

## MANAGEMENT OF MEDIA IN EDUCATIONAL SYSTEM – A STUDY

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### Abstract

This paper is showing the relationship between the management of media and education. It contains the role and importance of media in providing education, rural education and for environmental awareness. It also talks about the use of media in classroom and in the teaching learning process. Education of tomorrow will be able to play its role more effectively by making the individuals creative, active and efficient. Success of education cannot be achieved merely by substituting mechanical methods for human beings, but by developing, new patterns using both human beings and technological advancements in order to teach more people better and more rapidly. The media of communication is the medium by which a piece of information or knowledge is communicated to us. This medium is the message, which is of greater importance. Because, the same piece of information when conveyed on a printed page or over the telephone by radio or television will appear different and have entirely a different effect on us. Hence the effectiveness of a piece of information depends upon the medium through which it is imparted. There are a good number of media for mass communication such as radio, television newspapers and films etc. previously, the mass media in the form of illustrative were only put to marginal and individualized use. There was neither any coherent thinking nor a scientific organization of these materials in the educational process.

Key Words: Educational process, Environmental awareness, Effectiveness etc.

### INTRODUCTION

“Information explosion” and “Population explosion” have posed critical problems for education-more things to be learnt and more people to be taught. Today there is a cry for “more education to more people in less time”. For solving these problems successfully, educational technology consisting of various media of mass communication is essentially required. Both qualitative improvement and quantitative expansion of education can be facilitated and accelerated with the help of this mass media under educational technology. So the mass-media has come to our rescue to tackle this problem.

Education is the process of learning and knowing, which is not restricted to our school text-books. It is a holistic process and continues 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, Bolsters Confidence.

The role of media in education is evident today by the number of computer labs, television sets and libraries that have become part of curriculum in most schools today. Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world closer (globalization) so that now students from different universities in different parts of the world are connected through a mere internet connection. Amidst the information revolution mass media has become such a massive part of our lives.

The term media is derived from Medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and Internet. In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness.

### REVIEW OF LITERATURE

As educators look for ways to engage and motivate students, social media technologies are becoming a viable supplement to the traditional learning environment (**Ebner, Lienhardt, Rohs, & Meyer, 2010**).

**Liu (2010)** investigated students' use of different social media tools and their attitudes and perceptions towards these tools. The author sought to identify the knowledge and trends of using 16 social media tools that included Facebook, Wiki, YouTube, Bulletin Board, LinkedIn, Blogs, Twitter, Podcasts, Virtual Worlds, RSS, StumbleUpon, Netlog, Delicious, Digg, Plurk, and Jaiku.

**Ahn (2011)** conducted a study regarding students of color to determine if traditional digital divide indicators such as Internet access or parent education precluded the use of social media technologies by students of color. The results revealed that such indicators were not significant predictors of social media use by students of color; however, the frequency of use by ethnic minorities remained lower than those of White students.

### OBJECTIVES OF THE STUDY

1. To know the management of media in different ways.
2. To focus on management of media and its functions.
3. To draw few conclusions on management of media.

### TO KNOW THE MANAGEMENT OF MEDIA IN DIFFERENT WAYS

If we want to run for office, run a business, or change how things are run where we work, live, or play. We must be savvy in the use of social media. It is crucial for college, career, and life success. It can also save time at work for teachers.

## **THE STATES - COLLEGE, CAREER, AND CITIZENSHIP SUCCESS**

One by fourth of college admissions officers consider digital footprint. Three by fourth of human resource managers one by third of employers reject candidates based on something found in profiles

## **ENSURING STUDENTS ARE WELL THROUGH GOOGLED**

We need to be smart about ensuring we are preparing students to be well-Google by the time they graduate high school. We must support them in creating an online presence that will lead help them get into that school, land that job, and attract the right people into their worlds for powerful global connections.

## **SOCIAL CREDIBILITY IS THE NEW CREDENTIALING**

Test scores and certifications worked well in the 20th century and are still used by some today, but in the 21st century, it is your online reputation that allows you to show what you know. This should begin in secondary school as expertise has no age requirement

## **STUDENT LEARNING NETWORKS**

In the age of social media, the teacher is no longer the center of learning. The student is. One of the most important things an educator can do is support students in developing a powerful learning network. Being digitally literate and having social media savvy is what is needed to help students to connect with others who share their passions, talents, and interests. This requires understanding how social media works and how to find the right people to connect with safely and responsibly. It also requires an understanding of how to effectively use these tools to connect, collaborate, and grow learning.

**WORK MORE EFFECTIVELY** Social media allows you to change the paradigm from “teacher” as expert to “group” as expert. Rather than asking around between classes or sending and tracking emails to multiple people who “may” know answers, you can ask a global community via social media. This saves the asker time because there is a large audience and the traditional “askies” time because participants realize there is a whole community of knowledge out there. This reduces emails and increases the access to good answers and connections.

## **CONNECT WITH EXPERTS VIA TWITTER**

You can find a world of experts on any topic if you have literacy in using Twitter also known as “Twitteracy.” Just know the right hash tags and how to find experts and you have the world’s best knowledge at your fingertips. It is better than any rolodex allowing you to connect anytime, anywhere, with the interested parties who are available now.

## **RELEASE THE AMAZING WORK OF STUDENTS FROM THE CLASSROOM TO THE WORLD**

We hear stories in passing about the great work happening in schools, but usually it’s locked in a school or classroom or trapped on a laptop. Social media puts an end to that. First grade teacher to give families a window into her classroom. Second grade teacher to connect her students to a world of experts and outlets that helped to increase tourism in her community.

## **TO FOCUS ON MANAGEMENT OF MEDIA AND ITS FUNCTIONS**

### **MANAGEMENT OF MEDIA**

Really, media are the educational medium for the mass and mass education. Irrespective of caste, color, geographical, sociological, economical diversities mass media prove as an important means for the education to all. Mankind gets a great deal of information from the widespread mass media i.e. newspaper, TV, radio, magazines, journals, films, etc. It is estimated that mass media may substitute the real classroom teaching in future.

Television programs, internet websites, feature-length films, newspapers, music tapes and CDs, magazines, billboards, radio programs: essentially, a tool/technology which is used by someone to transmit a message to a large external audience is called mass media.

John Dewey stated that education could not be limited within teacher and taught without social environment. So mass media is one such potent force in the social environment of education. Through modern electronic techniques and technologies, mass media prove that education is, really comprehensive not confined within four walls of the classroom.

### **FUNCTIONS**

**Providing Information:** These media help indisseminating information for the mass. People acquire different knowledge very quickly.

**Providing vocational information:** Media help inproviding vocational and professional information to a larger group of the community.

**Spreading awareness and civic responsibility:** People can be aware of different problems of the society and their role in changing society through mass media. People know their rights and duties for the nation clearly.

**Educational programmes:** Mass Media help in forming suitable habit for different programmes and they utilize their leisure time in a productive way. It also influences the behavior of the people through different programmes.

**Role as a non-formal agency:** Now in an advanced society mass media are not treated as informal agencies of education. They are called non-formal agencies due to its wide coverage of educational items in a systematic way. It is viewed that these media can substitute the classroom teaching in future.

## CONCLUSIONS

The media has the power of educating people, the good and the 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 commonplace in classrooms throughout the country, media's use in the classroom, much like that of technology, is seemingly old hat Although "movie day in the classroom" has shifted from slides and projectors to DVDs and YouTube as a result of rapidly-changing technologies in the 21st century, media use in the classroom remains prevalent none the less.

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