

ISSN 2348-8409



TeLeS

Journal  
of **Teacher**  
**Learner**  
and **Society**

Special Issue  
February 2016

An official publication of  
**Muslim College of Education**  
No. 1 New Street, Thiruvithancode, Kanyakumari District.  
Tamil Nadu - INDIA

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## ROLE OF MEDIA AND TECHNOLOGY IN EDUCATION

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### Abstract

*Media and technology have proved to help in classifying concepts, stimulating group and individual activities, developing a collective critical awareness, changing attitudes, imposing a new structure or organization on certain subjects and encouraging originality and creativeness. Therefore, teachers have to be properly motivated and made interested in the use of such materials. And they have also to be trained and oriented in the adequate use and maintenance of the materials. As we know, good teachers are not born, they are made. Training in the methods, techniques, use of various means and media help a teacher to be good and efficient. All illustrative materials will be "aids" to his teaching. Educational outputs will be optimized through judicious uses of modern methods, techniques, means and media. Educational research has also proved that instruction can be greatly improved through the wise selection and utilization of modern media of communication.*

*Key words: Media and technology Information explosion, quantitative expansion*

The present day world is facing two general problems-"information explosions" and the "population explosion". Information explosion means an explosion of knowledge. Today, throughout the world, social and technological changes are taking place rapidly due to expanding world of information. So there is explosion of knowledge. New frontiers of knowledge are opening day by day and the horizon of human knowledge and understanding is expanding very fast. On the other hand, with the explosion of knowledge there is also population explosion. The student population is immensely increasing year by year due to the growth of population and democratization of education with varying levels of motivation and aspiration. The problem of "population explosion" is more serious in the developing countries than the

developed one. India is facing serious difficulties both from population as well as information explosion. So the two general factors - "information explosion" and "Population explosion" have posed critical problems for education-more things to be learnt and more people to be taught. Today there is a cry for "more education to more people in less time". For solving these problems successfully, educational technology consisting of various media of mass communication are essentially required. Both qualitative improvement and quantitative expansion of education can be facilitated and accelerated with the help of this mass media under educational technology. So the media and technology has come to our rescue to tackle this problem. Education of tomorrow will be able to play its role more effectively by making the

individuals creative, active and efficient. Success of education cannot be achieved merely by substituting mechanical methods for human beings, but by developing new patterns using both human beings and technological advancements in order to teach more people better and more rapidly.

There are a good number of media and technology for communication such as radio, Television, newspapers, films tablets, iPads, Smart Boards, digital cameras and computers etc. Previously, the media and technology in the form of illustrative were only put to marginal and individualised use. There was neither any coherent thinking nor a scientific organisation of these materials in the educational process. But their increased use has been mainly due to interest and initiative of certain teachers. In fact, the media and technology have become a well of message around the world of today and have entered into all the structures of daily life, h can be used and in fact is being used as a means of education. So the role of media and technology in education is gaining importance every day.

The term "technology" refers to advancements in the methods and tools we use to solve problems or achieve a goal. In the classroom, technology can encompass all kinds of tools from low-tech pencil, paper, and chalkboard, to the use of presentation software, or high-tech tablets, online collaboration and conferencing tools, and more. The newest technologies allow us to try things in physical and virtual classrooms that were not possible before. What you use depends fundamentally on what you are trying to accomplish.

#### Importance of Media and Technology

Media and technology provide information to the mass within a less time. It

takes a wide coverage of information regarding anything that is happening in any corner of the world. 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. These media and technology easily reach groups, allow repeated use, give more reality, influence attitudes, show cause and effect relationships and ultimately motivate the audience.

It sends information to remote places and helps in distant learning. It helps in modification of attitudes, inculcation of desirable values and acquaintance with cultural heritage. Media and technology acts as an agency of social change. Media and technology are useful for reinforcing group dynamics and interpersonal communication. Media technology 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. Media and technology make the instruction concrete and stimulate interest and excite curiosity in things.

#### Role and Benefits of Media and Technology Media and technology in the classroom Makes Learning More Fun

Students prefer technology because they believe that it makes learning more interesting and fun. They especially like laptops and tablets. Subjects that students deem challenging or boring can become more interesting with virtual lessons, through a video, or when using a tablet.

#### Media and Technology Prepares Students for the Future

These 21<sup>st</sup>-century skills are essential in order to be successful in this day and age. Jobs

that may not have had a digital component in the past, may have one now. Education isn't just about memorizing facts and vocabulary words, it's about solving complex problems and being to collaborate with others in the workforce. Ed-tech in the classroom prepares students for their future and sets them up for this increasing digital economy.

#### Improved Retention Rate

Student perceptions in the study believe that technology helps them retain information better. According to different a study, these students may be on to something. Eighteen 2<sup>nd</sup> grade students were challenged to complete a Power Point project about an animal. Sixteen out of the 18 students remembered more facts about the animal after completing the presentation. These results show that technology indeed helps students remember what they learn.

#### Media and Technology Helps Students Learn at Their Own Pace

Today's media and technology enables students to learn at their own pace. For example, almost all apps allow for individualized instruction. Students can learn according to their abilities and needs. This form of teaching is also great for the teacher because it gives him/her the time to work individually with students who may be struggling.

#### Media and Technology Connects with Students

Media and technology occupies an important place within students' lives. When they are not in school, just about everything that they do is connected in some way to technology. By integrating technology into the classroom, teachers are changing the way they used to teach and providing students with the tools that will take them into the 21<sup>st</sup> century.

Technology changes by the minute, and as educators we need to keep up with the times in order to best prepare our students for this ever-changing world that we live in. While we just saw how integrating technology into the classroom has its benefits, it's important to note that traditional learning processes are just as essential. Take time to learn about each element of ed-tech that you will incorporate into your classroom. When you do, you will find that technology can have a profound impact on your students learning.

- Media and technology used correctly, will help prepare students for their future careers, which will inevitably include the use of wireless technology.
- Integrating technology into the classroom is definitely a great way to reach diversity in learning styles.
- It gives students the chance to interact with their classmates more by encouraging collaboration.
- Media and technology helps the teachers prepare students for the real world environment. As our nation becomes increasingly more technology-dependent, it becomes even more necessary that to be successful citizens, students must learn to be tech-savvy.
- Integrating media and technology in education everyday helps students stay engaged. Today's students love technology so they are sure to be interested in learning if they can use the tools they love.
- With media and technology, the classroom is a happier place. Students are excited about being able to use technology and therefore are more apt to learn. When mobile technology is readily available in the

classroom, students are able to access the most up-to-date information quicker and easier than ever before.

- The traditional passive learning mold is broken. With technology in the classroom the teacher becomes the encourager, adviser, and coach.
- Students become more responsible. Media and technology helps students take more control over their own learning. They learn how to make their own decisions and actually think for themselves.
- Student can have access to digital textbooks that are constantly updated and often more vivid, helpful, creative, and a lot cheaper than those old heavy books.

#### Conclusion

Media and technology have proved to help in classifying concepts, stimulating group and individual activities, developing a collective critical awareness, changing attitudes, imposing a new structure or organization on certain subjects and encouraging originality and creativeness. Therefore, teachers have to be properly motivated and made interested in the use of such materials. And they have also to be trained and oriented in the adequate use and maintenance of the materials. As we know, good teachers are not born, they are made.

Training in the methods, techniques, use of various means and media help a teacher to be good and efficient. All illustrative materials will be "aids" to his teaching. Educational outputs will be optimized through judicious uses of modern methods, techniques, means and media. Educational research has also proved that instruction can be greatly improved through the wise selection and utilization of modern media of communication.

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