

# The Significance of Mass Media in Education: A Portrait of Modernisation of Indian Education System

By

Subir Sinha

Lecturer

Dum Dum Motijheel College

1, Motijheel Avenue. Kolkata 700074

West Bengal, India

[Affiliated to West Bengal State University]

## Abstract:

In India education showing its existence since the Vedic age. It is gradually developing with the passage of time. Governments and Private organisation are taking various initiatives in the developmental process of education system. The main objective is to promote knowledge and education for social development. Government and private organisation are instructing the educational institutes to use latest technologies for demonstration and learning. Mass media are playing a significant role in imparting meaningful education. Television Experiment like SITE and KHEDA shows the significance of television in propagation of formal and informal education. Along with television, the radio and new media are playing a key role in it. The message and information deliver by mass media (radio, television, new media) are highly informative and motivational. The messages are highly beneficial for the social development.

**Keywords:** Gurukula system, motivational message, Yuba Vani, SITE, New media

## Introduction:

Education system has shown its existence and significance since the day of Vedic civilisation. The Vedic civilisation has introduced us with 'Gurukula' system of education. The Vedic gurukula system has shown the entire globe about the existence of education in India during the Vedic age. Later in ancient India we have seen various universities were developed under various empires such as Nalanda University, Takshashila University, Vikramshila University, Valabhi University, Somapura University etc., Nalanda and Takshashila University are famous among them for early literature and art, science and Buddhist literature. These universities are showing the existence of education in ancient India. However with the passage of time education system has taken a new dimension. The development of mass media has change not only the political and economical field but also it has put an effect on educational system. Education system got a pace with the support of mass media. History has shown the arrival of print media in India has changed the education system. Scholar like Raja Rammohan Roy, Vidyasagar, and Henry Louis Vivian Derozio are well recognised for their wide contribution in social development and for the development of Indian education. They took newspaper as a tool for propagation of educational message for social development. They took print media as an agent of social change. After the end of British Empire from India, modernisation in educational system along with social development has become an essential factor. Renovation and modernisation of the education system were started from the days of independence.

In the present circumstances the government and its education department are motivating the educational institute and teachers to use modern technologies such as computers, internet, and presentation through projector along with class lecture for demonstration and learning. The mission and vision of the education system is to disseminate education and learning among the citizen of India, as requirement of knowledge and information is essential for the development of civil society. The education field is now equally dominated by the public as well as the private sector where as the economical support mainly derive from Central Government, State Government, Local Government, Private Farms and from various Non-Governmental Organisation. Governments are trying to develop the education system where as the mass media are giving momentum in it. In the modernisation process of the education system the mass media has started to play a significant role. Mass media is serving as a vital form of medium for the propagation of knowledge and information among the masses.

In India, education and mass media are serving as two essential pillars of the nation. They are playing a significant role in social development. Education directly enriches and educates the citizen with knowledge, information and data whereas mass media plays a supportive role in it. Mass media are acting as a social educator as it disseminates several knowledge and information among the society. Mass media are nourishing the information, culture and new trends of education system. It is helping the education system to reach mass audience. It is acting as a new medium of teaching and learning. Mass media like radio and television played a significant role for the propagation of education since independence. All India Radio and Doordarshan mainly focus on social development through information dissemination process. They took the strategy of communicative and participatory approach. They concentrate on social mobilisation and social development through the use of knowledge and education. Education through mass media are creating social awareness among the masses and directing the masses to move in right path. Several experiments were conducted to prove the role of mass media in education system. Experiment like SITE and KHEDA has already shown the efficiency of television in the propagation of education and social message. The contributions of electronic media in education system cannot be ignored. The electronic media are not only serving as a mode of entertainment but also a mode of learning. It has the capacity to make a wide dissemination of education and knowledge among the masses for social development.

### **Meaningful and Motivational Message by Mass Media:**

Indian mass media always try to disseminate meaningful and motivational message to make the citizen aware of various social issues. The main social issues are the problems of huge population, eradication of poverty, health awareness, proper education, adult education etc. Mass media is serving as a medium of propagation of education. The information and knowledge delivered by the mass media is target oriented. They make the goal specific but the message is generalised. Identification of the age group, gender division and the social strata of the listener or the viewer are highly critical therefore the message structure is common and generalised in nature but they are meaningful and motivational. They deliver information which is useful and beneficial for society. The information and data that are used in media also motivate the audience to adopt good habits and healthy lifestyle by rejecting the unhealthy one. Several models of developmental communication show how mass media is helping in the dissemination of knowledge and information. One of the most important works of Daniel Lerner's "The Passing of Traditional Society" sub title "modernizing the middle east" has shown relevance of mass media in social development. The concept reveals mass media especially radio have the capacity to give meaningful and motivational message which will ultimately bring social development in the developing nations. It is serving as a key agent of modernisation.

### **Role of Radio in Education:**

Radio is the early form of electronic media serving the mankind since its arrival. The main function of radio is to disseminate information and education. It arrived in India during the British era but progressed constantly since independence. The backbone of Indian broadcasting system 'All India Radio' (AIR) which is now an autonomous organisation under Prasar Bharati, broadcast with an objectives of propagation of Information, Entertainment and Education. AIR broadcast several formal and informal educational programmes for general as well as for special audiences. Formal and informal educations both consist of some social message and its main aim is social development. The formal programme are mainly subject based curriculum and mainly focus on Literature and Arts, various subject of Science and Mathematics, Economic, Social Science, Mass Communication, Education, etc. It also broadcast several carrier oriented programme for the benefit of younger generation.

<sup>2</sup>Programme related to education were first broadcast during the year 1929 in Bombay on an occasional and informal way. It has been a regular feature for AIR since independence. AIR broadcast educational programme from its 73 station across the nation in different languages. The duration of each programme varies from 15 to 30 minutes. These programmes are highly informational and motivational. The programmes are desperately trying to strengthen the root of Indian educational system.

In 1961 first School Educational Television came into existence whereas in July 1969 <sup>3</sup>'Yuba Vani' or the 'Voice of the Youth' came into existence. It was specially made for the younger generation. The programmes of this channel are mainly educational and informational based. The propagation of knowledge and information for the benefit of youths is the ultimate objective of this channel. AIR also serves a significant role in 'Satellite Instructional Television Experiment' (SITE). The programmes of the SITE were planned and produced by AIR at the production centre set up in Delhi, Hyderabad and Cuttack. AIR also conducts several informal educational programmes for the benefit of the society. AIR participated and coordinated in the UNESCO project <sup>4</sup>'Radio Rural Forum' which is commonly known as 'Charcha Mandals'. The project concentrates on informal education and rural development. The case studies projecting wonderfully the capacity of radio in propagating formal as well as the informal education.

### Role of Television in Education:

Since the arrival of television in India it has been performing numerous roles in social development. Television has started to disseminate a wide range of educational programme for the benefit of younger generation. It became a new medium for imparting teaching and learning. It has a capacity for wide dissemination of message. Indian government has taken it from the early days of its arrival as a medium for imparting education. <sup>5</sup>In 1961 in an experimental basis India's first school television service begin at Delhi. It was projected as 'Educational Television' with an aim of imparting education through television. Later Educational Television programme are broadcast from several state of the India in different languages covering both formal and informal education. The main intension was to improve the basic concept of science and to develop a new teaching tool. According to National Council of Education Research and Training (NCERT) survey on the utilisation of educational programme it was revealed only 38 percent of the 500 school provided with receiver in the secondary classes.

<sup>6</sup>In 1975 Satellite Instructional Television Experiment (SITE) has shown how television can be used as a medium of meaningful education. In this experiment The Department of Atomic Energy entered into an agreement with the National Aeronautic and Space Administration (NASA) of United States for a satellite which will be used for an experiment on social development starting from August 1975. The experiment covered around two thousand four hundred villages of six states of India –Orissa (presently Odisha), Madhya Pradesh, Bihar, Rajasthan, Andhra Pradesh and Karnataka. In these states an experimental telecasting were conducted on Education along with Agriculture, Health and Family Planning programmes. The programmes were planned and produced by All India Radio (AIR) at the production centre set up in Delhi, Hyderabad and Cuttack with the help of representatives from Central and State Government and from various universities. The main objectives of the educational programme of this experiment are:

- ❖ To reduce drop rate in school
- ❖ To make the school more attractive in front of the students
- ❖ To impart a proper centralised education
- ❖ To improve the concept of the student
- ❖ To make the students well informed and well educated
- ❖ To create awareness
- ❖ Motivate to adopt scientific and healthy lifestyle

The experiment has changed the concept of teaching technique and highlighted how television can be used to disseminate any information to a wide range of audience. In this experiment it was proved television can be used as an agent of social change.

<sup>7</sup>In the case study of University Grand Commission (UGC) higher education project known as "Country Wide Class Room" which was launched in 1984 broadcast educational programme through television. The main aim of this programme was to disseminate higher education across the nation. Television took a significant role in this educational programme and proved its success as a medium for imparting meaningful education. In this programme around one thousand seven hundred colleges were provided free colour television and few colleges bought their own television set for the propagation of higher educational programme. According to ADMAR (1993) study report, the UGC's programme Country wide classroom had a viewership of over 19 million of which 12 million watches at least once a week and around 7 million are regular viewers. This case study has also shown the importance of television in dissemination of education.

### Role of New Media in Education:

New media is a new form of media with a special characteristic of interactivity. It has a wider domain and can be operated globally. New media has also opened a vast space for the education. It can be used for cognitive purpose. Several website with the help of internet connectivity are providing various information and data to the students and general public. New media is giving an opportunity to everyone to access and learn any information according to their choice and necessity. It is a choice based selectivity where one can select the subject and topic according to their own choice and requirements. Now student can also access internet and e book along with books for the education and information. The rise of Wikipedia, the free encyclopaedia is a wonderful case study that reveals the access of information through new media. It is a multilingual, web based free encyclopaedia launched in 2001 by Jimmy Wales and Larry Sanger. It is serving globally the students and the general public with a huge source of information.

New media is a media of digital form. It is not only serving as a huge source of information but also helping in interactive communication. We can talk and discuss with anybody on any topics according to our choice. The new media is also providing the students the e learning facilities. In most cases it refers to the course, programme or degrees that are taught completely on online. These are the programme or the learning system where the students can utilise electronic technologies such as computer and internet for access of educational curriculum instead of traditional classroom. This is highly effective in imparting meaningful education among the student. It is one of the most modernise form of learning system which is playing a significant role in various parts of India.

**Conclusion:**

The education system is progressing with the passage of time. The education institute are using various modern technologies and devices for the propagation of knowledge and information. The main target of these institutes is to give and enrich students with various knowledge and information. The government and higher education departments are taking various initiatives for the propagation of knowledge and mass education. Education technologies are facilitating the education system by providing modern technologies. Educational institute are now using theoretical explanation along with modern technologies for demonstration. It encompasses computer based training, online learning, mobile learning along with the use of various mass media.

Mass media is helping to promote the education system. New media are serving the globe with free information and data. The evaluation report of SITE and KHEDA project has shown the success in imparting education through television. Later UGC's higher education programme 'Country Wide Classroom' have also shown efficiency of television in imparting education. Radio is not remaining behind; it has also shows its importance through various programmes. Radio is focusing on the formal education along with rural development. Mass media are serving as a tool in education and information dissemination process and playing a significant role in social development. It is the blessing of technology on the society

**Reference:**

1. [www.uq.edu.au/ccsc/the-passing-of-the-traditional-society-modernizing-middle-east](http://www.uq.edu.au/ccsc/the-passing-of-the-traditional-society-modernizing-middle-east).
2. [www.aiaer.net/ejournal/volume19107/8.htm](http://www.aiaer.net/ejournal/volume19107/8.htm)
3. [airkolkata.gov.in/programes/detail/7](http://airkolkata.gov.in/programes/detail/7)
4. [ecoursesonline.iasri.res.in/mod/page/view.php?id=31795](http://ecoursesonline.iasri.res.in/mod/page/view.php?id=31795)  
HECM-312:Radio Rural Forum
5. Keval J.Kumar: Mass Communication in India.- Jaico Publication House, Mumbai,2007, p 208,209.
6. Keval J.Kumar: Mass Communication in India.- Jaico Publication House,Mumbai,2007,p 367,368,369.
7. Keval J.Kumar: Mass Communication in India.- Jaico Publication House, Mumbai,2007, p210,211.