

## Role Of Mass Media In Special Education

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### Abstract

The phrase "mass media" describes technology that is made for a big audience which includes printed publications like magazines, journals, newspaper, electronic media like television, radio and most importantly the internet. In the current study, the researchers look at the impact that mass media have in teaching the public, especially in terms of special education. Secondary data from different sources like newspaper article, journals, magazines are collected for the current study. And from the analysis of the provided information and the data we have found that media has a big influence on how we learn. The media has the power to influence our perception of ourselves, others, and our immediate environment. This study also conclude that the media has a big impact on how special needs kids are educated, even though it is insufficient. It covers everything, from their social to academic growth.

Keywords: Mass media, printed media, electronic media, special need.

### Introduction

The 21st century's distribution of mass media has evolved as a result of technological advancements. As a dispute, modification, domination, or social integration, it is now present in almost all spheres of contemporary social life. The term "mass media" refers to technology that is intended for a large audience. There isn't a single, concise, and unambiguous definition of mass media. It comprises printed publications like newspapers and magazines, broadcast media like radio and television, electronic publications like teletext, and other edited shows that are broadcast daily and occasionally using written and vocal content that is easily accessible to the general public. The mass media is often relied

upon by the general population to provide information on social concerns, entertainment, and news in current culture. Nevertheless, academics concur that the word "mass media" includes the devices utilised for the storing, transmission, and delivery of information or data. However, other people use the term "mass media" to refer to the area of the media that is created and intended to reach a very broad audience, such as the whole population of a specific area. In this 21st century the usage of digital devices like the internet, computers and newspaper has become the new form of learning. Moreover, mass media play a crucial part in any development that enables the public to quickly contact, assess, exchange, and move data or information.

With the introduction of mass media, the educational system began to have high expectations as education is equally accessible through the media. They not only spread information in places where there are no other options, but they also support both formal and informal education. They captivate the learner and provide them a wealth of knowledge outside the classroom. The purpose of educational programming on mass media is to offer a distinct classroom with a large learning environment for high-quality education. They support schools in overcoming real-world issues such a lack of libraries, lab equipment, and qualified teachers. They may react forcefully to curriculum changes and can learn from instructional materials that are introduced but not included in textbooks.

### **Objectives**

- To study the role of media on education.
- To study the role of mass media on special education.

### **Research methodology**

Secondary data collected from different sources like newspaper, journals, magazines, internet etc. has been used to conduct the present study.

### **Influence of media in education**

Media is everywhere, it has become a part of our daily life. The media plays a dominant role in learning process. Media has potential to shape personalities, change the way we perceive and understand the world and our immediate reality.

### **Role of print media in education**

The role of print media in the process of education is of special importance. Print media, including newspapers, journals, and magazines, are the fundamentally oldest forms of inter-source communication. To enable readers to obtain information and knowledge in their native tongues, print media are printed in every regional language.

#### **Newspapers:**

We can learn our native tongue and get news and information through newspapers, and English newspapers are excellent resources for learning the language. Before independence, reading the newspaper was the finest method to understand and shape public opinion.

#### **Journals:**

Journals are publications which issue on the daily bases. The journal of educational change in an international, professionally referenced, state of the art-scholarly periodicals, representing the most significant concepts and evidence of educational reform. The journal of educational change encourages and welcomes contributions from a wide range of academic fields, such as history, psychology, political science, sociology, anthropology, philosophy, and organisational theory, as well as from a wide range of methodologies, such as quantitative and qualitative research and conceptual advancements.

#### **Magazines**

Through magazines we may learn by articles, features, interviews, short tales, and we can receive really wonderful literature by magazines. several magazine genres with a diverse and comprehensive understanding of the globe.

#### **Books**

Book is the best source education. The books provide a wealth of academic and informal educational content. The majority of pupils rely on this medium to receive their education. Despite modern technology, this medium is still widely used for education.

### **Role of electronic media in education**

### **1. Radio**

Radio is also playing an important role in education. Talk programmes about politics, finance and other topics are the source of informal education. We learn a lot and absorb a lot of information from the numerous personalities, experts, and professionals that appear on the radio as major guests through live calls.

With the name of the community radio system, radio has begun to enter the educational field. Community radio refers to radio programming that aims to serve the local area by involving local residents. It aids students in honing their public speaking abilities. Community radio has been implemented in schools and colleges by a growing number of broadcasting organizations. Many civil society organizations have stepped forward to broadcast their educational radio programming as a result of the introduction of this technology. Moreover, this form of radio would enable pupils to revise their classroom instruction, which they may forget. The significance of community radio is immense and its impact felt on all part of the society.

### **2. Television**

Television is one of the most effective media for reaching all the demographics. It provides informal education, in that sense. The influence of TV on a person's professional and personal lives cannot be overstated. Regardless of the person's occupation, it does offer value in the form of new information. On nearly anything, there are several programmes available. There is something for everyone. Channels like Discovery, National Geographic, Animal Planet, and others provide us a wealth of information on the topic of innovations. There are numerous subjects that may be learned via television, including cuisine, politics, economics, and nature. You can also learn new languages through TV plays and films. We may stay informed with the current events by watching a variety of news outlets.

### **3. Films**

Films are regarded as important mass media due to their wide popularity and societal impact. Informal education might also come from watching movies. Through movies, we may learn about the customs, values, civilizations, and modes of living of many

nations. An significant part of learning new languages is through film. The spectators are taught a moral lesson by the movie. It relies on the viewers' perceptions. We are given the past histories of the countries in many historical films. Films dramatize contemporary world events like terrorism, corruption, extremism, societal ills, etc. for our benefit.

### **Role of internet in education**

The internet is a medium that has helped to create a global community. Students all around the world are connected to one another via the internet. We have seen that a significant portion of individuals rely on the internet to do business, read news, play games, and get information. Online education has emerged as a crucial medium for delivering remote education. The ability to get a degree from one's home or place of employment is the main benefit of online distance education. Through the internet, we may access knowledge and information through graphs, maps, moving graphics, slideshows, video clips, and even audio recordings. It facilitates comprehension of the full course without teacher assistance. Learning is made simpler and more enjoyable because of the students' ability to engage with one another through online class assignments, emails, and chat. The accessibility of internet libraries and their vast book collection has also made learning rewarding.

### **Role of mass media on special education**

Special education is the education programme which provide and understanding to the children with special needs. The curriculum that caters to kids with behavioral, physical, and mental challenges is known as special education. In this 21<sup>st</sup> century with the growing concepts of inclusive education, mass media is playing a crucial role in the education of students with special needs. For example mass media is one tool that special education instructors utilize to reach out to autistic kids. Mass media, according to some experts, is a powerful tool for enhancing the socializing abilities of kids throughout the autistic spectrum. Through teacher resources, the media may also be helpful in the area of special education. The We Are Teachers network and PCI Education created a forum exclusively for special education to engage and utilise forums and blogs to acquire new ideas for special education classrooms. Networking and exchanging ideas are advantageous for all

teachers at all levels of education. Special education instructors can access webinars and other resources through the website. Meeting the different needs of kids is one of the major problems in any classroom, but it may be especially difficult in special education courses. Facebook and other social media platforms for education include extra features and apps that may be added to support classroom instruction. The programmes that will be most helpful for each student to practise additional maths, reading, or socialisation skills can be added by teachers once they have assessed additional student needs. Moreover Social media platforms like Twiducate make it possible for teachers to stay in touch with parents and students outside of the classroom, providing possibilities for children with special education needs to seek support outside of school hours and for their parents to monitor progress. Social media sites can provide children with special educational needs with the extra help they need to succeed alongside their peers because they can have a variety of abilities. Children with special education needs have the opportunity to learn new skills and do new things online that they might not feel comfortable doing in person. But the internet has an other side also, where the students may get exposed to offensive contents like pornography, cyber-bullying etc. Parents need to be aware of these risks associated with the usage of the internet. They should keep their eye on these risks and should try to eliminate as soon as possible.

### **Conclusion**

We may correctly assume that media has a significant impact on every person's life. The media has paid particular attention to the need for education and cultural diversity and has fostered media consciousness among people as a result of the ongoing growth of information and technology in society. Although it is not enough, the media plays a significant part in the education of special needs children. It includes everything from their social to educational development. Last but not least, media has created a new dimension and given education a new meaning for pupils in all grade levels making education more entertaining like never before.

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