

## Education and Communication

**Dr. Munshilal Yadav (Principal)**

Swami Dharmbandhu College of Education (VBU), Harhad,

Mukundganj, Hazaribag

Email :- [munshiladv@gmail.com](mailto:munshiladv@gmail.com)

### **Abstract**

*Mass media play an important role for the development of rural education. Various forms of education modes such as television, radio, bandy video cameras, interactive video, computer and print media (newspaper, magazines, bulletins and leaflets) can be used for the development of rural education. Newspaper contributed very largely in educations for this above end. Newspaper not only gathers events, they also present their own views on issues. Radio is a powerful mass medium used in education for disseminating information, imparting instructions and giving entertainment. The literature on education uses of television focuses, variously, on application of particular TV program gemes, research and development practices; evaluation results; design of effective educational and motivational program approaches; specialized producer and researcher training; and patterns of international co-production. Education uses social media applications to enhance communication and development of the quality of education in various parts of education. From the foregoing, it is so clear that social media in education is essential. Students also increase their interest and will know more about social media since it is field that is highly dynamic.*

### **Introduction**

Education is the process of learning and knowing, which is not restricted to our school textbooks. It is a holistic process and continuous through our life. Even the regular happenings and events around us educate us, in one or the other way, it would not be an exaggeration to say that the existence of human beings is fruitless without education. An educated person has the ability to change the world as he/she is brimming with confidence and assured of making the right moves. It makes better citizens, ensures a productive future, opens new vistas, spreads awareness, helps in decision making, and bolsters confidence. Education has been recognized

as the prime moving force in economic and social development. Adisehian (1970) has rightly said "No education no Development, little education means little development, more education means development." Education and Development share parental features, "one if the progeny and the other offspring." During the last decades International organizations like, UNESCO have been playing pivotal role in bringing about awareness on the importance of education and making it available to most of the people particularly third world. "Everyone has the right to education" proclaims the Article 26 of the Universal Declaration of Human Rights. The development has many facts individual, social, cultural, economic and so on.

### **Mass media for Rural Education and Environment Awareness.**

Mass media play an important role for the development of rule education. Various forms of education such as television, radio, handy video cameras, interactive video, computer and print media (newspaper, magazines, bulletins and leaflets) can be used for the development of rural education. Doordarshan telecasts development programs through electronic media, covering majority of the population. The findings of various studies stated that impact of TV was more on small farmers and illiterates. They watched the agricultural programmes and adopted the recommended practices. A majority of the farmers viewed TV programmes for the sake of education.

Agriculture is the mainstay of the Indian economy and approximately half of the Indian population still gets their livelihood directly from agriculture. Most of India's poor live in rural and engaged in agriculture. Climate change and food security have become issues in the world. Continued deforestation is a major challenge for the forests and the livelihood and one of the major causes of environmental degradation in India can be attributed to rapid growth of population, which is adversely affecting the natural resources and environment. This includes the pressure on land and forests, loss of biodiversity, rising demand for energy, global warming, climate change, water scarcity and pollution. For agricultural development, knowledge and information on farm technologies, methods and practices need to be imparted to the farmers at the right time. Mass media (electronic and print media) are playing very important role in creating environment awareness and dissemination of new agricultural technologies among the rural people. Different information tools like radio, television and newspaper are spreading awareness related to climate change and environment protection among the rural people at the faster rate than the personal contact. The production and distribution for the printed material such as books, magazines, newspapers and

brochure may help in transfer of new information and technologies, where as radio and television are the important tools for dissemination of quick information.

### **The Use of Media in Teaching-learning process**

Learning is process to acquire knowledge. It needs hard work and sometimes make students frustrated and get bored, so that they lose their attention to a lesson. In this case, the use of media in teaching,-learning process is needed to attract student's attention and to make teaching-learning activities more interesting and also effective. The use of media in teaching-learning process is not a new thing. Many teachers know that media is helpful and has incorporated it in their teaching methodology.

Usually media is very useful to teach social studies. Media provides an illustrative information related to history and geography. The use of pictures from encyclopedia or else, a globe, a map and internet to teach social studies. The students had to find all important information including the map, flag, landmark, famous building, mountains, tradition, etc. Media are useful tools for illustrating a lesson, allowing students to see examples for what they are learning.

In Bangladesh a large number of people depend on newspapers and broadcast media for entertainment. But media also has an important educational role. Students from rural areas can take lessons from watching certain television programmes. They also can learn a lot of things listening to radio. And every national daily, both Bangla and English, has its education page; they publish both institutional and general knowledge based reports for students. Mass media is providing this kind of knowledge outside of the school room. Thus it is playing a vital role in creating mass awareness both in rural and urban areas in Bangladesh. Bangladesh government in association with UNICEF is presenting a cartoon show 'Meena'. In the serial Meena is the main character. She represents the common village girl of the country. She talks about serious issues such as education, early marriage, unequal food and other sensitive social issues. This cartoon show created a huge mass awareness of media and 95% know Meena television series. Now she became a role model of South Asian girl fighting against the society without any weapon.

### **Importance of Newspaper in Education:**

The newspaper today plays a vital role in human affairs. Its importance has not been diminished by the appearance of the radio or the television. People no longer have to travel to get information. The newspaper has become the main source of information about the local and foreign affairs. Though the

radio and television convey important news and messages quicker than newspaper, they seldom give the details of an incident. But it also contains more news items. This is greatly important today when political changes occur with rapidity unknown before. Besides, the newspaper is easier to carry and it could be read at any time during the day. Further, the permanence of the printed helps one to refresh one's memory of certain facts and incidents reported in the past.

The importance of newspaper has been increased greatly by the spread of education. Education sharpens one's curiosity about events in distant land and also makes one conscious of the necessity of maintaining one's reading habits. In both respects the newspaper appeals most, if one finds little time to read books.

An educated individual who has an open mind, a general awareness and knowledge of the world around him. His field of knowledge is vast and varied. Newspapers contributed very largely in education for his above end. Newspaper not only gathers events, they also present their own views on issues.

So the reader gets an opportunity to consider an issue of History, Geography, Science, literature, etc. The knowledge is supplemented to these subjects by the newspaper. Newspaper is an important service that renders education by imparting knowledge of current affairs to children. News regarding earthquakes, cyclones, new planets and political changes may be brought to the notice of the public by the newspaper.

The role of newspaper as an institution in the education of the individual citizens' living together under a single unified government has been noted in historical studies. In *American Education : The National Experience, 1973-1976*, Lawrence A. Cremin (1980), an historian of education and former President of Columbia University's Teacher College, Survey "The press as educator of the populace" during the late 18th century and first half of the 19th century. Cremin suggests that the steady growth of the population and the development of the civilization on American frontier during what is now called the early national were directly parallel by the establishment of the newspapers and the increasing efficiency of news gathering and transmittal. As for the press, it is important to bear in mind that the purveying of message of news, information and opinion become increasingly efficient during the early national era. Given the steady improvement in efficacy and speed of communication and the consequent growth of the audiences reached, an extraordinary fund of common knowledge was disseminated. When Iphigene Ochs Sulzberger, the daughter of the publisher of New York Times, prompted the premier forerunner of today's newspaper in Education Programme (NIE). In

reponse to few secondary teachers in New York City wanted to use the New York Times in teaching current events and Social studies, Iphigene Sublzberger persuaded The New York Times to begin a regular system newspaper delivery throughout the boroughs of New York City (Dryfoos, 1981). To capture in a nutshell the many benefits of NIE programme that reached beyond the obvious contributions of the students, The Newspaper Association of America Foundation (NAAF) presented the 1995 manual, NIE-A guide for newspaper in Education Programs.

The educative role of newspaper is to bring about proper knowledge and the socio-political awareness among the people. Articles related to health, fashion design, etc are published to make the people/reader's knowledge up to date. Newspaper is a powerful means to bring socio-political change and ensure better understanding of people about their rights and duties as citizens and act the public platform to express views even against the Government.

### **Radio for Education**

Radio is powerful mass medium used in education for disseminating information, imparting instruction and giving entertainment. It serves with equal ease in both developed and developing countries. It spreads information to a greater group of population thereby saving time, energy, money and manpower in an effective way. Radio is simple and cheap medium readily available as a small toy. Now small and handy transistors are available with poorest of people. A small transistor can carry the message to any place on the earth. It needs very little for maintenance and cheaper production can be taken up with more and more resources. Radio speaks to an individual so as to a millions at a time. Hence, any listener can think the broadcast is meant for him whereas when he listened in group all think the message is directed towards them. Due to its portability and easy accessibility radio could find its place everywhere, whether it was a field, a school, a kitchen or a study room. Radio is a blind man's medium and is meant for ears only. It plays with sound and silence where the sound can be anything like voice or word, music and effect. Radio is a scientific device that functions as an effective auditory instrument for communication. It also plays an important role in education. It not only informs, but also inspires human beings for learning more and more. It not only includes values and virtues but also creates attitudes, interest and appreciation of human life. It can cover a very wide area at a same time.

Radio can be used as an effective and interesting tool in education both formal and informal education.

Where conditions have permitted, it has become well established and wide spread: yet it seems to us that insufficient education use is made of this virtually universal method of distribution. People often seem to have been deterred by the repeatedly greater efficiency of other media which however have the major defect, compared with radio of being unable to cope for such widespread distributions or anything like it for a long time to come. The very low cost and adequate reliability in all climates of miniature transistor radio means that radio broadcasting should more and more be recognized as a particular suitable medium for educational purpose. Radio in reality, has been used extensively as an educational medium both in developed and developing countries since beginning. Its educational programmes supported in a wide range of subject areas in different countries. Educational radio has also been employed within a wide variety of instructional design contexts. It is sometimes so designed to permit and encourage listener's reactions and comments. Evaluations are also carried out with the feedbacks received.

### **Television and Education**

Huge number of non-literate or marginally literate individuals, for whom formal education has little practical applicability, will live out their lives in print-scarce environments with few or no reading materials in their homes, but with regular access to television. TV and radio, for as far as we can see into the 21st century, will be their most important outside source for lifelong and life wide learning. Viewed in this line, the real cost in terms of human survival, quality of life, and productivity in countries that fail to develop educational television more fully must be reckoned with as an important policy consideration.

Television during its earliest stage of growth in a given developing country is useful mainly as a means to reach and influence policy makers in urban settings. We know a great deal today about the role TV often plays in "agenda setting"--i.e., in elevating issues in the agendas of nations, ministries and professional groups. During its second (intermediary) phase of availability, television also begins to function according to the classical two-step mode, whereby it reaches significant numbers of influential community opinion leaders, who in turn relay its educational and motivational points to large numbers of individual householders. Policy makers in the countries where television reaches only a fraction of population need to be aware that this fraction will include disproportionately large lessons that they see presented on TV. In third (mature) phase, TV continues to reach policy makers and community opinion leaders and in addition reaches significantly large numbers of individual

householders. It is during this stage that television begins to reach the "neediest of needy" in significantly large numbers.

The literature on educational uses of television focuses, variously, on applications of particular TV program genres; research and development practices; specialized producer and researcher training; and patterns of international co-production. The Japan Prize contest, now a decade-old tradition, serves as a screening centre for identifying and honoring the best educational programs from all over the world, and as venue for professional exchange. The NHK generously makes its library of prize-winning programs available for study at selected centers located around the world.

Program genres that have been widely used and found work effectively for education in countries all around the world include communication campaigns based on minute long public service announcements, somewhat longer program "filler", soap operas (popular dramatic serials), magazine style variety series with recurring features, hosted talk shows with live audiences and expert panels, interview shows especially when these contain interesting and informative inserts animations, popular music specials, news and documentaries, and re-enactments in the form of documentary-dramas, to mention just a few. The range of subjects is large and diverse, shows on ecology and on international and inter-ethnic conflict resolution, specials on child development and child rearing, and shows about education and schooling, automobile and appliance repair, and do-it yourself home and community improvements.

### **Social Media and Education:**

Social media is growing rapidly with some social network sites such as face book and twitter carrying a particularly a high population of members. Education uses social media applications to enhance communication and development of the quality of education in various parts of education. Education use blogs as a means of interaction with students. This becomes practical and efficient when the educators post the e-notes in the respective blogs. The answering of questions not understood during the class time in these blogs provides future reference for the student experiencing the problem of sane nature. The main difference between a wiki and a blog is that a blog has only one author (Zelder,2007).

Face book as a social network has also changed the way teachers and perceive learning. With the social media development, it has been possible for teachers to have online classes that are broadcasted via social networks such Skype (Carison, 2005). Teachers may also consider recording

lectures in form of videos and upload them in the social media sites such as Face book of YouTube for live streaming. This innovative idea makes the work of the teacher exceptionally easy, especially because he/she does not have to show up revision of covered topics. The students only need to download the tutorials from the social media and use them of revision. In case they need any clarification, they can replay the videos for as long as they wish. Social media is extremely fundamental in the field of education.

Social media provides students with a limitless avenue for students to interact with their peers across the world. This enhances some sense of balancing of the psychological perspective of all students across the world. Those who take education seriously challenge for their peers who are joking with issues concerning the of issues of education. This distinction exists due to primary difference in the environment they live (anderson, 2009) In addition, since learning is a social activity the understanding of this fact is proven as a basic truth by social media in its quest to develop education. The same way social media tools are used by some countries to collect poll during the election of presidents, it should also used to collect opinions concerning various schools of thoughts in areas such as education, criminology, ethics, sociology, psychology among other field of study.

### **Conclusion :**

The media has the power of educating people, both good and bad. Since it affect the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discourage sectarian, communal and divisive trends. Media integration is consistently referred to as a relatively new phenomenon in education. Although complete media integration is not yet common place in the class rooms throughout the country, media's use in the classroom, much like that of the technology, is seemingly old hat. Although "movie day in the classroom" has shifted from slides and projectors to DVD's and Youtube as a result of rapidly changing technologies in the 21st century, media use in the classroom remains prevalent none the less.

Mass media have proved to help in classifying concepts, stimulating groups and individual activities, developing a collective critical awareness, changing attitudes, imposing a new structure of organisation on certain subjects and encouraging originality and creativeness. Educational outputs will be optimized through judicious uses of modern method, techniques, means and mass media.



Educational research has also proved that instruction can be greatly improved through the wise selection and utilization of modern media of communication.

It is unlike Discovery or the History channels, though it is not always thematic: it should aim to reach its educational objectives with professional preparation, clear targets and quality imparting to specific content. It is not served by the non-interactive sessions of talking heads: random access to events without any value laden intervention. It could be entertaining with a scope but definitely not as a first priority. Very often we refer to what is obligatory in TV channels funded by public revenues citing the three pillars of TV content as information, education and entertainment. Judging from our own media landscape it is at times regrettable that as a society we easily content ourselves with cheap entertainment of information that is readily available on the internet. This risks the educational nature of a broadcast becoming educational only in its label.

From the foregoing, it is so clear that social media in education is essential. Students also increase their interest and will know more about social media since it is a field that is highly dynamic. It changes severely with the changing needs of the public. In addition the use of social media in schools must not be banned with an excuse of moral disruption and wastage of time. The best way to react to social media is by embracing it positively and engaging the same in the student's learning strategies.

Furthermore, educational administrations should understand the pivotal role played by social media in education. They should consider the pros and cons in research with the purpose of changing their irrational thinking patterns, which promote the fact that students always abuse internet. The most important aspect of these social media is that they promote open discussion about things. When student and teacher communicate on these channels, they come in a dialogue which gives rise to purposeful conclusion, e.g. When a teacher from Asia comes in contact with another teacher from Europe, they both can exchange their views about the education system, and they can know about teaching methods they never practiced before.

### References:

1. National Policy on Education (1986) Programme of Action, Government of India, New Delhi.
2. Preeti (2014), Education and Role of Media in Education System, International Journal of Scientific Engineering and Research (IJSER), University of Delhi, India.
3. Pushparaj A, An Essay on the Role of Media, Google.

4. Sagayaraj, Devdas Joseph (2006), Media Education: Key Concepts, Perspectives, Difficulties and Main paradigms, Arumbu Publication, Chennai.
5. Jain Shilpa, Media as Education, Education as media, Reinforcing and Expanding Dehumanisation, Exploitation and Injustice, [www.swaraj.org/shikshantar/resistance.html](http://www.swaraj.org/shikshantar/resistance.html)
6. Salam, Maria (2015). Role of Mass Media for Enhancing Education in Bagladesh. (PDF) (50.1 KiB)
7. Debus M (1988) Methodological Review : A handbook of excellence in focus group research, Academy for Educational Development, Washington, DC.
8. Wood Megan (2003). Using Television of Educate, Stimulate and Disseminate, An Electronic Journal for Leaders in Education, ISSN : 1448-0743.
9. Jumani, Nabi Bux (2009), Study on Role of Radio for Rural Education in Pakistan, <http://www.researcharticle.net/publication>.
10. Gardner, John N & Sullivam, Betty, L (2004) The National Newspaper as a tool for Education Empowerment : Origins and Rationale , <http://wwwtimes.com>
11. Khan Z, Role of Mass Media in Education in India. <http://www.yourarticlelibrary.com>.