



An Analytical Study on Possibility of Media Education (Special Reference to Intermediate and College Students)

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Abstract- The study focus upon the possibilities of Media Education among higher secondary and college students and its commencement at this stage of learning. The main objective of this study is to investigate the future possibilities of media education and to understand the framework to start media education on both the levels. The access of different forms of media, the understanding about these mediums is analyzed during this research study. The aspect of including an independent stream to conduct media education on school and college level is also studied. The study also try to find out the need of Media Educators and other helpful resources that should be studied further such as smart classes, audio-visual lectures, e- education and correspondence course. The most suitable medium to provide media education is also important to find out and study carefully. Therefore various aspects of media education on different levels and their importance in today's world has enlarged as it impacts the society on large scale.

Key Words: Media Education, Media Messages, E- Education, Media Study Framework, Skill Development

I. INTRODUCTION

Media education is the process through which the society become literate about different aspects of media. Media Education enables us to critically understand the nature, techniques and impacts of media messages and productions. It deals with the culture and lifestyle of students. They enjoy thinking and talking about what is going on around themselves and their surroundings. Media channels are the mediums to generate awareness for all age groups hence it is followed by each and every section of the society which could avail it.

Media education acknowledges and builds on the positive, creative and pleasurable dimensions of popular culture. It incorporates production of media texts and critical thinking – decoding, analyzing, synthesizing and evaluating media – to help us navigate through an increasingly complex media landscape. Media education encourages an approach that is always probing, posing questions such as: Who is the audience of a media production and why? From whose perspective is a story being told? How do the unique elements and codes of a specific genre affect what we see, hear or read? How might different audiences interpret the same media production?

In the digital age, the principles of media education are the same as they've always been, but the existence of cyberspace is adding new and challenging questions. For instance, does technology affect how we relate to others? Is new technology enriching or undermining culture, learning and a sense of community? What roles do ownership, control and access play? What are the challenges in regulating a global, borderless medium like the Internet?

Research Design

Descriptive Survey Research Design is being applied to conduct this study.

Study Sample

The sample of 150 students is taken in this research study.

Objectives

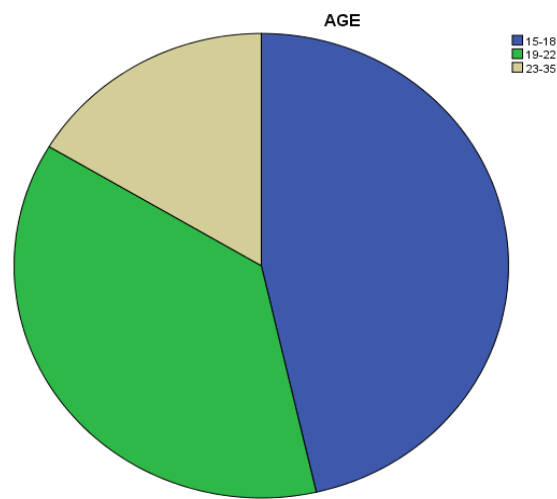
1. To find the possibilities of media education at school and college level.
2. To find the required ways and techniques to conduct media education.
3. To understand the framework to start media education on both the levels.
4. To find out the suitable techniques that could be used to conduct media education.
5. To study upon the future possibilities of media education.

II. RESEARCH ANALYSIS

Frequency Table

Age of Respondents

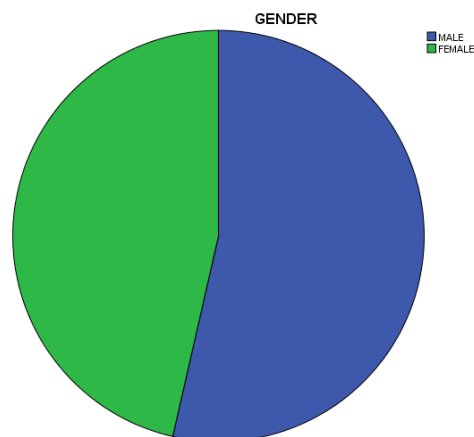
Age Groups	Frequency	Percent
15-18	65	46.4
19-22	52	37.1
23-35	23	16.4
Total	140	100.0



The age of respondents is divided into three categories. Mostly respondents were the age group of 15 to 18 i.e. 46 per cent. 37 percent belong to the age group of 19-22 and 16 per cent respondents were of age between 23-35.

Gender of Respondents

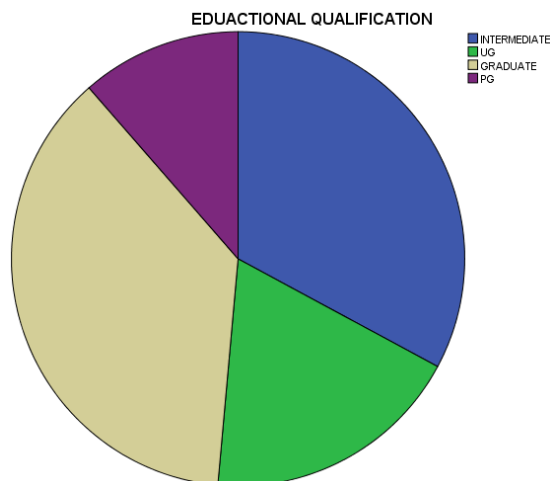
Gender Category	Frequency	Percent
MALE	75	53.6
FEMALE	65	46.4
Total	140	100.0



Out of all respondents, 75 i.e. 53.6 per cent were male and 46.4 percent were of female category.

Educational Qualification of Respondents

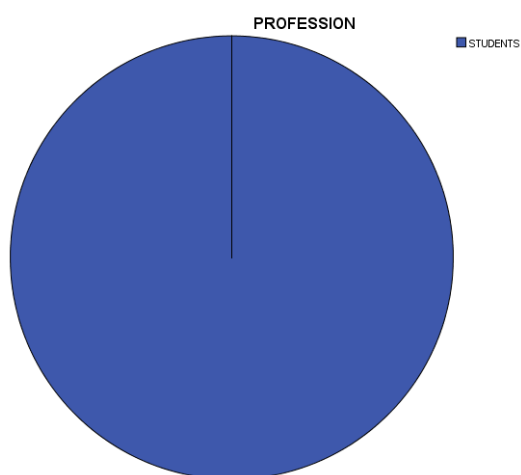
Education	Frequency	Percent
INTERMEDIATE	46	32.9
UG	26	18.6
GRADUATE	52	37.1
PG	16	11.4
Total	140	100.0



Most of the respondents have qualified intermediate i.e. 32.9 per cent, 37.1 per cent are graduate, 18.6 per cent are undergraduate and 11.4 percent are post graduates.

Profession of Respondents

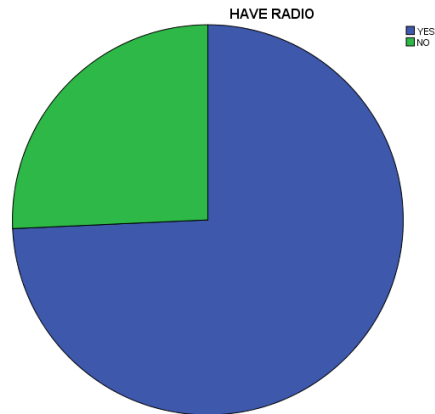
PROFESSION	Frequency	Percent
STUDENTS	140	100.0



The profession of all 140 respondents is student.

How many have Radio?

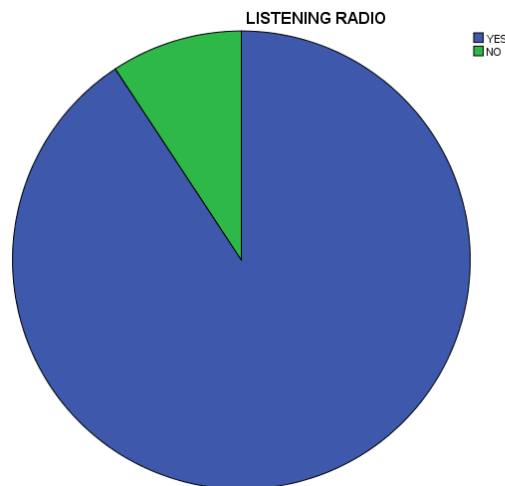
Having RADIO	Frequency	Percent
YES	127	90.7
NO	13	9.3
Total	140	100.0



90.7 per cent respondents affirmed that they have radio and 9.3 per cent respond that they are not availed radio.

How many listen radio?

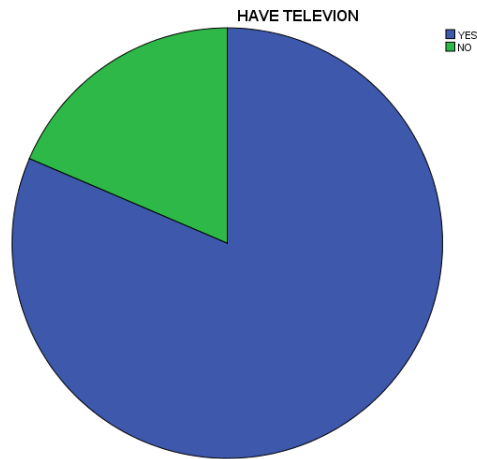
Listening Radio	Frequency	Percent
YES	104	74.3
NO	36	25.7
Total	140	100.0



Most of the students i.e. 74.3 per cent said that they listen radio and 25.7 said that they don't listen.

Number of Respondents have television

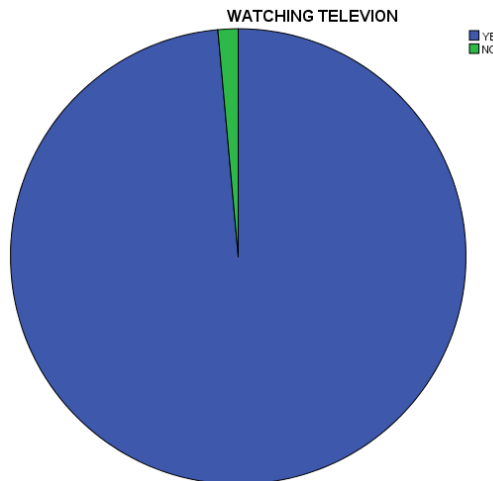
WATCHING TELEVISION	Frequency	Percent
YES	138	98.6
NO	2	1.4
Total	140	100.0



Most of the students i.e. 98.6 said that they have television and 1.4 said that they don't have television.

Number Of Respondents watch television

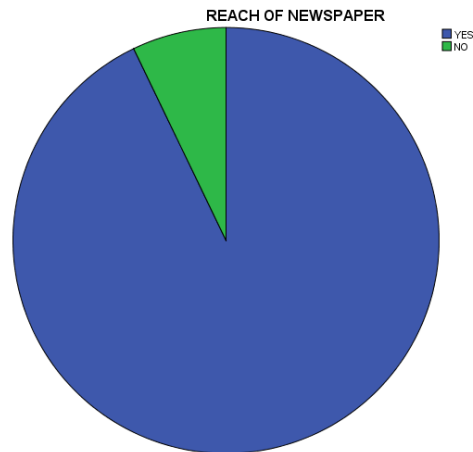
Watch TELEVISION	Frequency	Percent
YES	114	81.4
NO	26	18.6
Total	140	100.0



Most of the respondents i.e. 81.4 per cent said that they watch television and 18.6 per cent said that they do not prefer watching television.

Reach Of Newspaper medium

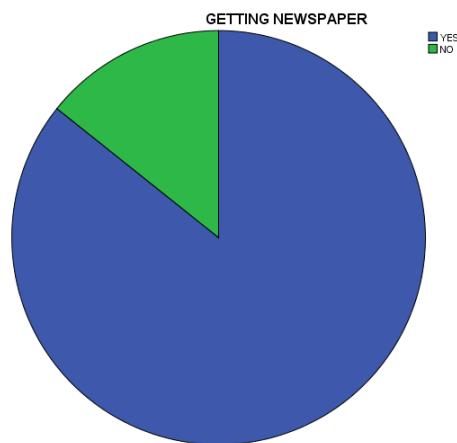
Newspaper Reach	Frequency	Percent
YES	130	92.9
NO	10	7.1
Total	140	100.0



92.9 of the total respondents admire that newspaper could be easily available to them but 7.1 said that it is not available to them.

How many of Respondents read Newspaper

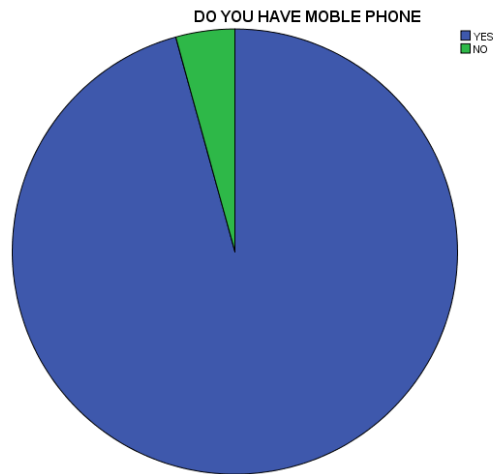
Read NEWSPAPER	Frequency	Percent
YES	120	85.7
NO	20	14.3
Total	140	100.0



85.7 respondents said that they read newspaper but 14.3 do not read newspaper.

Do you have mobile phones?

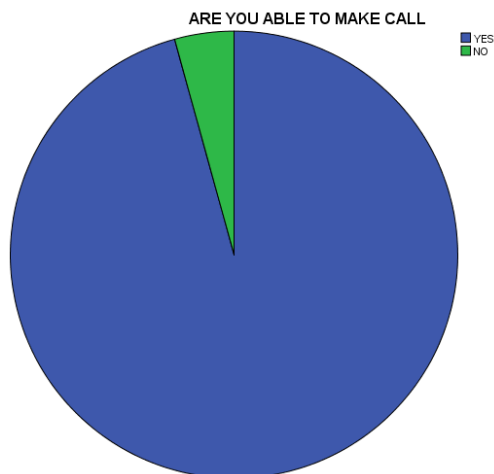
Have Mobile Phones	Frequency	Percent
YES	134	95.7
NO	6	4.3
Total	140	100.0



95.7 students said that they do have mobile phones but the students who are comparatively young in age do not have i.e. 4.3 per cent.

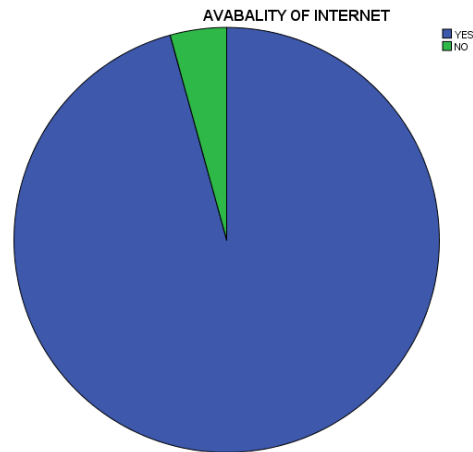
Are you able to make calls?

Make Calls	Frequency	Percent
YES	134	95.7
NO	6	4.3
Total	140	100.0



95.7 students said that they utilize mobile phones but the students who are comparatively young in age do not make calls through their phones i.e. 4.3 per cent.

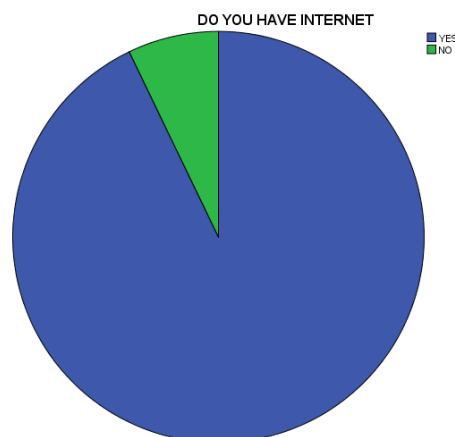
AVABILITY OF INTERNET	Frequency	Percent
YES	134	95.7
NO	6	4.3
Total	140	100.0



95.7 per cent said that internet is available to them and 4.3 per cent said that internet is not available to them.

Number of Respondents using internet

Have internet	Frequency	Percent
YES	130	92.9
NO	10	7.1
Total	140	100.0

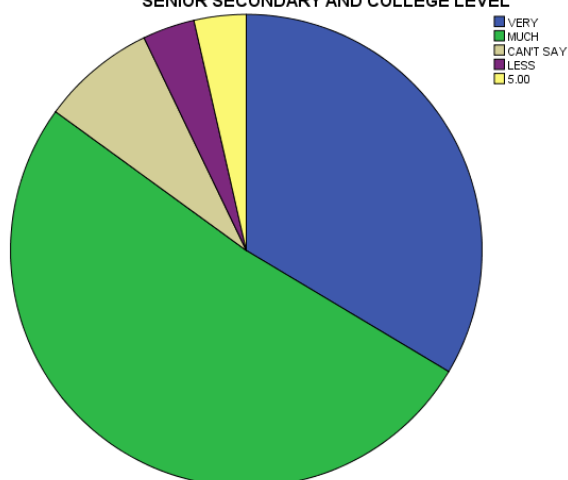


92.9 per cent of the respondents said that they use internet and 7.1 per cent said that they do not use internet.

Table. Need of commencement of Media Education among higher secondary and college students

Need of Media Education	Frequency	Percent
VERY MUCH	47	33.6
CAN'T SAY	72	51.4
LESS	11	7.9
Very Less	5	3.6
Total	5	3.6
Total	140	100.0

AT PRESENT TIME NECESSITY OF OPENING THE MEIDA EDUCATION IN SENIOR SECONDARY AND COLLEGE LEVEL

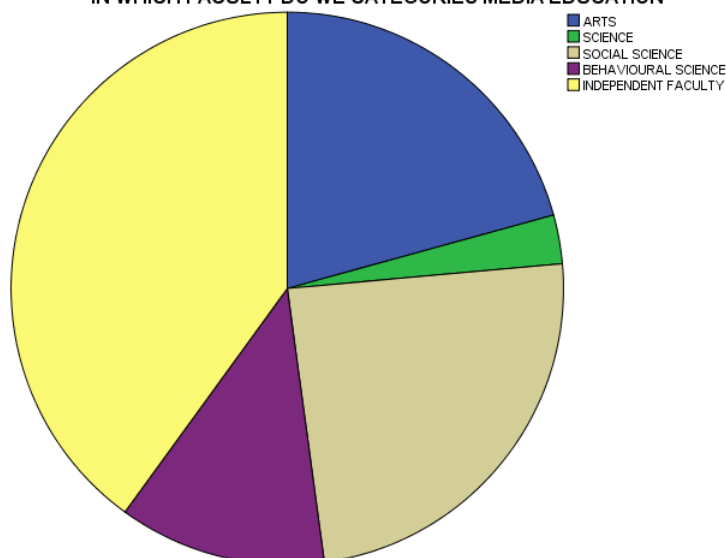


51.4 of the total respondents agreed that it will be better to commence Media Education among higher secondary and college students. 33.6 per cent said that its very much favourable to commence Media Education among higher secondary and college students. 7.9 per cent said that they cannot say anything about it and only 3.6 said that it is less favourable to commence and other 3.6 percent said that it is very less favourable to start any such programme among higher secondary and college students.

Which education stream would be suitable for Media Education

Education Stream	Frequency	Percent
ARTS	29	20.7
SCIENCE	4	2.9
SOCIAL SCIENCE	34	24.3
BEHAVIOURAL SCIENCE	17	12.1
INDEPENDENT FACULTY	56	40.0
Total	140	100.0

IN WHICH FACULTY DO WE CATEGORIES MEDIA EDUCATION

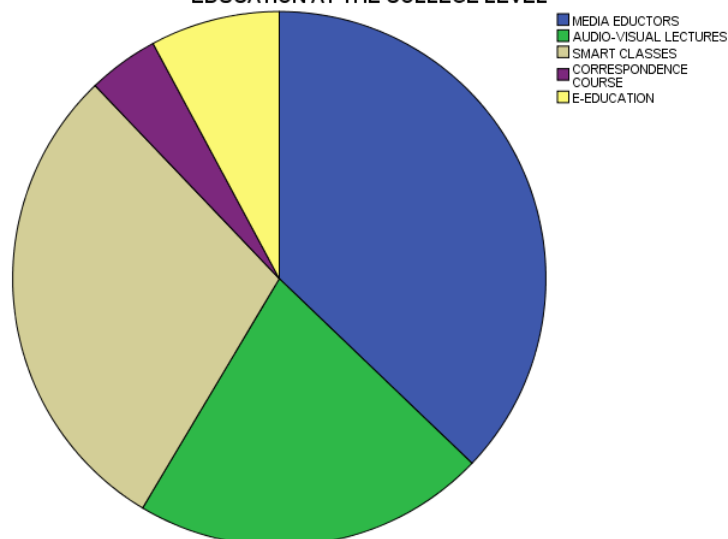


40 per cent of the students said that there should be an independent stream to conduct media education on school and college level, 24.3 per cent said that it should be included in social science, 20.7 favour Arts, 12.1 per cent favour Behavioural Science and only 2.1 per cent favour Science.

Suitable medium to provide Media Education

Medium	Frequency	Percent
MEDIA EDUCATORS	52	37.1
AUDIO-VISUAL LECTURES	30	21.4
SMART CLASSES	41	29.3
CORRESPONDENCE COURSE	6	4.3
E-EDUCATION	11	7.9
Total	140	100.0

BY WHICH OF THE STUDENT THROUGH THE DISTRIBUTION OF MEDIA EDUCATION AT THE COLLEGE LEVEL

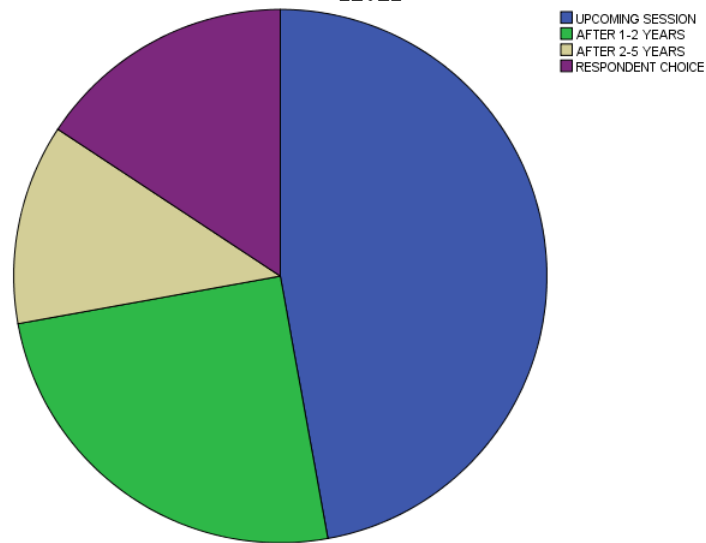


37.1 per cent of the respondents said that Media Educators would be the most suitable medium to provide media education, 29.3 favour smart classes, 21.4 audio-visual lectures, 7.9 e- education, 4.3 correspondence course.

APROPRIATE TIME TO START MEDIA EDUCATION AT COLLEGE LEVEL

	Frequency	Percent
UPCOMING SESSION	66	47.1
AFTER 1-2 YEARS	35	25.0
AFTER 2-5 YEARS	17	12.1
RESPONDENT CHOICE	22	15.7
Total	140	100.0

TELL THE APPROPRIATE TIME TO START MEDIA EDUCATION AT COLLEGE LEVEL

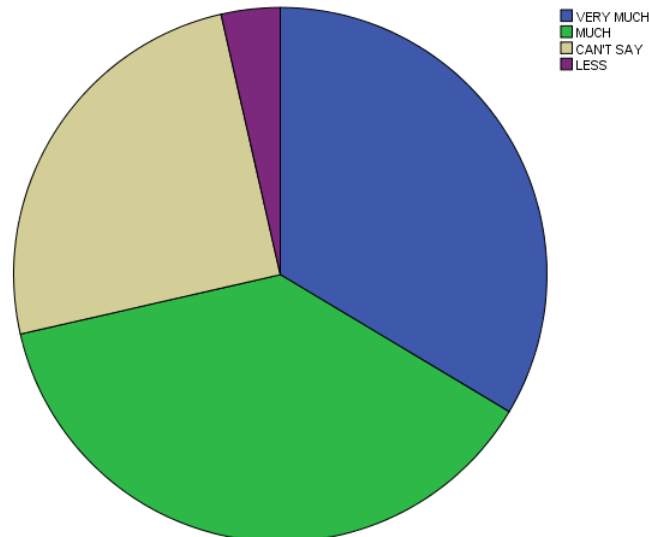


47.1 per cent of the total respondents said that appropriate time to begin Media Education would be in upcoming session, 25 per cent said that it would be better after 1-2 years, 15.7 per cent as it feels right and 12.1 per cent said after 2-5 years.

JOBS COULD BE GENERATED BY THE START OF MEDIA EDUCATION

	Frequency	Percent
VERY MUCH	47	33.6
MUCH	53	37.9
CAN'T SAY	35	25.0
LESS	5	3.6
Total	140	100.0

HOW MANY JOBS WILL BE GENERATED BY THE START OF MEDIA EDUCATION AT THE SCHOOL AND COLLEGE LEVEL

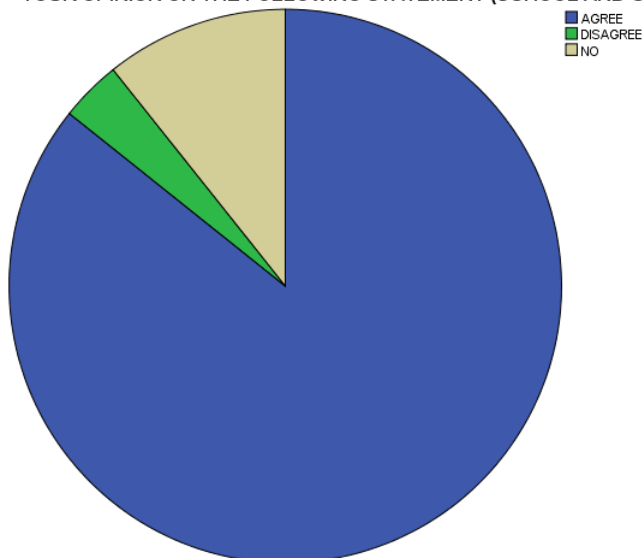


37.9 per cent of the total respondents said that much jobs would be generated after commencement of Media Education at different levels, 33.6 per cent said that very much jobs would be generated, 25 per cent of the respondents respond in a can't say manner and 3.6 per cent said that less jobs will be generated.

1.Opinion on the following statement (Media Education must begin at university level)

Media Ed. Begun at Univ.	Frequency	Percent
AGREE	120	85.7
DISAGREE	5	3.6
Can't Say	15	10.7
Total	140	100.0

YOUR OPINION ON THE FOLLOWING STATEMENT (SCHOOL AND COLLEGE)

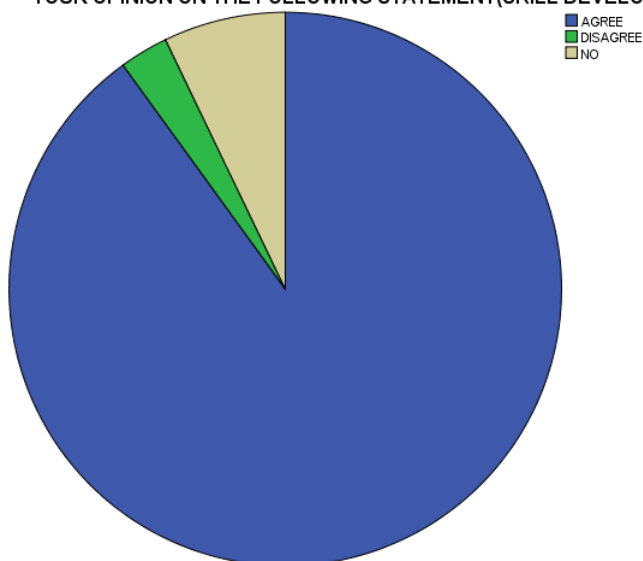


85.7 per cent of the respondents agree that media education should begun from school to university level, 10.7 per cent respond in can't say manner and 3.6 per cent completely disagree with the statement.

2.Opinion on the following statement (Skill Development through Media Education)

Skill Development	Frequency	Percent
AGREE	126	90.0
DISAGREE	4	2.9
Can't Say	10	7.1
Total	140	100.0

YOUR OPINION ON THE FOLLOWING STATEMENT(SKILL DEVELOPMENT)

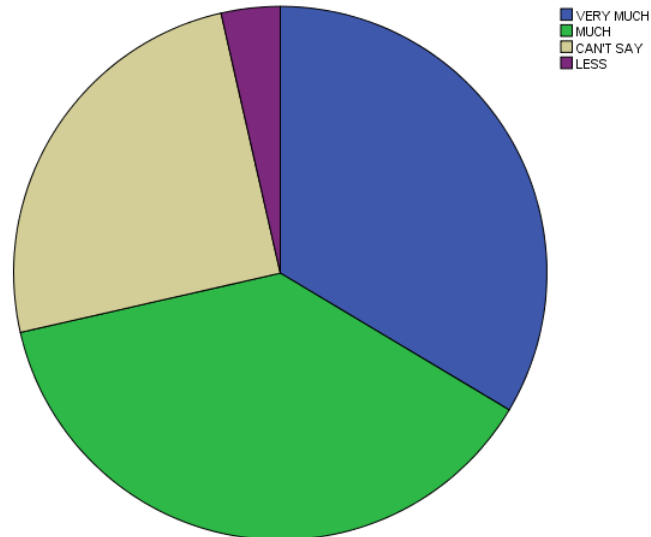


90.0 per cent of the respondents agree that media education would enhance skills, 7.1 per cent respond in can't say manner and 2.1 per cent completely disagree with the statement.

3. Jobs Opportunity through Media Education

Jobs Opportunity	Frequency	Percent
AGREE	102	72.9
DISAGREE	21	15.0
Can't Say	17	12.1
Total	140	100.0

HOW MANY JOBS WILL BE GENERATED BY THE START OF MEDIA EDUCATION AT THE SCHOOL AND COLLEGE LEVEL

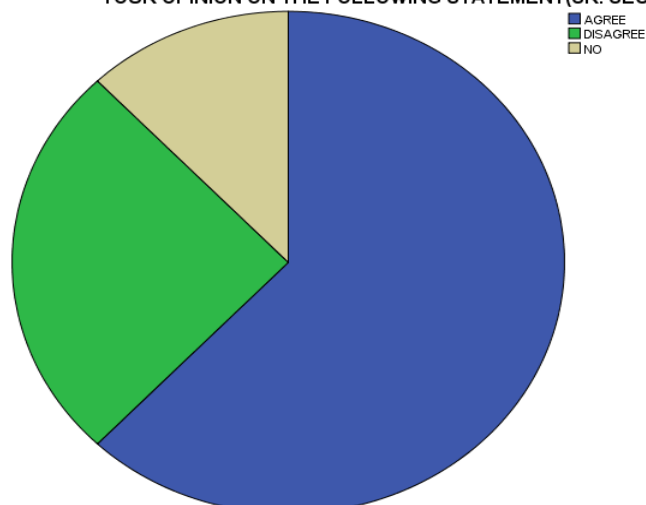


72.9 per cent of the respondents agree that jobs would be generated through media education, 12.1 respond in can't say manner and 15 per cent completely disagree with the statement.

4. Commencement of Media Education at Intermediate Level

At Intermediate Level	Frequency	Percent
AGREE	87	62.1
DISAGREE	36	25.7
Can't Say	17	12.1
Total	140	100.0

YOUR OPINION ON THE FOLLOWING STATEMENT(SR. SEC)

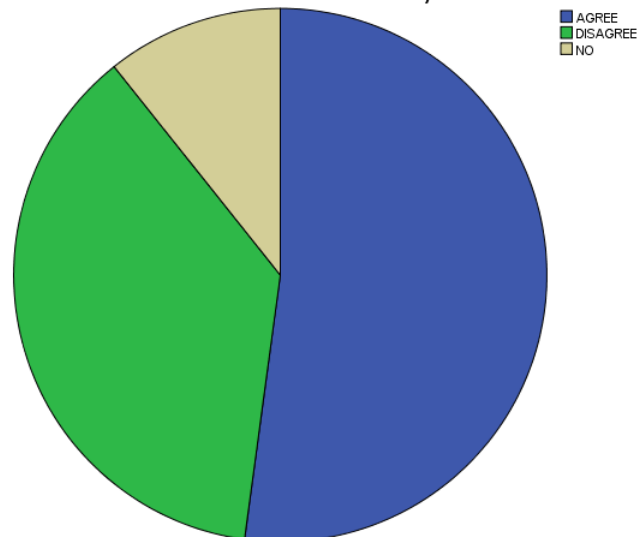


62.1 per cent of the respondents agree that jobs would be generated through media education, 12.1 respond in can't say manner and 15 per cent completely disagree with the statement.

5. Technical Education is not necessary to work in Media

Need of Technical Ed.	Frequency	Percent
AGREE	73	52.1
DISAGREE	52	37.1
Can't Say	15	10.7
Total	140	100.0

YOUR OPINION ON THE FOLLOWING STATEMENT(NON TECHNICAL EDUCATION)

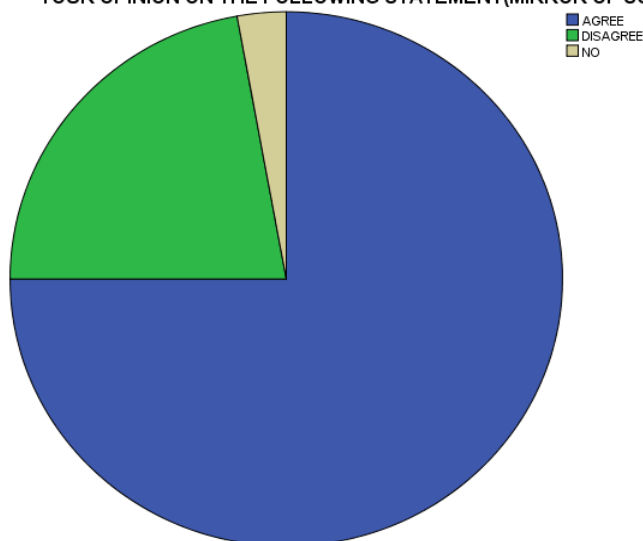


52.1 per cent of the respondents agree that there is no need of technical education to work in media, 10.7 per cent respond in can't say manner and 37.1 per cent completely disagree with the statement.

6. Media is mirror to society

Media is mirror to society	Frequency	Percent
AGREE	105	75.0
DISAGREE	31	22.1
Can't Say	4	2.9
Total	140	100.0

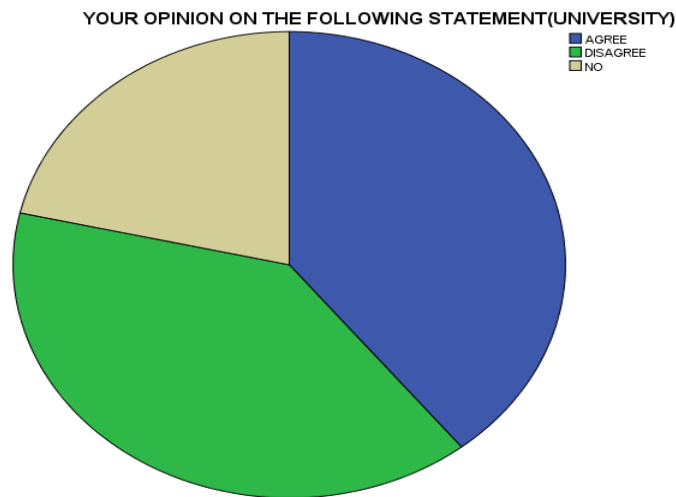
YOUR OPINION ON THE FOLLOWING STATEMENT(MIRROR OF SOCIETY)



75 per cent of the respondents agree that media is mirror to society, 2.9 per cent respond in can't say manner and 22.1 per cent completely disagree with the statement.

7. Media Education should be commenced only at University Level

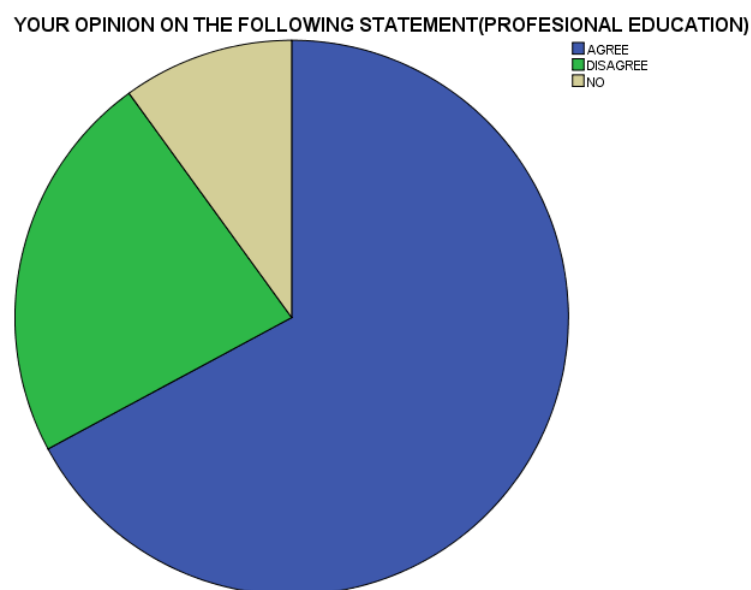
Media Ed. University level	Frequency	Percent
AGREE	55	39.3
DISAGREE	55	39.3
Can't Say	30	21.4
Total	140	100.0



39.3 per cent of the respondents agree that media is mirror to society, 21.4 per cent respond in can't say manner and 39.3 per cent completely disagree with the statement.

8. Media Education would be able to provide professionals in field

Media Education provide professionals	Frequency	Percent
AGREE	94	67.1
DISAGREE	32	22.9
Can't Say	14	10.0
Total	140	100.0

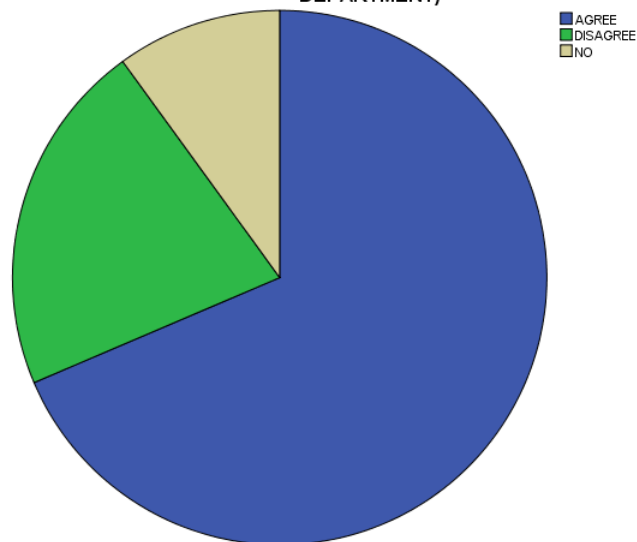


67.1 per cent of the respondents agree that Media Education would be able to provide professionals in field, 10 per cent respond in can't say manner and 22.9 per cent completely disagree with the statement.

9.Higher Education Department is responsible for the commencement of Media Education

Higher Ed. Dept Responsibl	Frequency	Percent
AGREE	96	68.6
DISAGREE	30	21.4
Can't Say	14	10.0
Total	140	100.0

YOUR OPINION ON THE FOLLOWING STATEMENT(HIGHER EDUCATION DEPARTMENT)

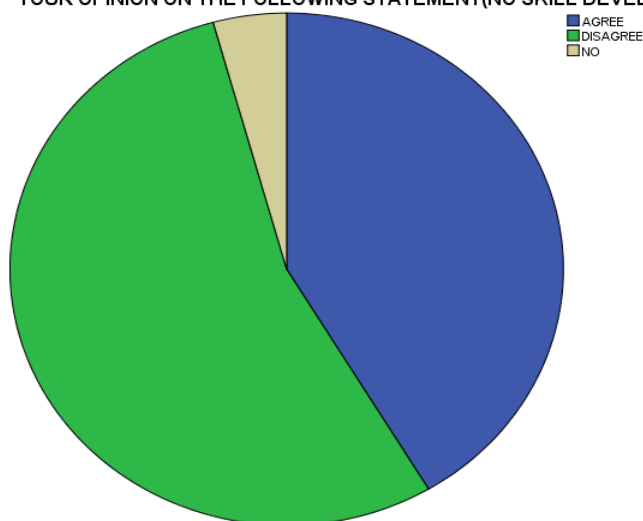


68.6 per cent of the respondents agree that Higher Education Department is responsible for the commencement of Media Education 10 per cent respond in can't say manner and 21.4per cent completely disagree with the statement.

10.Media Education does not bring skill development

Not bring Skill Development	Frequency	Percent
AGREE	58	41.4
DISAGREE	76	54.3
Can't Say	6	4.3
Total	140	100.0

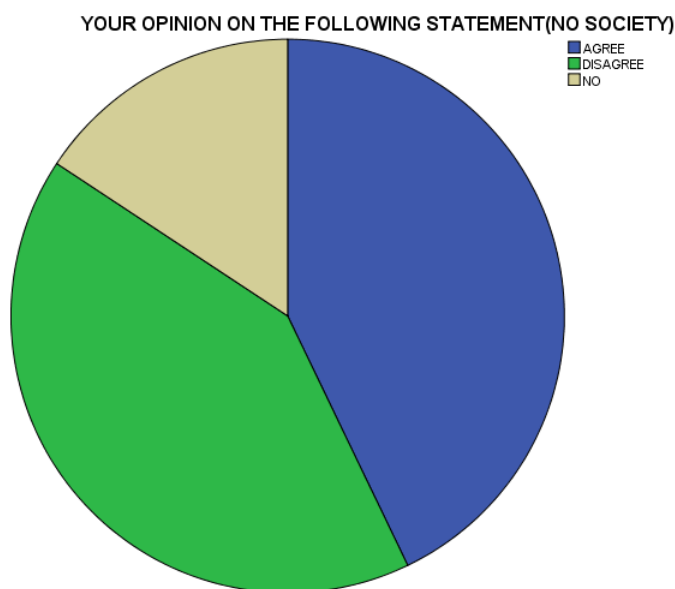
YOUR OPINION ON THE FOLLOWING STATEMENT(NO SKILL DEVELOPMENT)



41.4 per cent of the respondents agree that Media Education does not bring skill development. 4.3 per cent respond in can't say manner and 54.3 per cent completely disagree with the statement.

11. Media does not relate to Society

No Relation	Frequency	Percent
AGREE	60	42.9
DISAGREE	58	41.4
Can't Say	22	15.7
Total	140	100.0



42.9 per cent agreed that media and society do not relate with each other 15.7 per cent respond in can't say manner and 41.4 per cent completely disagree with the statement.

III. FINDINGS

In this study, the age of respondents is divided in three categories. Mostly respondents were the age group of 15 to 18 i.e. 46 per cent. 37 percent belong to the age group of 19-22 and 16 per cent respondents were of age between 23-35. Most of the respondents have qualified intermediate i.e. 32.9 per cent, 37.1 per cent are graduate, 18.6 per cent are undergraduate and 11.4 percent are post graduates. Most of the students i.e. 74.3 per cent said that they listen radio. Most of the respondents i.e. 81.4 per cent said that they watch television. 85.7 respondents said that they read newspaper. 95.7 students said that they utilize mobile phones but the students who are comparatively young in age do not make calls through their phones i.e. 4.3 per cent. 92.9 per cent of the respondents said that they use internet and 7.1 per cent said that they do not use internet. 51.4 of the total respondents agreed that it would be better to commence Media Education among higher secondary and college students. 33.6 per cent said that its very much favourable to commence Media Education among higher secondary and college students. 40 per cent of the students said that there should be an independent stream to conduct media education on school and college level. Most of the respondents i.e. 37.9 per cent of the total respondents said that much jobs would be generated after commencement of Media Education at different levels, 33.6 per cent said that very much jobs would be generated. 85.7 per cent of the respondents agree that media education should begin from school to university level. 90.0 per cent of the respondents agree that media education would enhance skills. 52.1 per cent of the respondents agree that there is no need of technical education to work in media. 75 per cent of the respondents agree that media is mirror to society. 67.1 per cent of the respondents agree that Media Education would be able to provide professionals in field. 68.6 per cent of the respondents agree that Higher Education Department is responsible for the commencement of Media Education.

IV. CONCLUSION

The above study included higher secondary and college students of the age group of 15 to 35. Male students are 53 percent and females are 46 per cent in number. Most of the respondents have qualified intermediate i.e. 32.9 per cent and 37.1 per cent are graduate. All respondents are students in profession. 90.7 percent

respondents affirmed that they have radio but 74.3 use. 98.6 per cent of respondents have television and 81.4 use it. 92.9 per cent of respondents have access of newspaper and 85.7 are able to read it. 95.7 per cent of students have mobile phones and availability of internet. 51.4 of the total respondents agreed that it would be better to commence Media Education among higher secondary and college students. 33.6 per cent said that its very much favourable to commence Media Education among higher secondary and college students. 40 per cent of the students said that there should be an independent stream to conduct media education on school and college level and 24.3 per cent said that it should be included in social science and rest of the students admired other streams. 37.1 per cent of the respondents said that Media Educators would be the most suitable medium to provide media education, 29.3 favour smart classes and other favour audio-visual lectures, e- education and correspondence course. 47.1 per cent of the total respondents said that appropriate time to begin Media Education would be in upcoming session. 90.0 per cent of the respondents agree that media education would enhance skills. 72.9 per cent of the respondents agree that jobs would be generated through media education. About half of the respondents agree that jobs would be generated through media education. 75 per cent of the respondents agree that media is mirror to society. 67.1 per cent of the respondents agree that Media Education would be able to provide professionals in field. 68.6 per cent of the respondents agree that Higher Education Department is responsible for the commencement of Media Education. The study concludes that it would be better to commence Media Education among higher secondary and college students and its very much favourable to commence Media Education at this stage of learning.

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