



# Impact of Mass Media on Education in Haryana : A Sociological Perspective

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## Abstract

Mass media have become a well of message around the world of today and have entered into all the structures of daily life. The role of the various agencies of education like home, society, community etc. has consequently increased, so has the role of the mass media like television, radio, cinema, newspaper increased." Now-a-day, press, radio, cinema, television, etc. are becoming more and more important in an individual's life. So the role of mass media in education is gaining importance every day.

**Key Words:** Media, Society, Development And Education.

## Introduction

Haryana, which came into existence on November, 1966, is one of the economically well-off States of India. Its Gross State Domestic Product has recorded to be 9% over the last decade and ranks at 3rd place in terms of Per Capita Income. In terms of human development which is measured by Human Development Index (HDI), it is ranked 5th, where it slightly lags behind its economic performance. Education is one of the important constituent of HDI and has gained significance in this era of knowledge. During 2001-2011 the sex ratio between males and females has gone down from 861 to 877 and is the lowest in the country. Although, the enrolment of girls has improved since the inception of the state, yet it remains low. The drop-out rate among girls in the elementary stage is high and the percentage of girls going for education at the secondary and college stage is low. The following table shows the gross enrollment ratio, drop-outs, school education and higher education institutes. A media for learning and teaching or learning software. Media itself means a method of communication.

There are different ways to classify media. Print media, non-print media, and electronic media. All Multimedia it is part of development. Multimedia combines five basic types of media into the learning environment- text, video, sound, graphics and animation, thus providing a powerful new tool for education. There are various types

of educational media and multimedia technology currently utilised in teaching and learning processes which are: computer system, microphone, mobile device, interactive white board, digital-video-on demand, online media stream, digital game, pod-cast and so on.

### **Aim of The study**

The aim of the study is to discuss the impact of media with context to various aspects of education and improvement of life in our Haryana.

Social media implementation is giving way to the development of the new educational system. Students are frequently exchanging thoughts and knowledge with each other on social media. On the other hand, scholars are offering online tutorials and collecting valuable information through social media.

Social media influence is increasing day by day in education. It is becoming the new hope of obtaining knowledge for a student. It is changing their overall educational experience. With the introduction of digital media technologies, the delivery of educational programs has improved.

### **Digital Media in Education**

Access to digital media has become a reality even in smaller cities in the country. These cities are enlightening even the modest of scholars and making new conventions of education. The whole ecosystem of education has not only transformed the perception of students towards learning but has also helped the teachers to enhance delivery in a big way.

New literacy is essential to deal with the influence of digital media technologies. Educators require discovering the most excellent practice of digital media

Gulati (2012) published a paper "Role of ICTs in Rural Development" in „Kurukshetra“. Importance of ICTs for Rural Development given the importance of Information and Communication Technologies (ICTs) in-national development, countries across the globe have put in place mechanisms such as Universal Service Funds and other forms of Government intervention to achieve Universal Access to ICTs. Through ICTs people in rural areas can connect with the local, regional and national economy and access markets, banking, financial services and employment opportunities.

Choudhury Payel Sen (2011) in his article, "Media in Development Communication" says Communication is used for more than just passing on information from one person to another. It is often used as a tool to facilitate the participation of people in developmental activities. Such form of communication is known as development communication.

### **Positive Impact of Social Media in Education**

#### **Positive Impact**

1. Social media did make the world a smaller place, now we have more information, more knowledge, and have better opportunities to use it. Social media improved our ability to absorb information, what would have seemed to be over whelming to someone 20 years ago is normal to us, we have towards proper spelling and grammar. The reduces a student's ability to effectively write without relying on a computer's spell check feature.

2. Many students rely on the accessibility of information on social media and the web to provide answers.

That means a reduced focus on learning and retaining information.

3. Students are having a harder time getting to communicate face to face with people, and are losing their people skills, due to that they are spending more and more time talking from behind a screen.
4. Students, who attempt to multi-task, checking social media sites while studying, show reduced academic performance.
5. Students are having a harder time getting to communicate face to face with people.
6. The more time students spend on social sites, the less time they spend socializing in person.

## Conclusion

According to the above study we came to know the various positive and negative impacts of social media on education or students. It is very important to overcome this problem. How can parents alleviate the negative aspects of social media while improving upon the positive results? Moderating their access to social media is one excellent method. Social media not only helps to acquire knowledge but also establishing enduring relationships with real people, connecting with fellow dorm residents through Facebook, Twitter and various social sites can help a student overcome the kind of isolation that otherwise might lead her to leave school. A Twitter account can provide a shy student with information about events that facilitates face-to-face encounters with other students. Such personal interactions are vital to creating and sustaining a sense of belonging. In order to improve media education in the state, designing curricula as per the needs of industry is the most important task. There should be coordination between media educators and industry people to design the best syllabus for the universities. Industry people must be included in the board of studies and other academic bodies of the media departments.

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