

THE INFLUENCE OF MASS COMMUNICATION IN EDUCATION SCENARIO

T.Sivakumar,K.R.Rajavel,
Assistant Professor in English,
S.S.B.S.T.A.S. College, Mailam, Tamil Nadu, India

ABSTRACT

Today's learners are informative, entertained, educated and affected by the mass communication. Mass communication is one of the most important fundamental component of secondary and higher education curriculum. Mass media must be part of social education. Mass media education is designed to indorse the knowledge through newspaper, radio, TV as well as social media. Radio is encourage to students for listening skills, learners have improved the reading ability through newspapers. Educational TV is provided to scholars or leaners for source of knowledge and awareness about society. Even today, social media is function as crucial role to promote the education in next level like You Tube, Facebook, etc... This paper will try to explain about the influence of mass media in education scenario.

Keywords: Educational TV, Mass communication, Radio, Newspaper, Social Media.

INTRODUCTION

Education is the most powerful tool in the present scenario with change of every world situation. According to Plato Education develops in the body and soul of the pupil all the beauty and all the perfection be is capable of. Communication is derived from Communicare (Latin) which means to share, it is the act of conveying meanings from one group to another through the mutual understood signs and symbols. We are using the communication every day in every situation workplace. Communication is necessary to build relationship, sharing ideas and responsibilities. Communication is giving, receiving or exchanging ideas, information signals or messages through appropriate media.

Following Salavastru D (2004, p 184) "the human communication benefits from different typologies, differentiated based on the assumed criterion, depending on the number of participants and type of relation between them and in this way are delimited the following types of communication.

- The intrapersonal communication
- The interpersonal communication
- The group communication
- The public communication
- The Mass communication

MASSCOMMUNICATION

Mass communication is a method of reaching a large, varied, well spread out audience mix. It may be defined as the process of creating, sending, receiving and analysing messages to large spectators via verbal and written media. It is expensive not only to create the message but also to send it. The different kinds of mediums are wide-ranging and include print media, digital media and internet, social media, radio and television. It is a multi-disciplinary segment. Education is the most important and fundamental activity of people in all social animals. It is necessary for every generation and the upcoming future generation. Every society has its own way and means of fulfilling the need. Education plays a crucial role to be one of the ways of fulfilling this need.



FUNCTIONS OF EDUCATION

- ❖ To complete the socialization process
- ❖ To transform cultural heritage
- ❖ To form social personality
- ❖ To base the occupation
- ❖ To encourage the spirit of competition
- ❖ To require the economy

Education Television is provided Learning experiences and learning materials experts and well-trained production teams. It uses audio-visual aids, slides, motion pictures, drawings, maps. Video-tapes and recordings on Television carry us a new kind of teaching team into existence. IGNOU-Doordarshan Telecast is initiated in 1991, which is mainly for the Distance learners, they were telecast on Monday, Wednesday and Friday from 6.30 to 7.00 AM through the national network Doordarshan. It enhances

provide tele-counselling to students of open universities in remote areas. It is the first most important education network in India.

RADIO

Radio is emphasis sound rather than the visualised images. The aim of teaching are broadcast over the radio and special programme according Educational purpose. The skill teacher may be teach through radio like developing the listening skills. Students are hearing the current topic and discussing in the classroom. In Today Govt. of India start the Educational Radio which is very useful and entertainment tool. Through this Radio is deliver the various talks, debate, dialogue as well as creative programmes which is impossible in day-to-day classroom teaching. Radio is the most powerful medium used in education for distributing information, conveying instruction as well as giving entertainment.

Radio is play crucial role to provide the opportunity for student participation in various events like quiz competitions, travel talks, stories and development of lesson and work programmes in the form of teaching demonstrations. The familiar radio broadcast are presented to active participation of local teachers and pupils. It may be encourage pupils and learners through follow-up discussion and projects. The learners and students must prepare material thoroughly before presenting the programme. It should utilise the resources. Radio broadcast programme is for self-learning device. It has to bring the world classroom and presented the textbook. Radio plays as a great recreational and educational potential.



Fig. 1: Anon. 2016. Making Waves Radio based learning brings education to young girls in the DRC.

THE NEWSPAPERS

The Newspaper is the firstborn media forms that contain the book, newspaper, magazines, journals, newsletters and other printed material. Newspapers bring the news

of the world and provide information of general knowledge. Newspaper can also provide in enhancing literacy and important educational resource as well. Daily Newspapers support the reading, writing, listening as well as speaking skills, which are fundamental in students' academic performance. In generally newspaper is the most used of the media as teaching instrument in the classroom. From student point of view to learn to understand media, read maps and graphs, student vocabulary along with understanding geography. Fr. Francis Arackal said,

“Newspapers are common man's university”

Students are learning across the curriculums and subject through the newspapers and keep up to date about current events. The Newspaper is not only useful for students but also help to teachers. It is easily obtainable. The newspapers can support to integrate content areas which is reuse them. It is easy resource for any object matter and appropriate for every grade level of learners. The newspaper is platform to teach social skills. When teachers use newspapers in classroom, it aids students to look at things in a bigger scope and develops their critical thinking skills. The Newspaper is like a teaching aid, especially as a tool to promote the reading culture.

Teachers should take the responsibility of sharing with student's stories happening outside the school or college environment through the newspapers. Teachers should allow learners to select articles that interest them and focus on one aspect. This makes learning more fun and engaging for the students. The Newspapers can be used in teaching subjects like English, science, geography, business studies, sports as well as music. Nowadays there are commercial, financial and public affairs.



Fig. 2: Anon. 2017. The New Times by Times Reporter.

TELEVISION

Television can be as powerful teacher. Television programme stimulate visits to the zoo, libraries, bookstores, museums and other recreational things. The Educational television is capable available many learning experiences. It brings us a new kind of teaching team into existence. Educational Tele vision is contribute the learning content in various subjects which means a supplying formal and non-formal education. As Wayne Coy says,

“TV is the electronic blackboard of the future”

Electronic TV is syndicate both sensory and auditory experiences. It is offer uniformity in communication which is a versatile education vehicle which is inspire and reinforces ideas. Aim of Electronic TV is offer the quality education, reduce verbal teaching dependency as well as mass education opportunities. TV as an educational medium is like combining audio and visual technology. It is more effective rather than audio media. It offers multiple purpose of entertainment, information along with education. It serves valuable reference material to the teachers and develop their instructions. To provide deeper knowledge through the experts. Making education interesting through quizzes. Students can utilize the benefits of experts and talented teachers.



Fig. 3: 2009. Technology in Education from A to Infinity

SOCIALMEDIA

Social media are collaborative computer-mediated technologies that simplify the creation or sharing information, ideas and other forms of expression through virtual communities and networks. Today, Social media has become a crucial part of our

lives. Every individual who is above 13 years old will have their account on any popular social media like Facebook, Instagram, Twitter as well as WhatsApp. The main advantages of social media is provide better communication. Social media is providing plenty of information that can be useful to students. Students can find out answers to their questions. It is serve children inspirations for school projects works such as websites Tumblr and Pinterest.

Today most of the students are on social networking that can be improve of their knowledge and skills as an educator. They improve the research skills and the promotion of digital citizenship. The mobile devices have modified the learning strategies. Students must store notes in mobile devices because it is easy and convenient. Govt. of India is initiated and designed the SWAYAM. It is develop the skills through online which free course. SWAYAM provides digital education for students who is gained the various knowledge. It offers video lecture, printed material, self-assessment test as well as online discussions.



CONCLUSION

Firstly, we know that our tradition broadcast media still play very important role in education like media such as print media, radio or TV. The Mass communication's role in education suggested that electronic media has surpassed the literacy throughout the world. Now social media has helped to the Government in various ways like start a new online courses. Social media is such as You Tube, Twitter and Facebook. They have provide lot of educational source to the learners or educators. It is also enhance to teaching-learning process between teacher and students.

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