

Reshaping Learning Landscape: Role of Media in Education

Arpita Singh

UGC NET Qualified (Mass Communication and Journalism), Azamgarh, Uttar Pradesh

Email: arptasingh9@gmail.com

ABSTRACT

Learning is an active process. It can be rightly described in Benjamin Franklin's words, "Tell me and I forget, teach me and I may remember, involve me and I learn." His statement suits the modern education system, combining theoretical and practical aspects that aim to provide a rich learning experience to students. The modern education system is not restricted to school textbooks but involves various technological innovations. Here comes the role of media as it facilitates the modern education system through innovation and technology. This research paper sheds light on how media has become an integrated part of the daily teaching and learning process. It discusses the relationship between media and education. It focuses on the significance of media in providing education for the development of students and creating awareness for society. This paper represents the extensive use of media in education content and its impact on society.

INTRODUCTION

Education is the process of learning, knowing, acquiring knowledge, skills, values etc., through various mediums. Education can be termed as a holistic process that continues throughout life. It helps in the overall development of the learners as well as the society. It makes a better citizen, enhances the decision-making power, develops awareness and builds confidence.

The term media has originated from Medium, which depicts carrier or mode. Media has become a powerful entity and plays a significant role in the education system. The advent of media has provided a huge opportunity to communicate globally, giving easy access to information and a lot more. The ever-growing social media can play a significant role in facilitating the education

system. As technology and education go hand-in-hand, this research paper talks about the role of media in education, and its impact both positive and negative. The role of media in education can be showcased by the rising number of computer laboratories, mobile sets and e-libraries that have now become an integral part of the curriculum in most schools nowadays. Media has brought the world closer and connected learners from different universities from around the globe through the internet connection. It has replaced the conventional method of teaching at most of the educational hubs with the usage of technology and innovation. Thus, providing a better overall learning experience to students.

OBJECTIVES OF THE RESEARCH

- To examine the role of media in education.
- To understand the importance and usage of media in the education system.
- To analyse the impact of media on the education system and development of the society.

REVIEW OF LITERATURE

- Williams. R, (2018), in a blog titled "The Importance of Media in the Classroom," highlights different ways different innovative techniques to make classroom education appealing, provide authentic learning experiences and more ways of usage of media in productive classroom teaching and learning.
- Education Today (2022), in the blog highlights the influence of media in education, the implementation of social media into education and discusses how media can educate people in both good and bad ways.
- Eckel. J (2022) in the blog titled "The Importance of Social Media in Education" explains that Social media has become an important part of our society. It's not merely a tool for communication but also an effective marketing tool.
- Transmedia Storytelling as a Branding Strategy through Neuromarketing (2019) chapter of the book Handbook of Research on Transmedia Storytelling and Narrative Strategies

defines Mass Media and calls it a means of communication reaching a large number of people such as the population of a nation through certain channels.

- Pantograph blog defines four types of media stated media to be a vehicle or means of message delivery system to transmit an ad message to a target audience.

TYPES OF MEDIA

Before elaborating on the role and significance of media in the education system, it is important to know about the types of media. Media can be classified into the following categories:

- **Print Media:** In the early days, the only medium of communication was considered to be the print media. It is considered to be the first invention in the media for communication purposes. Newspapers, Magazines, Books, Banners, Billboards, Brochures and Flyers are included under print media.
- **Broadcast Media:** It is another form of media that includes television and radio for conveying information within minutes to millions. Broadcast media provides various types of content through different channels and programs.
- **Outdoor Media:** It is popularly known as Out of Home (OOH) media. It is the form of media that is displayed outside of your home. This form of media means that information is simply available in public places. It is further classified into Traditional OOH, Non-traditional OOH and Experimental/Event Media/Mobile OOH.
- **Internet Media:** It is a decentralized communication medium that transmits news or information globally within seconds. Some popular social networking media under this category are Facebook, Instagram, X (formerly known as Twitter), YouTube, Tumblr, LinkedIn, Snapchat, Pinterest, Podcasts, Quora, Reddit etc.

ROLE OF MEDIA IN PROVIDING EDUCATION

The means of communication used to transmit information to a large population through certain channels such as television, radio, books, films music in which the users' participation remains

passive is called mass media. John Dewey once stated that education could not be limited to teachers and taught without a social environment. So mass media is one such potent force in the social environment of education. Hence, it is clear from the above statement that education is a broad term and can't be confined to a specific set-up. The advancement of mass media depicts that it may substitute the classroom teaching set-up in future as it is a broad medium for providing education to the masses.

FUNCTION OF MASS MEDIA

To understand how media is reshaping the educational landscape or the role of media in education, one needs to know about various important functions played by media. Further in the research paper, we have discussed in detail some of the functions of the mass media.

Table with 2 columns: Function Name, Description. Rows include Information Function, Interpretation function, and Catalyst for Development.

Educate	It spreads awareness among people through educational programmes and also influences them to much extent.
Role as a non-formal agency	In the modern era, mass media is treated as an informal agency of education. It is considered that mass media can be a substitute for traditional classroom teaching in future.

ROLE OF SOCIAL MEDIA IN EDUCATION

Social media implies several activities such as socializing, and networking online through various mediums. It plays a prominent role in education through the implementation of innovative techniques and methodology. Mass media has become a significant part of imparting education as well as it is the cheapest and easiest way of educating people. However, the impact of such type of education is high as it involves high student participation and interaction. Therefore, it is also considered that mass media can substitute classroom teaching learning in the future. It provides an interactive and two-way platform to people for sharing ideas and a sensible discussion. It allows students to share their interests, and information, social bookmarking, share links, create online libraries, connect, interact, and much more through online collaboration and participation.

THE USE OF MEDIA IN THE TEACHING-LEARNING PROCESS

In the process of acquiring knowledge through conventional methods, sometimes students get bored and may become less attentive. In such cases, mass media can be a useful technique to make the teaching and learning process interesting and effective. The effectiveness of social media also depends on its proper usage. To educate students, educators should be well aware of the proper implementation of mass media in education. It has both pros and cons. So, this research paper showcases a detailed elaboration of the role of media and its impact on education.



Usually, mass media and its various tools can be very effective in providing an innovative teaching and learning experience in the classroom set-up. Various technologies of mass media such as encyclopedias, virtual maps, globe and other similar tools can help in providing practical and accurate information to students while teaching a particular subject such as History and Geography. Similarly, it can benefit in teaching other subjects as well.

Some of the benefits to teachers while using social media as a tool for educating learners are as follows:

- It can help teachers to connect with students located across the globe.
- It can help teachers in building relationships with parents.
- Social media can be a useful method for teachers to impart knowledge according to students' preferences.
- It can help in dealing with "information overload" situations.
- Besides, it also increases learners' responsibility to manage their learning.

THE IMPORTANCE OF MEDIA IN THE CLASSROOM

The widespread of media and technology has changed both the teaching as well as learning methods. Media such as SMART Boards in the classroom have made teaching and learning illustrative and interactive. Mass media allows students to get real-time and updated information on current events in the classroom. As per reports, the majority of students find media an exciting tool for learning, making studying entertaining and interesting. The research paper further depicts detailed information related to the importance of media in the classroom.

- **Appeal to Multiple Learning Styles:** Several aspects of media can be appealing to students such as visual, auditory and kinesthetic. Various learning styles such as learning through a movie, music, and interaction through digital and other technical teaching resources- touchscreen tablets and SMART Boards make learning more interesting. Media

provides aid to students for a rich learning experience and keeps them active and engaged in the learning process.

- **Creates an Authentic Learning Experience:** The usage of real-world media such as newspapers, brochures, news broadcasts etc., helps students gain authentic information during their learning process. These mediums can help students to read, evaluate and interpret information as per their requirements. When students get to see real objects through media, they build a connection and gain practical experience as well.
- **Strengthens Critical-Thinking Skills:** Social media usage in education can help teachers hone critical thinking skills among students through quizzes, question-answer sessions, facilitating discussions etc. It can be useful for challenging students' creativity and interpretation skills. During the learning process through social media, students can analyze a movie or a news broadcast and write it down as per their learning which can help in enhancing their critical-thinking skills further.
- **Teaches Students to Use Media:** Social media use in education keeps learners updated about the ever-evolving world of electronic communications and provides them with an understanding of innovative resources to be successful in the future. Apart from learning the ways and methods to use media in studies through educational programmes, and digital periodicals, they can also learn how to protect and respect media tools and become familiar with innovative technology

CONCLUSION

Undoubtedly, media is a useful tool in educating students but it can have both positive and negative impacts on students and their mindset. Talking about its negative effect, excessive use of media can negatively affect the eyes and ears, and in some cases can develop media addiction as well. But it is worth mentioning here that media has immense power and can educate people at a low price. The main aim of media today is to keep people informed about the events around their communities and world. If used properly, it can be a very effective tool in not just educating but

in developing a wise society as well. So it is suggested to utilize it effectively to get the best experience in the modern education system.

REFERENCES

1. Williams. R, (2018). The Importance of Media in the Classroom. Retrieved April 3, 2024, from <https://www.theclassroom.com/importance-media-classroom-8038897.html>
2. Eckel. J, (2022, October 10). The Importance of Social Media in Education. Retrieved July 1, 2024, from <https://www.theclassroom.com/importance-media-classroom-8038897.html>
3. Education Today. (2022, April 7). Influence of Media in Education. Retrieved April 5, 2024, from <https://educationtodayonline.com/2022/04/07/influence-of-media-in-education/>
4. Handbook of Research on Transmedia Storytelling and Narrative Strategies (2019). Transmedia Storytelling as a Branding Strategy Through Neuromarketing. Retrieved April 10, 2024, from <https://www.igi-global.com/dictionary/mass-media/17957>
5. Pantograph, (n.d.). 'What Are The 4 Types Of Media'? Retrieved April 15, 2024, from <https://pantograph.io/what-are-the-4-types-of-media/>