

**STRATEGIC APPROACH
FOR MULTI DISCIPLINARY
EDUCATION
VOL-I**

Edited by:

Dr. S.B. Kambar
Dr. A.S. Desai
Shri. G.S. Soppimath
Smt. S.S. Aralelimath
Dr. Neelambike M. Huddar
Smt. Shrilata



9 788195 974405

MEDIA EDUCATION**Sumangala. N. Rayangoudar**

Lecturer J P college of Education, Gadag, Karnataka

Email id:sumangalarayangoudar@gmail.com

Abstract: Education is concerned with different teaching methods and also learning at different levels-like school, colleges and higher education.

Education develop discipline and make the learner to apply this discipline in day today life which leads to civilization and socialization. This might be in a formal education, informal education and non formal education, all these are the means to bring out the hidden talents of the human beings or learns. Informal education media play as a very important role in learning.

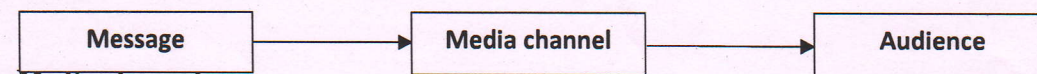
Media: It is the main mean of mass communication and it includes news papers, the printed materials etc.

Media plays an effective and essential role for running the show of any formal and informal teaching, learning , processing, media and education has become as if a railway track now a days. In between the media and education is the process of teaching using the media which empower students, parents, and also teachers to use new ways of sharing information.

These media are helpful to all types of learners having different learning pace and connect with learning groups.

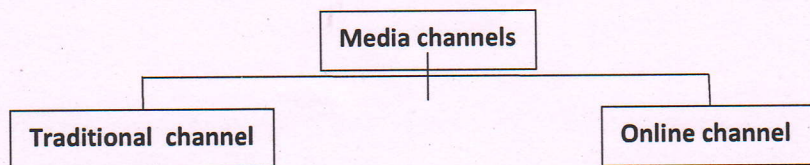
Topic: Media and education

Media: Media in a term which covers all the means of communication through the channel in or outside the classroom

Media channel**Media channels**

1. Print media
2. News media
3. Photography
4. Cinema
5. Broadcasting(Radio and TV)
6. Digital media and advertising

Media channel: These are the specific medium by which a message is conveyed to its intended audience



Traditional channels

Traditional channels are good old medias used in teaching learning process. Traditional channels includes newspapers, magazines, billboards, radio station, television stations, books

Online channels

Online channels are new media used presently in teaching learning process, websites, social media, email.

Role of media in education

Teacher and media keeps the students busy in teaching learning process and provides rich first hand experience medias are the tools which are useful in illustrating the lessons, it allows students to observe examples of what they are learning.

The medias are communicative tools which are used to store and deliver the information or data. Media is the important type of communication to send or receive messages to large audience.

Media is the most powerful tools of communication, communicating is sharing information or providing entertainment by speaking writing or other methods. Mass media is one of the important communication to send information or message to large number of people.

Example books are one of the oldest methods of mass communication.

Now a day's many media have been development and they are also used in educational system where it helps in educational development and these have been influenced by the modern technologies in present days in functioning of schools after globalisation of economy and culture.

The large number of population of the school core subjects such as social science and mathematics are rapidly relay on media for their teaching and learning. John Deuey states that education cannot be limited within teacher and taught without social environment. So media is one such potent force in the social environment of education medias prove that education is really comprehensive not confined within the four walls of the classroom.

Importance of media in education

- Effective instruction builds a bridges between knowledge and learning objectives of the students of the course in what they are learning.
- Use of media engages the students In learning it provides retention of the students knowledge.
- Media motivates interest in learning the subject matter
- Media illustrate the relevance of many concepts
- Media puts the learner into current images and perspective by helping the learners to understand how the media works
- Now a day electronic media play importance role in education

Role of electronic media in education

Media like radio, T V talk, shows politics, finance and other programmes are the source of informal education. Many personalities, professionalists come in as chief guest by live calls for giving lots of information and are learned by this way.

Internet is also a medium which makes the world a small village globally. Students are globally connected with one another through internet to collect information, read news, play games and also search process and business work.

Online learning has become the important media for importing distance education.

The most advantage of online distance education is to earn a degree from one's home or work place. We can get knowledge and information through charts, maps, graphs, moving images, slides and video clippings and even audio recordings via internet. It helps to understand the entire syllabus without the help of teacher.

Students are able to interact with their phone through online class and online conferencing and chat makes learning easier and entertaining. The online libraries with their huge collection of books has also made the learning process easier and worthwhile.

Advantages of media in education

- 1) Media helps students in their knowledge through data and information collection.
- 2) Media provides a wider choice of materials which can be accessed easily.
- 3) It improves learner's communication skills.
- 4) It provides fun and engaging learning experience for students.
- 5) It helps to improve learner and performance in schools and workplace setting.

- 6) It allows learner's to access the internet from anywhere at any time.
- 7) It reduces the costs.
- 8) It promote the teaching skills.
- 9) It enhances feedback.
- 10) It increase students fun.
- 11) It improve adaptability.
- 12) It eliminates repetition.
- 13) We understand the value of money better.

Disadvantages of media in education

- 1) Media may lead to distraction in class.
- 2) It distract from human interaction
- 3) It may affect the student's communication skills.
- 4) Students can start using the informal social media language in their school work.
- 5) Some may abbreviate words like "The" as "d", "you" as "u". This hinders their ability to learn the proper spellings and correct grammatical way of communicating in real life.
- 6) It lacks emotional connections.
- 7) Decreases face to face communication skills.
- 8) It conveys inauthentic expression and feelings.
- 9) It diminishes understanding and thoughtfulness
- 10) May fall into poor academic performance because of some friends instead of reading.
- 11) May lead to cyber bullying particularly between the age group of 13 to 22 years young people.
- 12) It leads social anxiety, depression and exposure to content that is not age appropriate
- 13) Media is an addiction.

Bibliography

- <https://dictionary.cambridge.com>
<https://en.m.wikipedia.org>
<https://www.bscholarly.com>
<https://www.dictionary.com>
<https://www.ijser.com>
<https://www.ipl.com>