

Media In Education: Perception Of Adolescents And Their Parents In Relation To Their Locality

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__ABSTRACT

Education is the soul of democracy, so, media has a vital role to play for its universalisation. Media has opened new dimensions in learning. Now education is no longer a constraint for anyone. Media has brought education to the doorstep of each and every individual. All forms of media- the newspaper, radio, television and the internet are equally important in imparting education..Media has played a positive as well negative role to influence the education of the adolescents. Media resources provide the knowledge of all worldly spheres but also affect the life style, study habits, relations with society, family, school environment and friends. In the present study the investigator has tried to analyze the effect of media in education as it is perceived by the adolescents and their parents in modern education system in India. To achieve the desired objectives total sample of 80 adolescents was taken from the Distt Solan of Himachal Pradesh out of which 40 students and their Parents were taken from the rural background and 40 from the urban background. To explore the perception of the adolescents and their parents a five point rating was developed by the investigator. T test was used to compare the perception of rural and urban adolescents and their parents towards the media the results of the study indicate: i) the rural adolescents are less aware about the usefulness of media in education as compare to urban adolescents. It may be because of less awareness among the rural adolescents. ii) The perceptions of rural parents are differing from urban parents because urban parents are using the different media resources and they know about the usefulness of media in education.

INTRODUCTION

The world is changing very fast. Its culture, science, morality, politics, religions and demography almost everything is in rapid transition. Indeed, changes are blossoming

everywhere. Education could be seen as wings for the progress of the human being. It helps the individual to attain intellectual, physical and spiritual or emotional progress. In some ways, it helps the individual to live a happier life. For people without education, living comfortably turns difficult, especially in the modern world where specific skills are often needed to work. Besides, education is real wealth. Understanding how the world around us functions produces happiness, a kind of happiness that does not disappear. True education dignifies the individual.

Education not only creates a better human being but also contributes to the transformation of society. We are summoned to take forward our community, village, city, State and world, But to get that we need tools. The tools to improve the world are not fighting ideologies, or weapons as many have tried thorough history- but knowledge, sciences, arts. Those tools empower the people who sincerely want to see a more just world. Furthermore, the paradox that we find ourselves happy when we forget our own self and focus on the wellbeing of other is true. Working to improve the society through the tools education provides, helps us to develop our own capacities, and brings us peace and tranquility, although that is not the motive. Having said this, we should be mindful that each of us has a double purpose in life, developing our own potentialities, and bettering the kind of world. And the best weapon to walk firmly in these two paths the answer lies in education.

By agencies of education we mean those institutions, organizations or sources which play significant role in the process of education. We have three type of agencies of education-formal, Informal and non formal. We get formal education through school, institutions, museum, library etc. and informal education through family, peer groups, society, state etc. but when we talk about non-formal education we get this type of education through Radio, Television, cinema, newspaper, internet etc. With the advancement in the field of educational technology, Media are being used for the purpose of Formal and non-formal education. It is so in the case of big cities because some of their educational institutions have all the facilities needed for the success of such programmers. In the smaller cities, use of media for formal education is limited, requirement of the learner.

CONCEPT OF MEDIA

The media has always been playing the main role in providing information to the peoples of a country. Whether it covers on education, information or entertainment, gaining the latest news on these topics has been made easier with the help of the media. Media has a prominent role to play in modern society. In the last 50 years the media influence has grown exponentially with the advance of technology, first there was the telegraph, then the radio, the newspaper, magazines, television and now the internet. We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, traveling and anything else that we have to do. A common person in the city usually wakes up checks the TV news or newspaper, goes to work, makes a few phone calls, eats with their family when possible and makes his decisions based on the information that he has either from their co workers, news, TV, friends, family, financial reports, etc.

History is witness that press has been instrumental in putting an end to atrocities and bringing the downfall of ruthless dictators. In India, vernacular press did the job of uniting people against the oppressive British rule and triggered its end in the country. It is rightly said that media use is an index of the greater the use, the higher will be the level of education. As social beings, humans are sustained by mutual interactions, exchange of ideas, information and views with the fellow beings. Illiteracy, which is nothing but absence of education and information is a stumbling block for any aspect of social, economic, political, cultural and even spiritual.

At present, the concept of distance education with the help of media has gained wide popularity. Moreover, with the emergence of the Internet as a global media, the concept of distance learning has been revolutionized. From the age old days, distance learning was mainly provided through correspondence. But the introduction of the internet has changed the concept of distance learning to a great extent. Media has entered in every sections of our daily life- be it in education, news, entertainment, culture, sports, etc. Last but not the least, media has opened a new dimension and gave a new meaning to education. Education has become more entertaining like never before.

TYPES OF MEDIA

At present we have different types of media which provide awareness among people with different sources. These include the traditional media. Print media or new media. All the different types of media have their own importance in the following lines. The focus is laid on the various media one by one.

- **TRADITIONAL MEDIA**
- **PRINT MEDIA**
- **BROADCASTING MEDIA**
- **MODERN MEDIA OR NEW MEDIA**

INFLUENCE OF MEDIA ON EDUCATION

Media is both mirror and torch of the society. Emergence of new ideas, science and technology was never new in human history, but the way the world is shaking with changes is a very recent phenomenon. Media works miracle through spreading ideas. News, commentaries and analysis whatever it publishes every day add immense impetus to humans' thinking process - the greatest powerhouse to generate knowledge. The changes that took place in last 50 years did not happen even in millenniums. What is the main factor behind it? It is media that lie behind the whole process. It is the greatest change agent in whole human history.

Media forms an integral part of the lives of all. The world of media is irrespective of age and outlook as well as regardless of nationality and creed. In the media industry, limitations are limited! The media sector is estimated to be one of the most expansive and booming industries. It is by now absolutely clear that, media persons play the noteworthy job of letting the masses know what is happening round the world and that too within minutes of the outbreak. Internet or the web media is one of the newest and largest forms of mass communication given that it has no precincts; it is available uniformly throughout the world. The media indeed is an imminent and promising feature of the present day. It is a limitless world of opportunities both for the populace looking for jobs in it, and the ones looking to make the most of it to raise voices against wrong doings. Mass media in the form of newspapers and television proved to be the right medium. The role of media in the society is not unknown and is absolutely undeniable.

It can be concluded that media education should cater to the needs of all the people of the country, which is multi - lingual and multi- culturalism character. Further, media education has a bright future as more and more qualified academicians and professionals and researchers are getting interested to teaching media studies.

SIGNIFICANCE OF THE STUDY

Today it is commonly accepted that media plays effective role not only in the field of entertainment but giving knowledge through television, radio, newspaper, internet etc. Media has become the first source of giving knowledge. Media has played a positive as well negative role to influence the education of the adolescents. Media resources provide the knowledge of all worldly spheres but also affect the life style, study habits, relations with society, family, school environment and friends. All age groups looked to television programs to help them construct meaning into their lives. Youth were not able to distinguish the difference between their real lives and the fantasy lives portrayed on the television shows. However, they used the circumstances portrayed on television as a way of initiating dialogue with peers. Though this interaction they were able to collectively construct social and personal meaning. Parents also perceived that the role of media was not significantly source. Media alert the parents to their potential for unintended adverse effects on adolescents, alcohol use, television, music videos, talk shows, norms, prevention, prime time, sports. So there is a need to investigate the actual role of media for providing education, entertainment, social messages as perceived by adolescents and their parents.

This study helps the students, parents, teachers, educationist, and curriculum constructors for using media in education. There is a need that how the adolescents use the media for entertainment but also in education without any adverse effect on their life, study time etc.

STATEMENT OF THE PROBLEM

“MEDIA IN EDUCATION: PERCEPTION OF ADOLESCENTS AND THEIR PARENTS IN RELATION TO THEIR LOCALITY”

OPERATIONAL DEFINITIONS OF THE TERMS USED

MEDIA: Media refers to various means of communication. For example, television, radio, and the newspaper are different types of media.

ADOLESCENTS: Adolescents are those persons who are at age 12-18 studying at senior secondary level in Solan District of Himachal Pradesh.

PARENTS: A father and/or mother of the adolescent who have been used as a sample for collection of data for the present research work.

OBJECTIVES OF THE STUDY

1. To examine the role of media in education as perceived by the Rural and Urban Adolescents.
2. To study the role of media as perceived by the Parents of Rural and Urban Adolescents.
3. To suggest ways and means for the appropriate use of Media.

HYPOTHESE OF THE STUDY

1. There will be significance difference on role of media in education as perceived by Rural and Urban adolescents.
2. There will be significance difference on role of media in education as perceived by the parents Rural and Urban adolescents.

DELIMITATIONS OF THE STUDY

1. The study will be delimited only to the perception of adolescents and their parents in relation to their locality.

2. The sample of the study will comprise of 80 subjects only (adolescents and their parents) taken from different schools of Distt Solan of Himachal Pradesh.

REVIEW OF RELATED LITERATURE

A literature review is a description of the literature relevant to a particular field or topic. It gives an overview of what has been said, and what methods and methodologies are appropriate and useful.

Sherry, John L. (2001). Presents a meta-analysis concerning the relationship between violent video games and aggression. Results show the effect of violent video game play on aggression to be less significant than the effect of viewed television violence on aggression. The type of violence contained in games predicted the level of aggression, with fantasy violence and violence portrayed against humans affecting aggression more than sports violence. Longer playing time resulted in lower measures of aggression.

Gunther et al. (2002) examined the role of peer norms and media in a test of the presumed influence hypothesis, a theoretical model suggesting that smoking-related media content may have a significant indirect influence on adolescent smoking via its effect on perceived peer norms. That is, adolescents may assume that smoking-related content in media will influence the attitudes and behaviors of their peers (even if not their own). These peer perceptions in turn can influence adolescent own smoking behavior.

Goldberg (2003) studied that the adolescents indicates that their smoking-related behaviors are related to their exposure to cigarette advertising, promotional products, and movies. American media and tobacco firms dominate these industries, resulting in strong preferences for American cigarette brands, particularly Marlboro. As a co-relational study, this research does not, of itself, address the issue of causality. However, these findings do add one more dimension to a growing body of literature that cumulatively suggests a causal relationship between exposure to tobacco advertising and promotion and youth Smoking.

Malik (2004) investigated the perceived roles of African rural parents in child education and development. It examined among other things, some selected personal and socio-

economic characteristics of parents and their level of role performance in the education and development of their children, and recommendations were made for enhancing adequate educational development of African children.

Naigle (2005) examined that media play a dominant role in influencing females' perceptions of the world around them, as well as helping them to define their sense of self. This paper examines the influence that media has on adolescent females' feelings towards their place in society, sexuality, self-esteem and body image. Areas for future research and possible solutions to some of the problems mentioned are also addressed.

Matthews (2006) studied that the issues of self-esteem and body image, parents, teachers, and students must be involved in creating meaningful solutions. The study discussed here sought to ascertain concerns of parents related to their children's body image, self-esteem, and nutrition. Parents with children in the 6th or 7th grade were surveyed regarding factors that influenced their child's perception about their body, how satisfied their child was with their body, and methods to reach children and parents with body image messages. Results will be used to assist in the development of Extension programs for parents and children that address body image.

Vardavas (2008) studied that the parents said that the media played a key role in the historical increases and decreases in tobacco use globally. Research conducted to date on the main characteristics that influence the effectiveness of a mass media campaign has indicated a plethora of possible influential factors. Even if many public health campaigns have focused on increasing the individual's knowledge about the risk of disease development, it is the individual's feelings (about activities with health consequences) that predict behavior better than the knowledge of the risks incurred.

Dolev-Cohen, M & barak, A (2013), This article examine a control and dependent group, it study that how the use of instant messaging by the distressed and undistressed daoloscents effects their wellbeing. Their wellbeing can be improved by the ability to self disclose vent, negative emotions and receive social support.

Best, P, manktelow, R,& taylor, B (2014), In these studies 8 data bases were used to collect the data between 2003 to 2013. The benefits found were increased self esteemed,

perceived social support, increased social capital safe identity experimentation, and increased opportunity for self disclosure.

York, C,& Scholl ,R,M (2015) This study explores a possible correlation between parent news reading and their children's propensity to consume news as they develop into adults and into adulthood using a recursive path model. They are able to demonstrate direct/indirect effects of the parents on the frequency of youth news use. They were able to predict news use among the same peoples used in the study 7 years later.

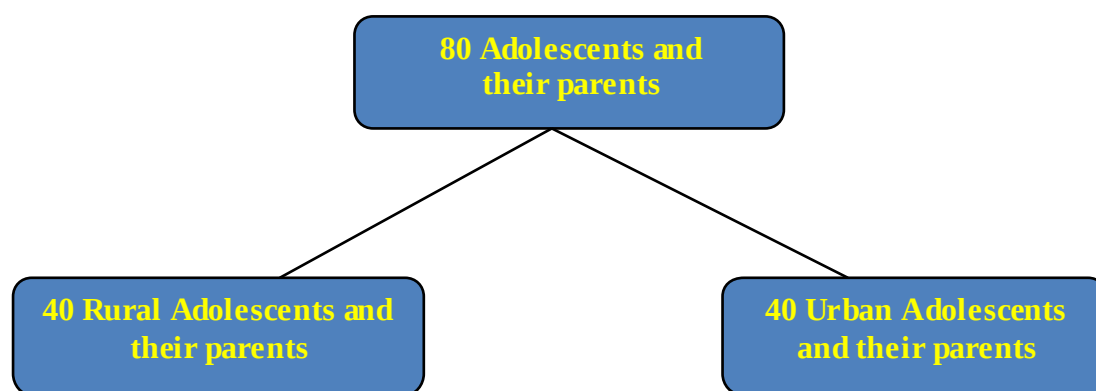
METHOD AND PROCEDURE

RESEARCH METHOD

In the present study, Descriptive survey method was used.

SAMPLING

In the present study, Random sampling technique was used to select the adolescents from various schools of Distt Solan Himachal Pradesh. The 80 adolescents were taken from various schools of Distt Solan Himachal Pradesh corresponding parents of those adolescents who were taken as subjects for data collection:



TOOLS

In present study, to explore the perception of parents and students, the investigator used self made five point rating scale entitled perception of adolescents and their parents about the role of media in education.

DESCRIPTION AND PREPARATION OF THE TOOL

The rating scale contains 30 items with five alternatives (strongly agree, agree, Undecided, disagree, and strongly disagree). One answer has to be chosen. For preparation of the tool the investigator consulted books, expert's opinions to construct rating scale. This effort helped to construct the statements for the rating scale. It was modified in the light of the views obtained by different research scholars, language experts, and senior teachers. On the basis of their suggestions some statements were modified.

STATISTICAL TECHNIQUES

For present study, t-test was used to study the significance of difference in the perception of adolescents as well as their parents with respect to their residential place, type of school joined and education levels.

RESULTS AND DISCUSSION

The aim of present problem is to study the perception of adolescents and their parents about the role of media in education. Data were collected according to methods and procedures mention in previous chapter and were analyzed statistically interpret and draw out the results and discussion in accordance with the objectives .Keeping this in view the analysis and interpretation has been mentioned following:

ROLE OF MEDIA IN EDUCATION AS PERCEIVED BY ADOLESCENTS**Role of Media in Education as Perceived by Rural and Urban Adolescents**

To find out the differences in the means of rural and urban adolescents scores, 't' test was applied. The results are shown in Table- 1, below:

TABLE- 1**RESULTS OF T-TEST ON ROLE OF MEDIA IN EDUCATION AS PERCEIVED BY RURAL AND URBAN ADOLESCENTS**

Group- Adolescents	N	Mean	SD	t-ratio
Rural	40	68.1	7.22	2.21*
Urban	40	71.3	5.79	

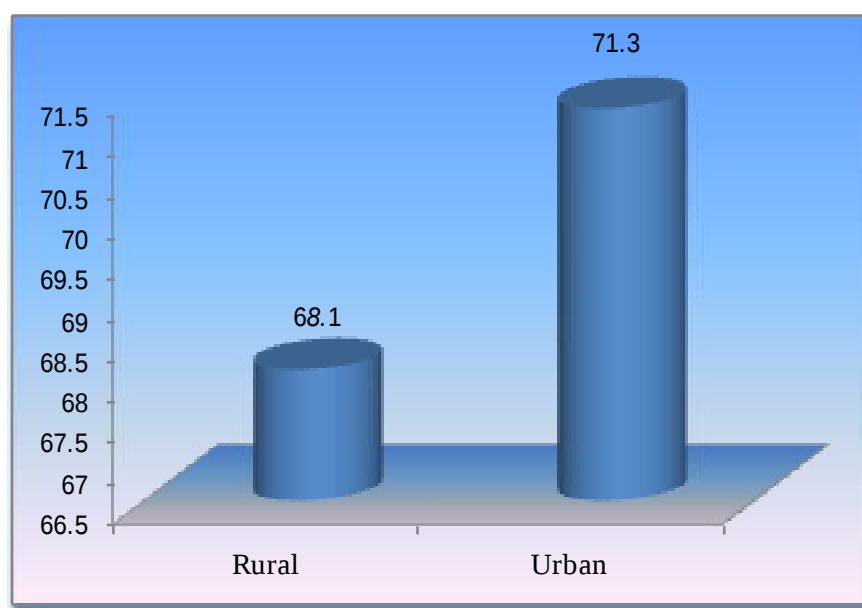
***Significant at 0.05 level of significance**

INTERPRETATION

The calculated value of 't' for comparing the means of perception of rural and urban adolescents about role of media in education came out to be 2.21, with df 78, which

is greater than the table value (1.99) at 0.05 level of significance. Hence, it may be interpreted that there exists significant difference in the perception of rural and urban adolescents about role of media in education. The difference of mean scores of rural and urban adolescents has been shown in figure- 1.1.

FIGURE- 1.1
BAR GRAPH SHOWS THE MEAN SCORES OF RURAL AND URBAN ADOLESCENTS



ROLE OF MEDIA IN EDUCATION AS PERCEIVED BY RURAL AND URBAN PARENTS

To find out the differences in the means of rural and urban parents scores, 't' test was applied.

TABLE 2
RESULTS OF T-TEST ON ROLE OF MEDIA IN EDUCATION AS PERCEIVED BY RURAL AND URBAN PARENTS

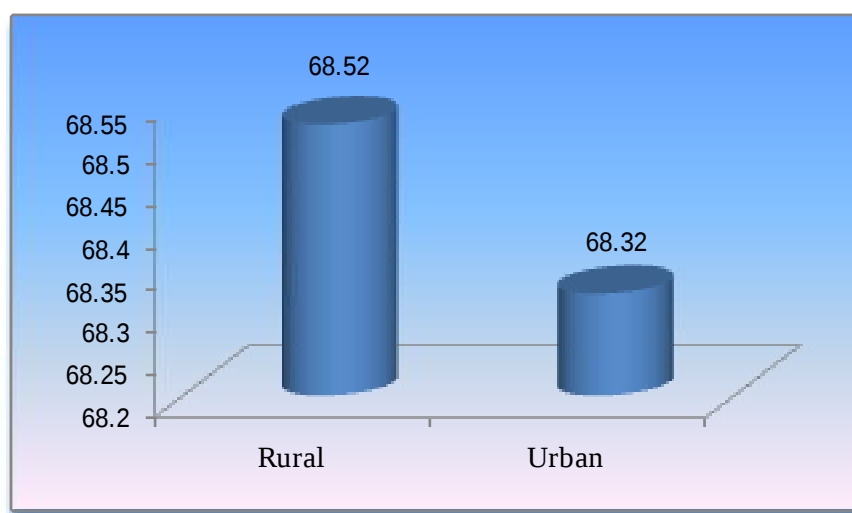
GRO UP- PARENTS	N	MEAN	SD	T-RATIO
RURAL	40	68.52	6.38	0.14
URBAN	40	68.32	5.78	

***Significant at 0.05 level of significance**

INTERPRETATION

The calculated value of 't' for comparing the means of rural and urban parents about role of media in education, came out to be 0.14, with df 78, which is less than the table value (1.99) even at 0.05 level of significance. Hence, it may be interpreted that there exists no significant difference in the perception of rural and urban parents about role of media in education. The differences of mean scores of rural and urban parents have been shown in figure- 3 .

Figure- 2.1
Bar graph shows the mean scores of Rural and Urban Parents

**CONCLUSIONS:**

ROLE OF MEDIA IN EDUCATION AS PERCEIVED BY ADOLESCENTS AND THEIR PARENTS

- a) Role of media in education as perceived by rural and urban adolescents is significant. As the mean score of perception of rural adolescents varies with minor variations from urban adolescents, same is the case with standard deviation. The rural adolescents are less aware about the usefulness of media in education as compare to urban adolescents. It may be because of less awareness among the rural adolescents.
- b) Role of media in education as perceived by rural and urban parents is insignificant as the mean score of perception of rural parents varies with the minor variation from the urban parents, same in the case with standard deviation. The perceptions of rural

parents are differing from urban parents because urban parents are using the different media resources and they know about the usefulness of media in education.

SUGGESTIONS FOR FURTHER RESEARCH

The researcher by virtue of the experience in the field of study humbly offers the following suggestions for further research that could be undertaken by prospective researchers.

- i) Sample size can be increased to reach more concrete results. ii) Similar study can be conducted on college, university students and teachers .iii) the same study can be conducted by adding more variable multimedia etc. iv) A study can also be conducted by taking comparison of traditional and modern media.

RECOMMENDATIONS

The most outstanding characteristic of any research is that it must contribute something new to the development of the concerned field. Based on the findings and conclusions of the study, the following recommendations are put forward:

1. Results of the study provide a room to the educational planners for constructing the curriculum so students are known about the importance of media in education.
2. This study will be helpful for providing the knowledge about impact of media on adolescents' students and their parents.
3. Support efforts to establish comprehensive media-education programs in schools.

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