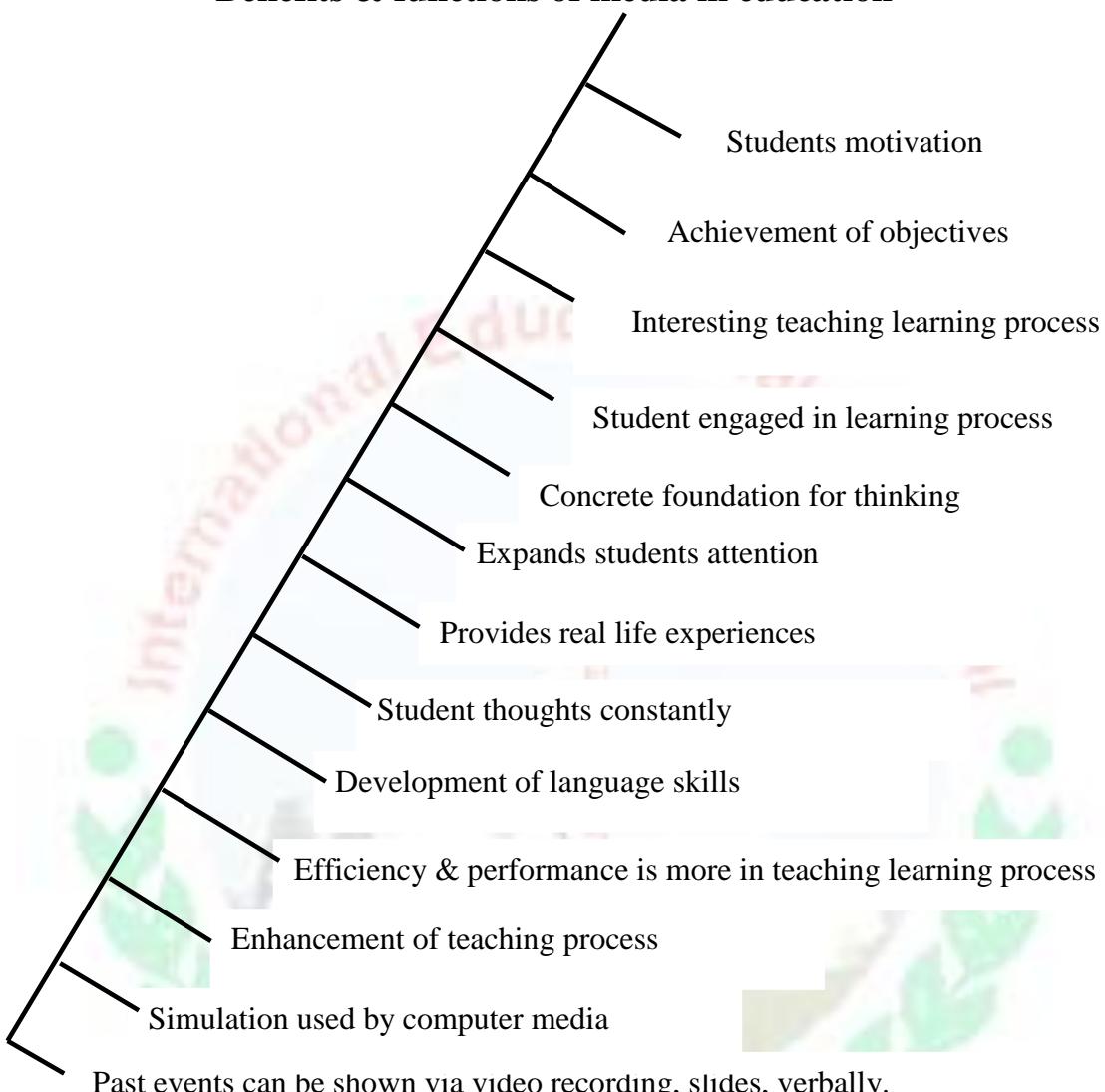


So media acts as a double edged sword that can hurt as much as help. Whoever wields it .that is why it so important to stress the education of media literacy starting at a young age. Hence teachers and parental monitoring is as a key factor.

### Role of media in education

Media plays a large direct and non direct role in education. New technology brought world together and so close to share knowledge. Media can help to develop educational environment, if there is media literacy among everyone in educational field.

## Benefits & functions of media in education



The effectiveness of media depends upon the user of it. Media acts as a double edged sword that depends upon teacher, student, parent, school and society.

### Limitations of media

There are so many advantages of media in education field. If there is no teacher to use media then there is no value of media. So at any cost teacher is very important in this educational field. The teacher having mastery over the subject enthusiastic, knowledge sucker, creative, active and alert about new knowledge, innovative, trained is comparatively effective teacher than only media literal teacher.

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