



Role of Media in Education

Shruti*, Jhuma Bhandari*, Premlata*, Chandni Sinha**

*B.A Part-III, Sociology Honours, Session -2007-10, Patna Women's College, Patna

**Lecturer, Department of Sociology, Patna Women's College, Patna University, Patna

'The media' refers to the different channels we use to communicate information in the everyday world. 'Media' is the plural of medium (of communication), and the main media are: television, film, advertising, newspapers, magazines, radio, internet. Media is such a powerful tool that it literally governs the direction of our society today. It is a source that makes a man aware of his mental surrounding. It is also considered as the mouthpiece of common people. Media is specifically designed to reach a very large audience such as the population of a nation and state. The term 'media' was coined in the 1920's with the advent of nation wide radio networks etc. Media is looked upon as an agent of social change. The mass media tools have made the world a smaller place in a way. Media is such a massive part of our lives and it is everywhere we turn. Role of media in informing and reforming society is of vital importance. Education as a source of knowledge is attaining greater heights in the development of societies and countries. Education is instrumental communication of special knowledge and communication is a mutually shared verbal and symbolic behavior. The methodology is designed with a combination of qualitative and quantitative research tools. All the methods are based on scientific approach. The research tools used for the present study are random sampling, interview, schedule and questionnaire. After the statistical analysis of data, we find media has played a vital role in education. It has great impact on the masses in a good direction. Masses get information about different issues through media. Media imparts education through various programmes, articles, drama, serials, seminar, computer, newspaper, radio and various other forms of communication.

Key words:- Cosmologies, Advocacy, Potent, Propeller, Receptive.

Introduction : 'The media' refers to the different channels we use to communicate information in the everyday world. 'Media' is the plural of medium (of communication), and the main media are:- Television, Film, Advertising, Newspapers, Magazines, Radio, Internet.

Media is such a powerful tool that it literally governs the direction of our society today. It is a source that makes a man aware of his mental surrounding. It is also considered as the mouthpiece of common people.

Education takes place in society because of three basic facts about the human race. Firstly, everything which comprises the way of life of a society or group of people is learned. Nothing of it is biologically inherited. Secondly, the human infant is incredibly receptive to experience. By this we mean that he is capable of developing a wide range of beliefs about the world around him, skills in manipulating it and values as to how he should manipulate it. Thirdly, this infant is also totally

dependent from birth and for a very long period there after upon other people. He is incapable of developing human personality without a very great deal of accidental or intended help from others.

In the very broadest sense, education is the process which links these three facts together. It is the way the individual acquires the many physical, moral and social capacities demanded of him by the group into which he is born and within which he must function.

Education is the induction of newcomers into a society. It goes on in response to values about how members should act and ideas about what they should learn. Education is one of the most powerful tools for the overall socio-economic development of any social group. It is regarded as an important instrument for empowerment, uplift and social change. Education is instrumental communication of special knowledge and communication is a mutually shared verbal and symbolic behavior.

Education as a source of knowledge is attaining greater heights in the development of societies and countries. Knowledge is considered as the commodity and has its own information, which can be transmitted as quickly as possible. The education, therefore this come to occupy the place of a vehicle of change.

Purpose:-

The purpose of the present study is to evaluating the role of media in education. In this context the major purpose are:-

1. To examine how far media helps in educating people.
2. To study through what ways it helps in spreading information to the remotest area.
3. To evaluate their level of education among youth.
4. To study how far it bring changes in the daily activities of life.
5. To suggest suitable measures to reduce misuse of media power in modern days.

Hypothesis: Following are the hypothesis of the study:-

1. Advocacy, both for business and social concerns. This can include advertising, marketing, propaganda, public relations, and political communication.
2. Entertainment, traditionally through performances of acting, music, and sports along with light reading; since the late 20th century also through video and computer games.
3. Public service announcements.
4. Permits us to reach great numbers of people on a national or regional level.
5. Media studies deals with very latest ideas which we need in our practical life.
6. Media also involves the study of practical work, where we learn the techniques involved for the production of our own media texts (such as movies, t.v. shows, magazines, websites).

Methodology :

100 respondents were selected on random basis. The set of questions were prepared by the researchers and interview was taken from 100 respondents. Random Sampling method was used.

Findings:

We would like to mention the effects of media on every section of the society. Media is a source that makes a man aware of his surroundings. It is also considered as the mouthpiece of common people. It plays vital role in the country's progress as well as an individual's development. Media has both positive and negative effect upon the society. Through the reflection of various aspects people can learn and adopt something good and avoid the bad.

Through media, people become aware of many things and get information about various things through television, radio, various programmes. It makes uneducated people aware of many things. Media acts as a medium between the government and people. Through media the government places its programmes, policies and the achievements before the people and the people use media to express their dissatisfaction with the government.

The negative impact of media has also been noticed. It has badly affected the youth and children of the society. It has also corrupted the mind of the people. It is playing important role in blinding the youth to their culture, morals and values and have attracted them towards the western culture. It is the media, which traps the individual in controversies and spoils his / her life.

Media exercises a profound influence on the minds of the people. It is also an important means of forming public opinion. It is an important means of advertisement which helps trade and commerce. It has placed entertainment of all sorts at our service.

Thus we can say that it can make the destiny of the individual. As every coin has its two sides, it is our responsibility to rectify its negative effect and adopt its positiveness.

Conclusion:

After empirical study of the whole data, we come to the conclusion that media has great importance in education. It makes the masses aware of the surroundings. It also helps the government in various activities. Through media sources, every individual is conscious of his rights and duties. Media plays vital role in every field of life e.g., social, political, cultural, educational, recreational, religious etc. It contributes in

the development of society and country. It reaches to the remotest corner of the country and helps people to become conscious of their development. Media puts the programmes, achievements, objectives, and goal of government in front of people. Thus media acts as a medium between the government and the people. It also helps to develop ideas and thoughts. Role of media in informing and reforming society is of vital importance. The goal of higher level of living for public can be attained through massive development programmes. Media has a crucial role to play in making these programmes a success. The media are looked upon as an agent of social change.

The Joshi Committee Report (1984) on media autonomy for instance, has noted the growing hiatus between use of T.V. for development and education and the increasing drift and departure from those in actual practice. The result, was what some have called a 'Credibility gap'. The report further concludes that the order in which Doordarshan fulfills the three functions of communication media is

- Entertainment
- Information
- Education

The central idea is that media can play a significant role in educating and motivating the masses, if an effective communication strategy is planned.

As every coin has two sides, similarly, media has both positive and negative effect. It is our responsibility to rectify the negative effect of media to avail the various facilities given by media. If the means of media will be used to direct the government in a right way, then it will lead to a great reformation in the society.

Suggestion:-

1. Media should not have the power to interfere into the personal life of an individual and spoil his/ her life.
2. Media should enrich the knowledge and information of the common people and uneducated people.
3. It should also deal with discriminatory practices of traditional society and focus on their progress.
4. It has to spread its sources and means to reach the remotest area of the country for its development and progress.
5. It should not cross the limits of the society which affect the youth and children's mind and future.
6. Media also needs to strengthen their means to guide the youth and children in a right direction.

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