<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>The new communication environment: implications for media education</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>S. Kalaivani</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1994</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/2377">http://hdl.handle.net/10220/2377</a></td>
</tr>
<tr>
<td><strong>Rights</strong></td>
<td></td>
</tr>
</tbody>
</table>
The New Communication Environment:
Implications For Media Education

By

S Kalaivani
PAPER PRESENTED

BY

M/s S. KALAIVANI, M.A., M.Phil., Dip. in. Jour.

PROFESSOR OF JOURNALISM

SRI PARASAKTHI COLLEGE FOR WOMEN

COURTALLAM - 627802

TAMIL NADU

INDIA

ON

THE NEW COMMUNICATION ENVIRONMENT:

IMPLICATIONS FOR MEDIA EDUCATION

AT THE

CONFERENCE OF COMMUNICATIONS, CONVERGENCE AND DEVELOPMENT

BANGKOK, THAILAND

JUNE 23-25, 1994
Human beings are nothing but social animals, who depend upon others to get their basic necessities of life. The interdependence prevails not only among the individuals but also among the states within the country and also among various countries. At this juncture communication plays a vital role. It is a system by which the individuals in the society are held together, function together and survive together. Therefore the communication keeps the life process going and permeates it. It is the process by which people influence others and get influenced in return.

The need of the hour is to set up a new international socio-economic order. The world should not be based on power and status but on justice and contact. The Mass Media can only bring in such socio-economic transformation in the world. People say that the world has shrunk. How has it happened? It is mainly due to the development in the information technology. The modern information technology has brought each and every one closer.

Information technology is an essential pre-requisite for providing basic infrastructural inputs during the plan period to secure the desired industrial development and economic progress. Information is the basic raw material for the development. The information technology is the use of mechanical, electrical and electronic tools for recording, acquiring, processing storing and retrieving information.
The development of our progress is based on our increasing ability to communicate with one another. Development pre-supposes change in the material environment, technology, lifestyle, attitudes, aspirations and behaviour of the people. These changes are not sought by force but they are planned and won with the involvement of the individual members. To isolate communication from the process of development is like separating the egg from the chicken.

The media available for us are basically of three kinds. They are

1. Traditional media
2. Print media
3. Electronic media

Traditional Media:

Traditional media that includes Drum, Puppetry, folk dance and community singing appeals to the sense of both sound and vision. The folk, tribal music and light music are becoming extremely popular with people.

Print Media:

The print media includes newspapers, magazines periodicals, posters, journals etc. Newspaper brings out the balanced events of the country and the world whereas magazines and periodicals give more detailed news of specific and important topics. Few improvements have been made in print media such as portable computer, Electronic Camera, personal Computer and Laser Printer, Erasable Laser discs, Fax etc. The
invention of compact disc, Read only Memory (C, D ROM) had revolutionised the information storage and retrieval saving a lot of space and storage of data on printed materials. All these inventions have added a feather in the print media cap.

The electronic media that includes video text, teletext, on-line information service, Fasimile communications, Electronic Mail, Electronic Journal Computer Conferencing, tele conferencing, C-D-ROM technology etc., appeals to the sense of sound and vision.

Though the new information technology has been introduced in developing countries, the traditional way of disseminating the news has not lost its place. It co-exists with the new methods.

In a developing country the Mass Media educate the public in different ways. This can be classified under the following categories. They are

1. Educating the public regarding the policy of the government and the programmes for implementing the policy.

2. Dealing with the educational system both formal and informal.

3. Training the Mass Media Employees
Educating the public regarding the policy of the Government

Mass Media propagate the public regarding the policies of the Government. They also educate the people about their responsibilities in the fulfilment of the developmental task. In a developing country like India, Radio and Television are the Government channels. Being Government channels, they are just informing the policies of the Government through various programmes, whereas newspapers, owned by private people, inform the news according to their policy. They instruct the public through editorials, cartoons etc, and reflect the public opinion through few columns.

The Mass Media can propagate the need of simple living, avoidance of extravagance and wasteful expenditure and promotion of habit of saving in the people. They can inculcate the people the qualities of hard work, and single minded devotion to reach the goals of development. The educated youth in the villages should be exposed to the latest information technology to improve the quality of life and also bridge the gap between the rural and urban.

Dealing with Education

The information technology plays an important role in the class room education. There has been a tremendous increase in the educational potential of communication. Communication in the recent past is becoming a vehicle of education and a subject of education. Paper and film have given ways to magnetic tape and laser disc, storage and transmission via wire and expanded usable electro magnetic spectrum. The role of computers and high speed data begins to blow the distinction between print and video. The entry of TV, Radio, VCR, Computers, broadcast,
Radio, Interactive Radio, closed circuit television, Microwave transmission, Satellite video tex and teletext is considered as the latest revolution in education.

Mass Media not only helps the children to learn within the four walls of the school but also outside the class rooms. In this context we can mention about the role played by the print media. Newspapers like 'The Hindu' of Madras in which the 'education page', 'Book Review Column' and column of 'know your English' all these enrich the knowledge of the children. In some regional newspapers lessons pertaining to public examination are published to help the exam goers.

Besides the print media the radio and TV also help the children in learning their subjects through University Grant Commission Programmes, broadcastings of distance education lessons and quiz programmes.

Though the mass media uses new technologies in spreading the education, it is sad to note that the network is not properly knit and distributed, particularly for educational purposes. Better and wider physical facilities may be available to the states to utilise the potential of the mass media for the users of educational programmes. The courses must have the social relevance.

Training the Mass Media employees.

Media also act as the catalyst. It is the leader amongst the leaders to lead the society towards social transformation. So it is rather training the trainers. Technical skill and a sound professional base are significant factors in modern mass communication. Four different kinds of training facilities are available today in subject related to Mass Media.
a) Inservice training in the respective media.

b) Courses offered by professional bodies in both basic and advanced technical skills.

c) Courses in academic institutions like universities aimed at imparting basic knowledge.

d) Commercial agencies engaged in providing the basic skills.

The institutions in India which give training to employees in print media, folk media and electronic media are:

1. Institute of Film Technology
2. National School of Drama
3. The National Institute of Design
4. Indian Institute of Mass Communication

The Indian Institute of Mass Communication is in a class by itself as the courses it offers comprehend all known means of communication. The department of traditional media undertakes training and research in folk modes of communication especially puppetry for reaching the rural audience with stories on development themes.

No doubt the information technology has advanced very rapidly and the co-ordination between different disciplines such as telecommunications and computers had shrunk the world, making it a global village. But in the developing countries the gap between rural and urban centres had been widening technologically despite a new world of opportunity opening up in knowledge dissemination, retrieval and storage.
Involvement of the people is necessary for any development. This is possible only through the effective system of communication.

Merely raising the percapita real incomes of both rural and urban population in the third world countries is not adequate but all sections of the population and all regions of the country should participate equally and equitably in the benefits of growth.

Meaningful solution to the problems of poverty, underemployment can be found only within the frame work of a rapidly spreading economy. India at present aims at integrated rural development, promotion of small scale and village industry, National Rural Employment Programme and Minimum Needs Programmes which would provide employment to many and thereby eradicate poverty. This cannot be achieved over night. But people are impatient for results. In this context media have to play a sensitive role. The media have to take a overall view in interpreting the direction and content of any economic policy or measures that Government may introduce in the interest of rapid economic growth. Developing countries have to develop an effective means of communication, with the rural sections of society.

THE INFORMATION TECHNOLOGY - VARIOUS FIELDS - IN INDIA

The information technology and information flow have become the distinguishing feature of the modern age. Libraries, the repositories of books and journals are considered by the key component in this milieu. Libraries
must be nice and cheerful places and groups of children must be enabled to use these so that motivation from early days leads to good reading habits. Public apathy should not be there. To improve the library system National Informatics Centre Network has been set up under the development of electronics. It uses the satellite media for long distance, inter city communication. INDONET the first commercial computer network was founded. It extends its reach to a variety of application data. Concurrently by multiple uses from locations which may be geographically separated. There should be interaction among university libraries otherwise it will result in wastage of scarce financial resources due to duplication of reading materials.

Global data base Network was opened in India "Easynet" an electronic network that connects Indian subscribers to international data basis distributed all over the world was set up. It is the gateway to knowledge banks situated in various parts of the world. Easynet user should have a personal computer, a telephone and should obtain a password from the overseas Telecommunication Service centre. Easynet, the electronic library brings indexes, journals and newspapers and other resources to the terminal more quickly and easily than ever.

A group of NRI entrepreneurs ventured Hypermedia information service. It establishes computerised data banks in each cities with 2000 categories and 10,000 sub categories of information about various essential services as well as local market information.
In a country like India, where there is adverse balance of payment, database searches help exporters to have selective lists of importers, distributors, agents in a country/market of their choice. Export or Perish is the clarion call given by the Government. To export, one must have an information about the foreign markets. Informatics Private Limited Pioneered the commercial online link between India and foreign electronic data basis, has embarked all the production of a weekly newsletter on global tenders, contracts and trade. The newsletter called 'Export Today' will publish all information about the export. Data is accessed electronically from Monday through Friday with Informatic Global Computer Communication Link and the Newsletter is released on the following Monday. Informatic-technique can evaluate how a country is doing in relation to others in various fields.

LOW COST HOUSING

The Indian Institute of Architects has proposed to set up a database centre for dissemination of the latest concepts in Low Cost Housing Technology. The centre will give information on how best the traditional building materials could be put to better use. New Architectural Designs by proper space planning and information on building materials, their cost availability etc could be gathered from this centre. This will solve the housing problem.

MEDICINE

A General Information Service Terminal of National Informatics centre (GISTNIC) was inaugurated to enable the public to
obtain vital information through a Computer Satellite Link. A salient feature of CIST NIC was that NIC had a satellite link with the National Library of Medicine U.S. through the National Wide Satellite Base Computer Communication Network (NIC NET). This would facilitate the students of the medical college to obtain easy and ready access to the facilities of medical literature, analysis and retrieval system of the National Library of Medicine.

In future if Mass Communication in a developing country is to have a maximum impact, some basic defects and deficiencies in the system must be removed. All concerted and co-ordinated efforts in respect of hardware and software aspects have to be made to direct the thrust of the communication system more towards rural areas and test its validity and strength in the context of integrated rural development management.

There is a need

1. To bring about some structural changes in order to promote a free and balanced flow of information in the country and to exchange developmental social and cultural views.

2. To reevaluate news values to correspond them more to the developmental priorities of the nation and rural people.

3. To eliminate all constrains on media whether they be imposed by the Government, private ownership, or vested interest.

4. To inculcate self-discipline and sound and professional responsibility among the media organizations and practitioners.

5. To stimulate in built feedback and evaluatory process in the communication system governed by a dynamic communication policy.
6. To encourage maximum mobilisation of human resources, the biggest resources of the country through all the relevant modern communication technologies.

7. To fill in all the existing gaps in the communication infrastructure of the country.

So the need of the hour is a continuing dialogue between the media practitioners, policy planners and the gross root agencies so that environmental protection measures really get transmitted into concrete results. New technologies may reduce vast country into a small prosperous inter dependent global village, but the basic question will still be whether we will be able to use these technologies to promote the growth of self reliant informed responsible and participatory democracy. To revolve relevant communication technique for this purpose will perhaps be as difficult as an "open brain operation today".

Mass Media should try to bring in spiritual development in mankind. This spiritual development only will bring in political unity, economic development and thereby the social transformation. The promise of the dawn of information age and the era of opportunity is definite despite all challenges and some forebodings.
REFERENCES

BOOKS/JOURNALS


2. Brian Winston, Misunderstanding media

3. Dennis Hourtt, Mass media and social problem

4. Everette E. Dennis

John C. Menill., Basic issues in Mass Communication


7. Morris

Paul M. Hirschi, Reader in Public opinion and Mass Communication.

8. National Media Centre, National Media Centre Publication

9. Robert Heinich

Michael Molenda,

James D. Russell, Instructional Media and the new technology of instruction.

10. Malhan, P. N. Communication Media Yesterday, today, tomorrow

11. Government Publication- Mass Communication in India

12. The Hindu Speaks on Information Technology


14. Distance Education Catching up - An Article