

## MASS MEDIA AS A TEACHING TOOLS IN LEARNING ENGLISH LANGUAGE.

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### **Abstract**

*Media will bring a huge improvement in English language and literature learning process for students. It will create informative environment and promote students for learning. It makes simple subject and sustains an attention of students. Traditional teaching and learning methods seem to be boredom and monotonous. There are three types of media. The paper will give a brief information of each type of media and its importance. English literature and Language will be studied by using these media. It makes an interesting learning process. Print media includes mass communication through printed material. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books. Electronic media is the sort of mass media. It is also known as 'Broadcast Media'. It consists of television, radio, and new-age media like the Internet, computers, telephones, etc. It includes e-mail, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others. Difficult topic will be easily understood. Video, animation, websites, e-books channels are covered.*

**Key words:** *Types of Media, Modern teaching tools, student' view, feedback,*

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## MASS MEDIA AS A TEACHING TOOLS IN LEARNING ENGLISH LANGUAGE.

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The paper will focus on use of mass media while learning English Language and Literature, types of mass media, its use and how it gets access to world. Mass media play a vital role in educational field. There are plenty of educational channels and You tubes. The usage of Mass Medias like the internet, computers and newspaper are the new form of learning in the 21st century. Using media engages students, aids student maintenance of knowledge, inspires interest in the subject matter, and demonstrates the significance of many ideas. Let us see definitions of mass media.

Reitze and Ridder (2006) Media can be defined “as technologies designed to store and distribute meanings”.

Crosbie (2002) stated that “mass media refer to channels of communication that involve transmitting information in some way, shape or form to large numbers of people”. He quotes,

“although the question of exactly how many a “large number” has to be to qualify as a “mass” is something that’s generally left undefined - it’s one of those things that we know when we see it...”. (Crosbie, 2002)

### Types of Mass Media

- 1) Print Media
  - 2) Electronic media
  - 3) Digital Media
- . 1) Print Media

Print media includes mass communication through printed material. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books. Newspapers and magazines enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene. In the early days, newspapers were the only medium that masses at large depended on, for daily news. A newspaper and magazines carry all kinds of communication related to a variety of topics like politics, current affairs, entertainment, finance, stocks, etc. Along with these, it contains subjects which are in lighter vein like cartoons, crosswords, Sudoku, movie reviews, book reviews, puzzles, crosswords, etc

## 2) Electronic media

Electronic media is the sort of mass media. It is also known as 'Broadcast Media'. It consists of television, radio, and new-age media like the Internet, computers, telephones, etc. It needs the user to operate an electric connection to access it. Television first came to India [named as 'Doordarshan' (DD)] on Sept 15, 1959 as the National Television Network of India. The first telecast started on Sept 15, 1959 in New Delhi. After a gap of about 13 years, second television station was established in Bombay in 1972 and by 1975 there were five more television stations at Shrinagar (Kashmir), Amritsar (Punjab), Calcutta, Madras and Lucknow.

Television draws an attention of audiences immediately. Additionally, it sustains to both the auditory and visual senses. There are academic channels such as Discovery, Planet Earth, History of the world, DD- Gyan Darshan, Manthan, Swayam Prabha which are shown on televisions. It is a popular means of communication which provides both information and entertainment. This category also includes electronic media like movies, CDs and DVDs as well as the electronic gadgets. Radio has a significant role for education. Gyan Vani is an educational FM radio station in several cities of India. Gyan Vani stations operate as a media cooperative with the day-to-day programmes being contributed by various educational institutions, NGOs, government and semi-government organizations, UN agencies, ministries such as Agriculture, Environment, Health, Women and Child Welfare,

Science & Technology, etc. besides national level institutions such as NCERT, NIOS and state open universities. Each Gyan Vani station has a range of about 60 km and covers an entire city including the adjoining rural areas.

### 3) Digital Media

With the arrival of the Internet, we connect to entire world. New-age media refers to Mobile phones, computers, and the Internet. The Internet has given us more than a few new chances for mass communication. It includes e-mail, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others. The discovery of the Internet can be called the biggest invention in mass media. Due to The Internet, social networking sites are emerged which have redefined mass communication all together. Social networking sites consist of Face book, Twitter, and YouTube. They have made communication to the masses all the more entertaining, interesting, and easier. The Internet is the most important device of the new age media. Across world, we can share our information and knowledge. Along with this we can video-call and get world together. There are plenty of websites on education, e-books and so on.

#### Significance of the research.

In the post-modern era, science and technology have brought huge improvements in all fields. Additionally it has affected on education and teaching methods.

#### Objectives of the Paper:

The aim of the paper is to show how the mass media help in learning and literature. The objectives of the paper are as follows:

The present paper will attempt to show that mass media is powerful effective tools.

It will bring improvement in students in terms of vocabulary and pronunciation

It will help to understand literary works with all aspects.

It will show that mass media is better than traditional teaching methods

#### Hypothesis:

It is assumed that the using mass media is the best method for teaching English Language and literature than traditional teaching methods.

#### Scope and Limitations of the Study:

Use of mass media is one the teaching methods which can be used in class. All fields including commerce, agriculture and others have been using mass media for the effective

result and communication. This paper will stick to teaching English language and literature through mass media.

**Research Work Method:** observation and the students' feedback are taken into consideration while making this paper.

Due to cultural barriers, a teacher cannot show Western Cultural but video or any other sources of mass media would show it. So, Cultural barriers would be overcome. It results in better understanding from the side of students than orally or using traditional methods. Additionally, listening audio or video of literary works would make students eliminate grammatical mistakes and help them to learn grammatically correct English. In class, there are all types of students, a teacher or professor cannot individually pay attention to each student. As a result of it, slow learner students may not understand topics being taught at class by the professor or a teacher. On the other hand, audio-visual aids help slow learner students to understand topics.

By watching English news on TV, Or TV series, students can learn correct pronunciation words, accent and stress. Reading newspapers brings improvements in students and develops vocabulary. Additionally, it lets students know the structure of English language used in the news papers. Along with these, TV serials and news papers show students English culture.

Teaching grammar and Tenses might be problematic for the students. Through animation, video uploading, we can improve students' English

It is observed that traditional teaching methods seem to be boring for students learning whether in primary school or in college. Consequently, they bunk lectures and wander in the college campus. At the same time it seems that because of difficulty in understanding particular subjects, they do not like to attend lectures of concerned teachers. Additionally, they make complaints about not understanding concerned subjects to principals. The use of media to enhance teaching and learning complements traditional approaches to learning. Effective instruction builds bridges between students' knowledge and the learning objectives of the course. Using media engages students, aids student retention of knowledge, motivates interest in the subject matter, and illustrates the relevance of many concepts.

We can make video lectures based on current syllabi and upload on our college website. It results in understanding syllabi and topics very well for students. Along with this we can make our college you tube channels so that students can be benefited. Apart from this we can upload audio and video text books on our college you tube channels. Nowadays every student has an android mobile phone with 4G internet high speed. So he or she studies syllabus on you tube.

Entire world are very close and sharing knowledge and dada with each other. Mass media seem to be the best ways to share our knowledge so that it would reach in entire world and we would maintain our reputation and standard with this new technology. Additionally, our college's name would reach across world and it will indicate that we know this technology with full knowledge.

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