

Mass Media in Education

Dr Rizvanul Haque
Assistant Professor, Urdu,
CIET, NCERT, New Delhi

OBJECTIVES

- To create understanding of the Media
- To understand education
- To understand role of teacher as media communicator.



What is Media

- Communication of Ideas from one place to another
- What is Mass communicated?
- How it is communicated?
- Communication loss
- Different Method of Communications (Audio, Audio-Visual, Visual, Written words)



Different Modes of Media

- Print Media
- Films
- Radio
- Television
- Internet Resources

What is Education?

As per NEP 2020

Education is fundamental for achieving full human potential, developing an equitable and just society, and promoting national development.



What is Education?

As per NEP 2020

Providing universal access to quality education is the key to India's continued ascent, and leadership on the global stage in terms of economic growth, social justice and equality, scientific advancement, national integration, and cultural preservation.



What is Education?

- Education is a deliberate and an intentional activity; thus, it is essentially a normative endeavour.
- Development of a child
- Behavioural Change.
- Change in Society/Culture etc.
- Means of bread and butter.





Aims of Education

National Expectations

State Expectations

Parental expectation

Individual Expectations

HOW TO USE PRINT MEDIA IN EDUCATION

- **Books**
- **News Papers**
- **Websites**
- **Online study**
- **Free Pdf**



How to use Cinema in Education

- Cinema as Medium of Education
- Role of Cinema in Individuals Life
- How Cinema inspires the people
- Cinema and mental Situation



FEW IMPORTANT FILMS



- Mohabbaten
- Tare Zamin Par
- Sitare Zamin Par
- Black
- chalk and duster
- Three Idiots
- Munna Bhai MBBS

TARE ZEMEEN PAR (2007)



Focus: Dyslexia, early childhood education, and parental pressure.

Overview: Follows Ishaan, an eight-year-old boy struggling with reading and writing who is sent to a strict boarding school. His life changes when an empathetic art teacher, Ram Shankar Nikumbh, identifies his dyslexia and helps him discover his true potential.

HINDI MEDIUM (2017)



Focus: Social status, English vs. vernacular instruction, and school admissions.

Overview: A satire on the extreme measures parents take to secure admission for their young child in elite private English-medium schools, highlighting class inequality and the commercialization of primary education.

HICKI (2018)



Focus: Inclusive education, underprivileged students, and innovative teaching methods.

Overview: A woman with Tourette syndrome secures a teaching position at an elite school, where she is assigned a class of underprivileged students integrated under the Right to Education act. She uses unconventional teaching techniques to help them overcome social stigma and academic challenges.

CHALK N DUSTER (2016)



Focus: Commercialization of school administration and teacher rights.

Overview: Highlights the conflict between dedicated high school teachers and greedy school management prioritizing profit and public relations over quality education and staff well-being.

PAATHSHAALA (2010)



Focus: Over-commercialization, student stress, and school administration.

Overview: Examines the pressure faced by school children when a school management prioritizes corporate sponsorships, media deals, and profits over balanced child development and academic integrity.

How to use Radio in Education

- **Radio as Media**
- **Radio in Learning**
- **Radio for Language Learning**
- **Radio for Imagination Skill**
- **Radio easy and commercially low cost media**
- **Radio to all for the countries like India**

How to use Television in Education

- Television was started on 15 September 1959
- TV was started in India for science education
- Access to best Teacher's
- Access as per our convenience
- Accessible to those where students can't reach
- Strength of Visuals
- Use in class as well as individual
- Revisit as much as you need
- Quality Education

MULT STATUS OF EDUCATION



Multimedia
Multilingual
Multicultural
Multilevel Education

MEDIA IN CLASS ROOM

- **Radio**
- **TV**
- **Computer Internet based Media**
- **Cinema**
- **Theatre**



INTERNET BASED MEDIA AND EDUCATION IN

What's up

Zoom

Google Meet

Google Class

Social Networking

Webinar



POSITIVE ASPECTS IN MEDIA AND EDUCATION

Accessible globally

You can learn from best teachers

Long lasting visual impacts, Process of learning

Multimedia audio-video, written words everything is possible.

NEGATIVE ASPECTS IN MEDIA AND EDUCATION

**Student's activities are not fully watched
Marginalised students, no equipment for
education, parent's education is more important.
Mental and physical impacts.
Learning by doing is affected.**

BROAD LEVEL TEACHING AND BUDGET EFFECTIVE

**Formal Experiences of
Learning Through Media**

**Personal Experiences of
Learning Through Media**



HOME ASSIGNMENT



My Experiences of Learning through media vs Formal Education Through Media.