

“ROLE OF PRINT MEDIA IN EDUCATION”**Ms. Shruti Goel (Research Scholar)****Maharishi Dayanand University, Rohtak Haryana****Abstract**

Education is indispensable to normal living. Without education individual has no value in the society. It is only through the education, moral ideas and spiritual values that the aspiration of the nation and its heritage is transformed from one generation to another for preservation, purification and sublimation into higher achievements which ultimately results in development of the society. Therefore, there is need to spread education among society, which can be better done through media. This paper explains how Print media plays an important role in promoting education. This paper also aims at finding out the qualitative educational content of news coverage in media (print media) and its relevance in the modern times in the age of globalization and commercialization.

Keywords- Heritage, qualitative content, development, globalization, commercialization.

Introduction

Education is pivotal to human progress. All agree that the single most important key to development and to alleviate poverty is education. Adult education, literacy and lifelong learning must be combined with fundamental recognition that education of women and girls is central to development.

For any real development to happen there must be an inner change of people to be willing to participate and be involved in matters that affect their very lives. People cannot be manipulated or coerced to develop themselves. The impetus and desire for development must come from within themselves.

But how do we get people into action? Education is the key, communication the tool.

The purpose of communication, as a tool, is getting people's involvement through education. Both formal and non-formal education involves processes of communication. This systematic process occurs over a certain period of time in which the people are informed, instructed and inspired to participate and be involved.

Education imbibes culture in the individual; and helps him in his needs. Education develops the person like a flower which spreads its fragrances all over the environment. Education is that conducive process which pulls out a child from darkness, poverty and misery by developing his individuality in all its aspects-physical, mental, emotional and social. Thus education is very essential for growth and development of a child as well as society.

Social and Academic Relevance

Education is indispensable to normal living. Without education individual has no value in the society. Its importance can be better experienced, not expressed. It is only through the education, moral ideas and spiritual values that the aspiration of the nation and its heritage is transformed from one generation to another for preservation, purification and sublimation into higher achievements. Therefore, there is need to spread education among society, which can be better done through print media.

Print media plays an important role in promoting education. Print media covers educational news in different angles, which has its own social and academic relevance. Newspapers cover news articles on government policies and plans for education. Print media tells people about the commercial policy, fiscal policy and monetary policy. It reveals about the allocation of funds for education by the government and various other new scheme and programmes launched by the centre for education.

Print media also highlights the shortcomings of the education on the part of government. It portrays the picture of the educational system and thus makes people aware about the status of education in India.

Newspaper supplements like HT Horizon and Education Times speak on various popular courses like management course, journalism and mass communication, solve the educational queries of students, and help in the selection of career. It also gives tips for the preparation of entrance examination, enhance the mental level and promote education and among children through puzzles like “Brain Strain”.

Thus, information about education covered by print media is of great social and academic relevance.

Newspaper in Education (NIE)

Using newspapers to strengthen instructions at all levels is the goal of newspaper in education. NIE program

- Help students to become informed and involved citizens who can determine and guide their own destinies in democratic societies.
- Help students to develop skills of critical reading by teaching competence in newspaper reading.
- Provide educators with economical, effective and exciting teaching vehicle for lessons in writing, history, mathematics, current events, consumer affairs and scores of other subjects.

During teacher education workshops on using newspapers for instructions, teachers often begin to think about the newspaper in new ways. The opportunity to have newspapers delivered to the school specifically for students to use in learning activities open a world of possibilities.

Print media (newspaper) is used as an effective tool in educating children. While the particular educational goals for using newspapers in the classrooms vary among teachers from different content areas and grade levels, three general objectives are common for most educators

1. To use the newspaper effectively as a tool for information.
2. To use the newspaper as a real-world text for study of subject or content area skill and concepts.
3. To use the newspaper for creating student media projects.

Generally speaking, teachers recognize the value of conducting activities early on to introduce students to the newspaper as a text for learning. In this way, students have a pool of knowledge about the newspaper itself when using the print media for study of subject or content area concepts.

NIE in India

The newspaper in Education program was pioneers by the times of India in 1983, Delhi with JUSTEEN schools. Today, the Delhi branch has grown to almost 300 schools and has over one Lakh member students. NIE has also spread its wings to 6 cities all over the India. These are Delhi, Bangalore, Lucknow, Pune, Chandigarh and Jaipur. The NIE program is indeed a force to reckon with.

NIE's motto is giving “education a new dimension and it has achieved much success in this trail-blazing path. It is an international program run in schools by over 800 newspapers worldwide. The program aims to educate and motivate young minds by using newspapers in the classrooms. It is a perfect resource for students to sharpen their reading skills, learn about their community and broaden their cultural experiences. The program also aims to relate outside world to classroom teaching. The newspaper is the only “textbook” that is updated daily. It is, in fact, a window to the world and helps the educators identify and harness the power of the newspaper as a tool. Thus NIE program, by introducing the newspaper at a young age, serves to bridge the gap between classroom and the real world outside.

Aim

This paper aims at finding out the qualitative educational content of news coverage in media (print media) and its relevance in the modern times in the age of globalization and commercialization, more and more emphasis is given on the commercial news and coverage.

Objectives

The specific objectives of my study are-

- To trace the coverage of educational news in print media.
- To assess the kind of educational content published in newspapers
- To get the picture of outcome that how much importance is given to the educational sector by media despite knowing the fact that education is an important aspect of life.

Hypothesis

“There is a dearth of qualitative content of education in media and coverage of educational news is mainly on government policies and not multi-dimensional”.

Methodology

This research paper “Education and Media” is carried out through “Content Analysis ”

The sample newspaper- main and supplement were collected during the time span of 1 month i.e. from 5th January 2013 to 5th February 2013

Sample Newspaper (Main)

- The Hindustan times
- The Hindu

Sample Newspaper (Supplement)

- HT Horizon (The Hindustan times)
- Education Times (the times of India)

The reason for choosing these sample newspapers is that these newspapers have wide readership, recognition, authenticity and popularity.

How Print Media is Educating Students

Print media enhances the general knowledge and improves the awareness of the world. The daily newspaper enliven a classroom and instill enthusiasm for learning in the minds of the students, whose normal props are unchanging school textbooks. Moreover media helps the students in learning more about the subjects prescribed in the course.

In a survey it has been observed that education imparted by print media has a positive effect on the young minds. The following were the findings of the survey:

Teenagers are losing their ability to communicate clearly through written English Students forget about 20-80% of what they learn the previous year over the summer holidays because they cannot relate text books facts to day-to-day reality.

Thus print media, used as a living text, has gone a long way in improving the situation. Besides increasing the child's general knowledge and awareness, it also gives the child a basic newspaper reading habit which helps in improving the vocabulary and art of writing as newspapers contain news stories, various articles and other information which raises the academic level of children.

Findings

The results have been drawn on the basis of the objectives framed for the study and by testing the hypothesis formulated thereafter;

Major Findings Are-

- The coverage of educational news is not multi-dimensional and mainly focus on government plans and programmes for education
- Print media covers the shortcomings of education on the part of government and mainly talks about the problems of the basic amenities.

- The coverage of educational content is not adequate and whatever is published is not qualitative
- Not much attention is given on the rural education
- Coverage of women education, adult education and cultural values is also very limited.

Conclusion

Education is the most important element for growth and prosperity of a nation. India is the process of transforming itself into a developed nation by 2020. Yet there are 350 million people who need to be educated.

Media has a time-tested, large and definite role to play in the field of imparting education. Print media plays an important role in making pupil aware of the importance of education. Though the media is trying to infuse the alertness among the people for education but there are miles to go before the whole nation realises the immediate need of education. Media makes a significant contribution in the national development through the development of the nation's human resources. Therefore it is essential that illiteracy has to be eradicated. So the national literacy mission was set up by the government in recognition of the need for priority attention to adult literacy for speeding up the development process and was launched by the prime minister of India.

Media would be used in illiteracy promotion a tool of dissemination of knowledge, as a tool of mobilization, motivation and sensitization, as a tool of learning by sharing information, ideas and experiences and as a tool of special action for change. Print media disseminates the message of literacy and for creating a positive climate for literacy.

On the basis of the study it has been concluded that though education is the most important factor in transforming a developing country a developed one and print media can play an important in educating society but the coverage of educational content is not adequate. The coverage of educational news is qualitative. It is mainly focused on the government plans and programmes for education which in no means help the pupil to educate them. Newspapers cover the economic policies and reveal the shortcomings of the education system. In this age of commercialization newspapers emphasis on commercial news.

Thus according to the study my hypothesis- "There is a dearth of qualitative content of education in media and coverage of educational news is mainly on government policies and not multi-dimensional" is proved.. The day print media become active in focusing on education, it will start catching the pace in educational and economic development of the country.

Suggestions

- Print media may play an important role in educating pupil about the cultural and moral values.
- Main newspapers should spare some more space for the topic of academic interest to students.
- Along with this media should also give equal attention to the women and adult education.
- Print media need to take up steps to educate the rural society.

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