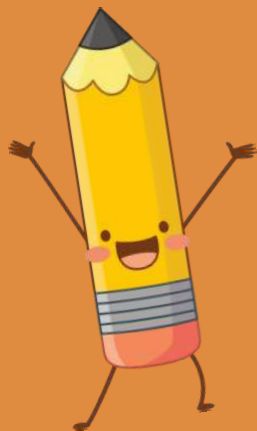


# Roll of Mass Media in Education

Prahlad Gain  
Assistant Professor  
Dept. of Education  
Mahitosh Nandy Mahavidyalaya



# Mass Media

- ❑ Mass media refers collectively to all media technologies that are intended to reach a large audience via mass communication.
- ❑ Mass media consist of two words: Mass means aggregation of people and Media means various mode of communication.
- ❑ Mass Communication can be defined as who says what?, by which channel?, to whom?, with what impact.



# Importance of Mass Media



1. Mass Media provide information to the mass within a less time.
2. It takes a wide coverage of information regarding anything that is happening in any corner of the world.
3. It brings the entire world to the individual or to the classroom. Children spend hours together sitting in front of the television and can visualize, hear and acquire knowledge about the world.
4. These media easily reach groups, allow repeated use, give more reality, influence attitudes, show cause and effect relationships and ultimately motivate the audience.
5. It sends information to remote places and helps in distant learning.

# Importance of Mass Media

6. It helps in modification of attitudes, inculcation of desirable values and acquaintance with cultural heritage.

7. Mass media acts as an agency of social change.

8. Mass media are useful for reinforcing group dynamics and interpersonal communication.

9. Mass media as means of communication make ideas clear to children and help them to acquire correct knowledge. They help in simplifying and in giving vividness to explanation.

10. Mass Media make the instruction concrete and stimulate interest and excite curiosity in things.



# Educational Values of Mass Media

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- Wide Coverage
- Widest possible form of socialization
- Bridges the gap
- Motivational factor
- Learning skills
- Aids the teacher
- Accurate evidence
- Formulates public opinion
- Make politician more accountable
- Vocational and Classified
- Appeal to all age group and is universal

# Types of Mass Media

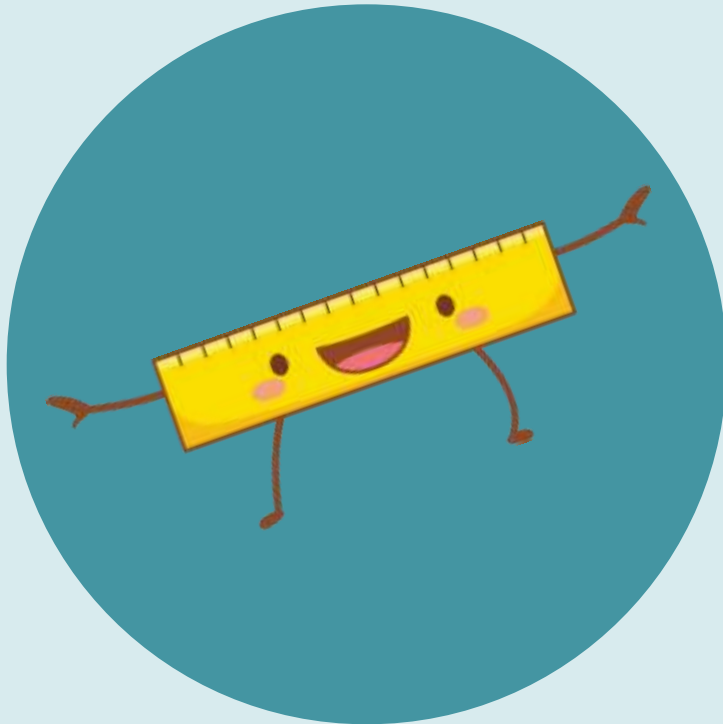


- Newspapers
- Magazines and Journal



- Radio
- Television
- Computers and Internet
- Motion

# Role of Print Media in Education



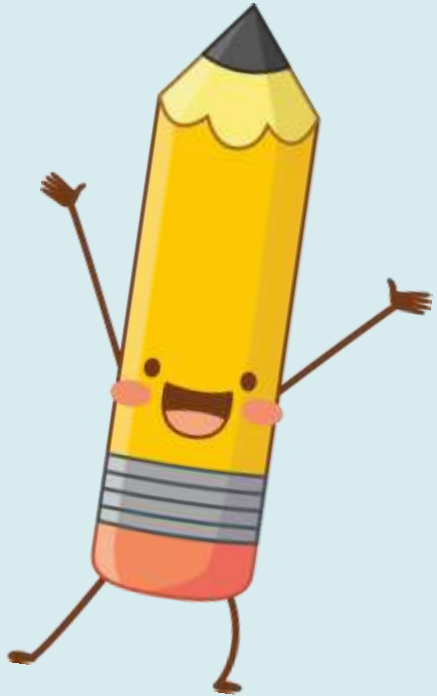
## Newspapers -----

- ✓ Create awareness
- ✓ To solve contemporary problems
- ✓ Supplementary assist social, religious and political movement.
- ✓ Present realistic picture about society and reflect society.
- ✓ Effective medium of information

## Magazines and Journal -----

- ✓ Spread awareness and knowledge
- ✓ Publish critical article on various and specific subject
- ✓ To eradicate social evil
- ✓ Encourages reading
- ✓ Along with research scientific, political, specific subject the periodicals publish matter for entertain readers.

# Role of Electronic Media in Education



## Radio.....

➤ Provide “listening participation” in current history

➤ To make learning an open system

➤ Enlist participation of local teachers and pupils

➤ Team teaching demonstrations

➤ Affordable and influential medium.

## Television.....

➤ Availability of direct stimuli

➤ Consistency in teaching-learning

➤ Economically viable

➤ Services of super teacher and their lecture

➤ Multiplication and magnification of distance and time factors





Thank You