Media and Education

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Introduction

- Globalization & technological advances demand knowledge to compete in world economy

- Even in India, technology is fast replacing human labour resulting in unemployment of the illiterate (ex. Road & agriculture sectors)

- Options to make a decent living are extremely limited without adequate education

Introduction

- Opportunities for better living are proportionate to the level of education

- Hence "success" in life demands ongoing education & retooling of oneself

- Media and Information and Communication Technologies make ongoing education a possibility

Education

- Learning of knowledge and skills acquired over time from the experience and the expertise of others

- Concerns itself with an understanding of the world and of ourselves besides the sources of influence and representations of reality

- A process of converting information into knowledge and knowledge into insight

Education

- Teaches how to live (Media also teach how to live)
- Should help the needs of
  - in individual
  - society

The Mass Media

- Media products are greatly influenced by commercial considerations
- The media decide what is important to our life
- The media decide who is important for our life

   (The Media facilitate and reinforce structural flaws)

- If the media report about you, you are somebody
- If you are somebody, you get the attention of the media

The Mass Media

- Anti-democratic ? as they promote and sustain the interests of the elite
- What we know is a function of what the media decided to let us know
- Blur facts and interpretation
- Subjective analyses are passed off as objective "truth"
- Power vested in power holders

The Mass Media

- The reliance on advanced technologies makes it impossible for all to participate in the creation and dissemination of knowledge

- Media's obsession with celebrities provides little or no space for ordinary citizens to be content of media message except as objects of calamity

- Large media giants hold newspapers, cable networks, FM radios, music industry (Times of India, Living Media etc.)

- Digital convergence provides greater impetus for media concentration in the hands of a few

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The Mass Media

- Classification of audience/viewers as for or against (Kashmir: if you disagree with the government, you are pro Pakistan)
- One-way traffic
- Helps to have strict control over content
- Dictators, military coups, state of emergencies take first control of mass media
- Excellent tool for oppression and resistance

The Mass Media

- Media concentration makes monopoly of ownership of
  - past, present and future productions of programmes, songs, cinema
  - Data banks
  - Computer software
  - Record, film, video libraries
  - Archives of written materials
  - Photos and graphics

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The Mass Media

- Concentration of media in the hands of a few means
  - More of the same (limited choices)
  - Diversity of opinion will be a casualty (danger for democracy)
  - Influencing and supporting political/ideological positions favourable for their business
  - Synergy among the various owned media
  - Influencing editorial decisions
  - Drift towards mono culture

The Mass Media

- Print
- Radio
- Television
- Cinema
- Advertisement
- Internet (personal, interpersonal, group and mass medium)
- Computer (personal, interpersonal, group and mass medium)

Interpersonal

- Telephone
- (Internet)
- Intranet

Group Media

- Video
- Posters
- Flip Charts
- Folk arts
- Bill boards
- Puppet shows
- Internet

The Media

The media include…
- Construct reality
- Pure objectivity does not exist
- Any "constructed" reality is only from the constructor's perspective
- Use of specific identifiable techniques to elicit responses desired by the "constructor"

The Media

- The technology of the medium and the message it carries are closely linked
- Media have always formed an important part of education (black board)
- Each medium is accepted as a potential solution to problems and inadequacies of education
- Help to have greater reach and access

The Media

- The Media are expected to educate, entertain and inform
- The Media come with their baggage of requirements
  - Technological
  - Literacy
  - Skill
  - Resources
  - Politics etc.

The Media

- TV reaches even remote areas
- Choice (of more than 60 channels) is available
- Radio reaches almost all the corners of India
- Internet kiosks are available even in small towns (postman & e-mails)
- Without exception, all have become consumers of media content directly or through two-step or multi-step flow of communication

Forces That Shape The Media

- The big business

- Motive of profit, hence of capturing markets

- Highlight what promotes their interest and sideline what hurts their business (TV news on Mumbai attack focussed on Taj & Oberoi, not on ordinary citizens of VT station or those killed on the streets)

- Commercialism (anything can be purchased or sold)

The Media

- The Media, even if they try and educate, do it in an entertaining/interesting way

- As people are used to entertainments, it is normal that the way education is presented is interesting (entertaining?!)

- Because of easy access and ubiquitous presence of the media, education is facilitated and challenged.

The Media

- Are a good educational tool
- Promote diversity of opinion for a vibrant democracy by educating people on their rights and duties

Media's Challenges to Education

- Viewer preferences, thought processes, attitudes, preoccupations and values are shaped by the media

- Access to information is easy, challenging the authority of the teacher

- Attention span suffers

- Creation of awareness of reality outside one's personal experience

Media's Challenges to Education

- Teach acceptable social behaviours
- Portray also negative behaviours that are copied
- Teach gender roles
- Define what is beauty
- Endorse what is a "perfect" feminine body
- Promote consumerism
- School is not the only place for education

Media's Challenges to Education

- The media reinforce our dependence on the experts and professionals for more and more of media content

- Tell us that life is not complete without them;

- That we are not unique but homogeneous

- Education also can be considered a mass medium as it is a basic right and every citizen has to be educated

Media's Challenges to Education

- Advertisement reminds us how needy and incomplete we are by telling us that we are not worth if we don't consume what is promoted

- Mass Media physically isolate and disconnect people from real life interactions and context

- This makes people dependent on massive institutions for their thoughts, values and actions

Media for Education

- Open/Distance learning
- Access to Library
- Virtual Lab
- Access to course material
- E-groups
- Listserves
- E-learning (using information network like Internet, Intranet (LAN) or Extranet (WAN)
- Blended learning (combination of traditional classroom practices with e-learning solutions

Media for Education
ICTs

- greatly facilitate acquisition and absorption of knowledge
- Offer range of opportunities
- Expand access to education
- Tutorials to enhance learner support

Media for Education
Advantages ICTs

- Cost-effective virtual education system
- Possibility of personalization
- Possibility of sharing experiences (e-mail, blog)
- Anytime and anywhere
- Chat groups facilitating discussion and clarification
- Delivery of education at the doorstep of the learner

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Media for Education

- Evaluative learning facilitated by ICTs. (accommodates exploration and discovery rather than merely listen and remember)
- Audio conferencing
- Audio-graphic conferencing (low bandwidth text, still images and voice messages)
- Video conferencing
- Web-based conferencing

Media for Education Advantages ICTs

- Interactive media help promote dialogue
- Offer new opportunities for education
- Promote
  - active and collaborative learning
  - Creative learning (integrates different disciplines)

- Radio can be used for direct class or educational programming for a community

Media for Education
Advantages ICTs

- Removal of geographical barriers
- Elimination of time and space constraints
- Enhancement of communication
- Making education system pervasive
- Speeding up the learning process
- Further training of faculty in conceptual clarity
- Organizational effectiveness and efficiency

Media for Education
Advantages ICTs

- Immediate availability
- Standardization of content
- Reduction of duplication of effort (many teachers need not teach the same content)
- Cost effective
- Promotion of technology-based learning
- Virtual classrooms (wherever the students are)
- Technological empowerment of learners

Media for Education
Advantages ICTs

- Power of information transferred to storage and dissemination devices

- Increase in the quality of education

- Learning at own pace

- Better utilization of resources

- Learning at own environment

Some Problems

- Digital divide
- Narrow bandwidth
- Control and surveillance
- Computer illiteracy
- Unaffordable cost of access
- Non affordability of hardware
- Dehumanizing due to loss of emotional attachment, face-to-face communication and behavioural adjustment

Some Problems

- Loss of personal contact, students' feedback through facial expressions, attitudes, style of conversation

Media for Education
Some Examples

- Ignou already has four channels beaming educational programmes
- Ignou plans to launch a TV channel exclusively for science and technology programmes

Thank You