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THE ROLE OF B.ED STUDENTS AND USE OF MASS MEDIA

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ABSTRACT

Each and every degree program is important but B.Ed degree program is more important as this program gives the society teachers who are working with the minds of students in schools. These students should be mentally, physically, psychologically, sociologically and intellectually optimally developed. The teachers imparting education to these students can play this role more effectively if they themselves have a positive attitude in using the Mass Media.

The scholastic education can be proved as a boon if the primary, secondary and higher secondary education can become an agent of change through the help of Mass Media. In this respect it would be interesting to understand the 'Role of B.Ed students and used of Mass Media'. The students who correctly underwent through proper schooling may help the nation in facing the challenges of higher education.

KEYWORDS: Degree Program, Professional Training, Mass Media, Education

INTRODUCTION

In the words of Prof. Humayun kabir, "Teachers are literally the arbiters of a nation's destiny. It may sound a truism, but it still needs to be stressed that the teacher is the key to any educational, reconstruction."

Teacher's influence is everlasting. He shapes the destiny of future citizens. The secondary education commission (1952) rightly points out "we are convinced that the most important factor in the contemplated educational reconstruction, is the teacher-his personal qualities, his educational qualities, his professional training and the place that he occupies in the school as well in the community."

Each and every degree program is important but B.Ed degree program is more important as this program gives the society teachers who are working with the minds of

students in schools. These students should be mentally, physically, psychologically, sociologically and intellectually optimally developed. The teachers imparting education to these students can play this role more effectively if they themselves have a positive attitude in using the Mass Media.

The scholastic education can be proved as a boon if the primary, secondary and higher secondary education can become an agent of change through the help of Mass Media. In this respect it would be interesting to understand the 'Role of B.Ed students and used of Mass Media'. The students who correctly underwent through proper schooling may help the nation in facing the challenges of higher education.

Mass communication is the study of how people and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate news paper, magazine and

book publishing, as well as radio, television and film, even via internet as these mediums are used for disseminating information and news. Mass communication differs from the studies of other forms of communication, such interpersonal communication or organization communication. In that it focuses on a single source transmitting information to a large number of receivers. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behaviour, attitude, opinion or emotion of the person or people receiving the information.

In May 1973, the Ministry of Education of Government of India established National Council of Teacher Education (NCTE). It is autonomous body for the development of teacher education.

Hasanamba College of Education, Hassan-573202, Karnataka is one of the oldest B.Ed College in Karnataka. It is established in 1971. It recognised NCTE and get 12B, 2F. It get NAAC 'B' grade in second cycle.

Table-1: Sample Distribution

Sl. No.	Component		Total No.
	Male	Female	
1	30	70	100
2	Only Graduates	Post Graduates	
	48	52	100
3	Science & Commerce	Arts	
	50	50	100
4	Rural	City	
	65	35	100

TOOL

For the present study the researcher constructed and used the Questionnaire.

COLLECTION OF DATA

The data were collected personally by the Hasanamba B.Ed College students, Hassan-573202, Karnataka, India. The developed tool were given to all the students and filled in by the sample. The collected data were systematically

OBJECTIVES OF THE STUDY

Keeping the following objectives in the mind the present study was conducted.

- To study the concept of Mass Media among the B.Ed (regular) students.
- To study the awareness of B.Ed (regular) students towards the use of Mass Media.

METHOD

For the purpose of present study the descriptive survey method of research was used.

SAMPLE

For the present study, 100 regular B.Ed students of Hasanamba College of Education, Hassan-573202, Karnataka, India were selected exclusively. In 100 students 52 students are Post Graduates. 50 students from Science and commerce background and another 50 students Arts students. 70 students are Female and 30 students Male. 65 Students are from rural background and 35 students are from city background.

classified and tabulated according to the objectives of the study.

STATISTICAL TECHNIQUES USED

The classified and tabulated data were subject to statistical analysis using percentage only.

FINDINGS AND DISCUSSION

Table-2: Use of Mass Media

Sl.No.	Components/Questions	No.of Yes	No. of No	Total (100)
1	Are you a subscriber to any News paper ?	51	49	100
2	Are you a subscriber to general Magazines ?	19	81	100
3	Are you subscriber to competitive magazines ?	27	73	100
4	Do you have TV facility ?	98	02	100
5	Does Your TV have a USB port ?	32	68	100
6	Do you have a DVD player ?	53	47	100
7	Do you have Radio ?	43	57	100
8	Do you have a Mobile phone ?	92	08	100
9	Do you have a smart phone ?	26	74	100
10	Can you use Internet in Mobile ?	41	59	100
11	Do you have dual sim Mobile phone ?	56	44	100
12	Do you have Computer/ Laptop ?	37	63	100
13	Do you have Internet connection to your computer ?	24	76	100
14	Do you have Email ID ?	75	25	100
15	Do you have Face book account ?	42	58	100

The findings and discussion of the study were as follow:

- 51 % of the B.Ed students are subscribers to the daily News Papers.
- The B.Ed students are the subscribers of 19 % General and 27 % Competitive Magazines.
- 98 % of the B.Ed students have TV in their house but only 32 % of TVs have USB facility.
- 53 % of the B.Ed students have DVD players in their house.
- 43 % of the B.Ed students have Radio in their house.
- 92 % of the B.Ed students have mobile phones but in that there are only 26 % are the smart phones.
- 41 % of the B.Ed students have internet connection in their mobiles.
- 56 % of the B.Ed students have dual sim mobile phones.
- 37 % of the B.Ed students have a Computer/Laptop. In this 37 % only 24 % of students have internet facility.
- 75 % of the B.Ed students have a E mail ID.
- 42 % of the B.Ed students have a face book account.

CONCLUSION

In this modern days Mass Media is very essential to get knowledge. Without the Mass Media gaining of knowledge is very difficult. It is essential and useful for getting different types of knowledge, exchange of information, contact with the society..etc. Mass Media is useful to everyone. Using of Mass Media is essential for both teachers and students. It is very essential for the future teachers. They must know the use of Mass Media for effective teaching. Mass Media helps to get more knowledge and also used as a teaching resources. Printing media, audio, audio-visual and smart phones, computer, internet, email etc are needful for the obtaining knowledge in these days. The rural and urban students slowly get knowledge about the using of Mass Media. As capacity and means of this study are limited, the outcome should be interpreted cautiously.

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