



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.
