



Mass Communication For Effective Education Practices

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Abstract

To what extent do young people today see the widespread use of mass media as enlightening them about the world in which they live and helping them to make informed decisions, or as manipulating them into believing something they don't believe? A total of 150 kids from a variety of Jammu-area high schools made up the sample. Frequencies and percentages were used to assess the collected data. Analysis of the data showed that this finding points to the online space being the most approachable for young people, giving them the opportunity to educate themselves. The majority of respondents believe that the media is slanted towards reporting only negative events and omitting any positive ones. However, 21% of respondents use the medium to unwind from their hectic lives, and 1% use it to learn new things. The results also showed that pupils are easily distracted by mass-media (online source). Studies have also shown a harmful impact of the media. Some research shows that students have difficulties with networking while using mass media online.

The relationship between the media and schooling is examined in this research. Included are the benefits of the media to education, environmental awareness, and the dissemination of new educational ideas in rural areas. The role of media in education and the enhancement of students' creative abilities via the usage of the media are also discussed. Briefly, in the modern day, pupils may greatly benefit from exposure to the media. The media's contribution to learning has far-reaching benefits for society as a whole.

Keywords:- Mass- Media , Teaching Learning Process

Introduction

The boundaries of our comprehension are rapidly broadening. On the other side, an increase in population has coincided with the expansion of human knowledge. There is a current movement to "get more people more education in less time." Due to the fact that both qualitative and quantitative growth can be facilitated and accelerated with the aid of this mass media, the mass-media has come to our rescue as a component of educational technology in order to tackle this problem. The education of the future will be more successful because it will produce persons who are inventive, energetic, and productive. Instead than trying to replace teachers with machines, we should focus on finding innovative ways to combine human expertise with technical progress in order to educate more people in less time. Numerous mass communication channels exist, including radio, television, newspapers, cinema, etc. When we get new information or learn something new, we do it via the mediums of communication. The medium itself is the message, making mass media an essential component of the educational process in the classroom. The major goal of using mass-media in education is to help more students get a good education while using fewer instructors.

Due to advances in communication technology, mass media have become an integral part of many people's lives at all ages. Adolescents make up the largest usage demographic. Adolescents are increasingly drawn to the use of the media as a tool for education and training. What effect, if any, does this addiction have on teenagers, and does it have any positive or bad effects on their development?

The usage of media expands horizons for educational improvement and creativity. Recent innovations have completely altered the traditional methods of instruction. It's quickly become one of the most vital methods of modern communication. However, social networking sites exist so that individuals from all over the world may easily communicate with one another and exchange ideas, files, images, videos, blog posts, messages, and have real-time discussions with one another, regardless of how far apart they physically are. The term "social" is used to describe these networks because of how simple it

is to share information and ideas with friends, family, and coworkers. Anyone with access to the internet and social media may instantly communicate with a global audience of millions.

Neither formal nor informal education has adequately explored the possibilities of mass media or social network sites as a method of instructional operation. Remember that the value and meaning of mass media depends on the user's knowledge, skill, and inventiveness. The academic field of mass media studies the many ways in which information may be disseminated to large groups of people simultaneously.

The Role of Social Media and its Advantages Use : Media such as radio shows, music cassettes, and TV magazines and websites as well as full-length motion pictures and film releases The term "mass media" refers to any medium that is used to reach a large number of people from the outside world. The mainstream media really serve as the primary instructional tool for the masses. Mass media establish as vital medium for the education of all people, regardless of their caste, colour, location, socioeconomic status, or economic status. The importance of the media in the classroom cannot be overstated. The media industry is global in scope, and both social and mainstream media serve important functions. Considering the reach of modern media and its low marginal cost for educating the public. Many more students may be educated simultaneously via online learning. And then let the kids and instructors talk to one other and share their thoughts. Clark (1983) argued that the idea that learning is only acquiring information is up for discussion. It takes effort, and it may annoy and boring kids to the point that they stop paying attention in class. In this scenario, the usage of media in the classroom is essential for capturing students' interest and enhancing the efficacy of lessons.

It's possible that educational value may be derived through using mass media resources like newspapers, radio, and the internet. They are ideal for a wide variety of students and their demands. They help pupils both academically and recreationally. Because students are more likely to find something of interest in course materials, these aids make education more engaging. Students may also improve their English skills by reading newspapers and watching news

programmes or TV shows. Contact with a native speaker is the greatest advantage of learning a foreign language via the media.

Magazines, TV shows, music, websites, newspapers, recordings, and radio programmes are all examples of mass media that employ various forms of media transmission technologies to reach a wide audience. Thus, it is becoming evident that the mainstream media, rather than textbooks or academics, is the primary source of knowledge about the world. Most kids would prefer learn by doing than reading about it in a book, therefore historical TV shows are a great way to get kids interested in learning about the past. We may thus conclude that the media plays a significant role in informing and enlightening the public.

People may find out about current events, health issues, environmental preservation, educational developments, and much more via media such as television, newspapers, and radio.

- a) People may quickly catch up on the latest happenings thanks to media like television, newspapers, and the internet. The miles won't matter. This ensures that they are always up-to-date on international events.
- b) There are many undiscovered abilities out there. However, they are now able to show off their comedic, acting, and singing skills through the media. Media gives individuals this chance.
- c) The media provides a service by airing entertaining shows. Music and television shows provide amusement for listeners and viewers. The proliferation of cartoon networks provides another source of pleasure for kids.
- d) It encourages people all across the globe to learn about and celebrate each other's unique cultures. In addition, acquiring creative skills is a common lifelong pursuit. For their own benefit, of course.

Elements of Mass Communication

- a) Widespread interest
- b) Audience composed mostly of families

- c) Reproducing messages in some fashion
- d) Distribution and shipment in a short time
- e) Affordable to the general public

Types of Mass Media : Radio, TV, the Internet, and print newspapers are the mainstays of modern mass communication. It is possible to categorise mass media based on how they look, the technologies they use, and how they transmit information.

Film, radio, and television are the three primary forms of electronic media. Email, websites, e-books, writing blogs, social networking sites, internet protocols, and other online and digital means of manufacturing, transmitting, and receiving messages are collectively referred to as new media, and their review, significance, need, objectives, and methodology are referred to as new media review, require and significance, objectives, and methodology. As a result of the proliferation of mass media, individuals from all over the world now have a common forum in which to express and exchange their thoughts, opinions, and experiences. Facebook, Whatsapp, Instagram, Twitter, LinkedIn, Google, and the plethora of other social networking sites all provide avenues for people to communicate and share their perspectives and ideas with one another. Education is the wealth of knowledge gained by exposure to new ideas, new information, and new experiences. An individual cannot learn in isolation. It's flexible enough to serve many purposes in modern life. Some examples of media include (i) books, (ii) movies, and (iii) radio. Radio: Radio serves as a means of widespread dissemination of information. Its primary function is the transmission of live events to huge audiences in remote locations. The radio is a vital source of entertainment alongside other media. The radio is useful because it provides us with information about the past and allows us to learn about new topics every day. The pupils will find them to be very useful and crucial. Many radio shows are designed with education as their primary goal. Therefore, radio is a great resource for both entertainment and learning. It shares information from the worlds of science and culture. It educates the general populace. Curiosity and interest are piqued as a result. Students and educators alike may benefit from radio's ability to provide information on a wide range of topics, including the arts, politics, music,

languages, and current events. Many instructional programming including helpful and simple ways are aired by those who would be expected to educate. That provide fresh perspectives on methods used in the classroom. In addition, specialised educators planned age-appropriate activities.

Students may take part in a variety of radio broadcasts, including quiz shows, storytelling sessions, historical accounts, travelogues, dramas, and the collaborative creation of new classes, projects, and work schedules. Specialists and professionals have put up these courses, so you can be certain that they have your best interests at heart.

The radio is a major entertainment option. Radio broadcasts of various speeches, debates, and conversations are very informative and beneficial. There are a plethora of radio shows aimed at students that cover a wide range of educational topics, all of which are presented in a clear and accessible format. Dramatisation, conversation, musical elements, and other unconventional radio programming provide a level of brilliance to educational radio that is just not achievable in traditional classroom settings. Concerts, folk and classical music, theatre and debate programmes, both local and from other states, are occasionally broadcast for hearing by other students throughout India, in addition to certain programming which link with education.

Advantages of Radio as an instrument of Mass Media: Intentionally produced radio shows are presented in a manner that facilitates interaction between educators and their students. There must to be preparatory research and debate on the matter before airtime. Broadcast concepts might spark more discussion and imaginative projects in the classroom. Teacher and students should review all materials properly before delivering the course. Content, presentation, voice quality, and overall ability to engage an audience should all be prioritised as they work to perfect the programming.

- a. Radio is now one of the most widely consumed forms of mass media and has great potential as a medium for formal, informal, and non-formal education. The design and production of educational programming, in both the official and non-formal domains of educational broadcasting, are receiving increased attention in recent years.

- b. Most of the stations also provide remarkable programming for both teacher training and student development. These are intended to be review sessions for instructors. In light of recent calls for widespread reform of school curricula and teaching techniques, especially in the areas of mathematics, science, and English, these strategies are more relevant than ever.
- c. The radio, with all of its resources, can put together a series of shows about elementary school that will also help adults learn to read. With an emphasis on integrating viewers into the norms of national life, the shows focus on topics including the viewers' education, history, health, knowledgebase, cleanliness, nutrition, and more.
- d. Therefore, radio is a significant medium. It has become an essential part of modern communication. It's also becoming more important in the classroom. It serves to inspire as well as inform. It does more than only impart values; it also fosters complacency, gratitude, and positive outlooks.
- e. Radio has been instrumental in spreading informative and engaging knowledge. Students may benefit from radio educational broadcasts by hearing articulate speakers explain pronunciation and grammar topics in a way that is both clear and engaging. Listening to the radio is a great way to practise speaking in public. It may be used to record lessons, save them, and then play them back to students at a later time. Learners may take up idioms, pronunciations, and other parts of the language via the radio in addition to structured courses that help them expand their vocabulary. It's also great for helping students improve their listening skills and connecting them with native speakers.

That means radio has been very effective. It has become an integral part of modern communication. It is also becoming more important in the classroom. It serves to both educate and motivate its audience. Students' ability to think beyond the box is being nurtured via radio.

(ii) Television : Today's society just cannot function without television. Entertainment, news, education, culture, general information, weather, sports, and, with the emergence of music videos, even musical performance are all

reliant on television. Among today's youth, television has emerged as a primary means of entertainment. Because of this, it has surpassed all other forms of mass media in significance and influence. Most channels now air reality talent shows, discussion programmes, computer instruction, and other educational and awareness series that aim to improve the general population and the quality of teaching in the classroom. Television stations often air awareness programmes to educate their viewers on a variety of topics, including crime prevention, HIV/AIDS prevention, family planning, the monthly struggles of young women, and prenatal care. People may learn the basics of problem solving via TV shows, commercials, and dramas. TV also features several training and self-reliance shows. This is a programme designed to assist the jobless create their own businesses or advance their careers.

Benefits of television viewing include providing children with exposure to many cultures, as well as a wealth of knowledge about the natural world, notable historical figures, and the development of iconic landmarks. The social and academic abilities of young children may benefit from exposure to educational programmes. Teens and young adults may benefit from being exposed to news and current events that promote cultural awareness. Children's learning is simplified and piqued by audio-visual and entertaining programming.

Advantages of using Television as a mass media Tool in Education:

- a. Previously unavailable educational opportunities may now be accessed via television programmes. Because students often find answers and new insights with the assistance of TV.
- b. Curriculum design, content analysis, and settling on this instructional medium are the seeds from which good and worthwhile educational television broadcasts emerge.
- c. Television may be used to illustrate a wide range of audio-visual aids, including moving images, drawings, maps, film strips, slides, recordings, and anything else that can be shown on a screen. Space rocket launches, as

well as political and social events, are all captured on film and broadcast to the public.

- d. It's crucial in teaching our youth about our nation's heritage and traditions. It broadcasts numerous programming like dances, short videos on historical landmarks, plays, museums, etc., that offer a very excellent picture of the country's past. Live performances broadcast on television help pupils comprehend and retain information.
- e. Because it is both instructive and engaging, it may inspire people of all ages to take action. Students and their families may find enjoyment in numerous educational programmes. Therefore, both pupils and their parents will find this to be a fascinating topic.
- f. It may introduce them to the history, culture, and social life of the prior generation. Most students would rather not read about historical events, but they can easily remember what happened thanks to films and television shows.
- g. Special lecture shows about brilliant individuals have often been shown on television. It aids in conveying not just the speaker's verbal knowledge and guidance, but also the speaker's whole personality while they do the activity. The lectures also provide the audience with food for thought.

As a result, television is critically vital as a kind of mass communication in enlightening the general public. It's a media that's both vibrant and powerful, giving new life to the classroom. Its usefulness is grounded on the universal learning principles established by psychological research. The goal of these shows is to teach pupils important life lessons and instill moral principles.

(iii) Newspaper: The newspaper has evolved into a significant institution in modern society. The newspaper is the only reliable source of up-to-date information on events throughout the globe. People don't just hit the road without first doing some research. The newspaper is becoming people's go-to for news. The newspaper's primary function has shifted to that of reporting on both domestic and international news. However, the newspaper provides not only greater data about a specific occurrence, but also includes more fresh things, and the radio and television may also deliver significant news and

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messages quickly. This is crucial, since it is often the case that social media will spread false information while newspapers will report the facts. In addition, the newspaper is more convenient since it can be read at any time.

The newspaper has been the single most influential medium in the development and betterment of every contemporary civilization. The newspaper business, or media in general, plays an important role in informing the public about important problems and developments in society, including politics, advertising, sports, marketing, social concerns, medical, entertainment, and, more lately, education. It is widely acknowledged that education is the driving force behind economic and social development. No education equals no development, little education equals little development, and a great deal of education equals a great deal of development," as Adisehiah (1970 P.31) put it.

Advantages of the Newspaper as a Media Tool in Education :

- a. The news paper reports and analyses events that are happening now in the world. It provides in-depth coverage of the latest political and economic developments so that readers may form an informed opinion. All reports are presented after careful examination.
- b. Newspapers publish a wealth of useful information, including job postings, articles discussing the production and consumption of wealth, the newest local news, advertisements from both the public and private sectors, government-sponsored ads for the poor, commodity prices, and more.
- c. A newspaper's educational mission is to increase readers' literacy and sensitivity to social and political issues. The newspaper also has stories on health, fashion, sports, beauty, gastronomy, history, a children's section, and a movie section.
- d. A newspaper's public forum for expressing ideas, especially those that are critical of the government, may be a potent force for positive social and political change. The journal backed the people who were protesting the government at the time.

- e. There are several purposes that the newspaper may fulfil. Numerous languages are represented in the newspaper press. Newspaper delivery to almost every home is available. It's inexpensive. Many significant events taking on all around the globe might be brought to the attention of the readers. Readers not only get knowledge from it, but also improve their writing and speaking skills. And now days, it'll be crucial on standardised tests. Numerous newsworthy tidbits about the state, nation, and globe are promoted in daily newspapers.

In particular, newspapers have a significant impact on the lives of today's youth. Students' access to newspapers is crucial to their daily lives. For these and many more reasons, newspapers are indispensable to the academic community. It provides information, raises people's consciousness about important topics, helps businesses succeed, and creates new jobs. Newspapers still rank highly among the most reliable sources of current information.

Impact of Mass Media on Education: The future of education will allow for the development of more creative, active, and efficient citizens. Because messages from the media the sensory organs and stimulates themselves to respond more actively, successful education cannot be achieved simply by substituting mechanical methods for humans, but rather by developing new patterns by using humans and technological advancements to teach more quickly. As an integral element of the educational process, it plays a crucial role in the classroom. The main purpose is to enhance the academic experience via the usage of multiple media. For this reason, the primary goal of using mass media in the classroom is not to replace teachers but to help as many kids as possible get the best possible education. Mass media may be defined as anything, printed or digital, that facilitates communication between individuals. The term "social media" refers to a wide range of resources that facilitate communication, collaboration, and the creation of user-generated content in the context of mainstream media. Andres Kaplan (2010) defined social media as a group of web-based applications that build on the ideology and technology of the web to facilitate the creation and dissemination of user-generated content.

In virtual communities and networks, users produce, share, and exchange content and ideas using social media, as defined by Shreshta Lucky (2013). Mass media may also be defined as the collection of online resources and practises that allow for the dissemination and exchange of information and ideas. Most children join their first social network by the age of 14.6, according to research by Malhotra, Bhola, and Mahakund (2014). The average time spent every day was 3.6 hours, and this number increased with stricter parenting. For social and friend-making purposes, Facebook was the most popular SNS. The positive and negative effects of social media were discussed in depth by Siddiqui and Singh (2016). Education, society, and the young population were singled out for special attention. This research detailed the far-reaching effects of various media on modern society. It's wise to make use of the media, but only to a limited extent, without becoming hooked.

Conclusion

The dissemination of current information and knowledge to students makes mass media an essential need. These students now rely heavily on social networking sites, which not only helps them meet new people but also cements the bonds between them. They used to spend a lot of time online chatting with their classmates and friends. This suggests that educators might make an effort to create group venues for discussing students' interests to boost student engagement. Higher education institutions may take action to combat the threat posed by excessive time spent mindlessly consuming media.

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