

Review Article

Significant Need of Quality Media Education in India

Dev Brat Tiwari

Assistant Professor, SMCS, Galgotias University, Greater Noida, UP.

I N F O

E-mail Id:

chonbimol@yahoo.com

How to cite this article:

Tiwari DB. Significant Need of Quality Media Education in India. *J Adv Res Jnl Mass Comm* 2019; 6(4): 40-42.

Date of Submission: 2019-08-10

Date of Acceptance: 2019-08-22

A B S T R A C T

This research paper critically analyzes the significant need of quality media education in India. Media has become an indispensable part of life, touching every activity in life. Our mind, behaviors are very much influenced and shaped by the information that we get from media. In addition, with the development of new media techno and apps, it is highly required skilled and trained persons who can use the latest media techno and apps. Therefore, it is high time for the government, educators, and parents think seriously about media education. Better media education can face challenges of the mediascape. It will give the media consumers' media literacy.

Keywords: Media Education, Media Literacy, India, Mediascape

Introduction

According to John Pungente, media education "is concerned with helping students develop an informed and critical understanding of the nature of the mass media, the techniques used by them, and the impact of these techniques. More specifically, it is education that aims to increase students' understanding and enjoyment of how the media work, how they produce meaning, how they are organized, and how they construct reality. Media literacy also aims to provide students with the ability to create media products" (European Commission, 2015).

According to the 1999 conference in Vienna, "Media Education -- deals with all communication media and includes the printed word and graphics, the sound, the still as well as the moving image, delivered on any kind of technology; -- enables people to gain understanding of the communication media used in their society and the way they operate and to acquire skills in using these media to communicate with others; -- ensures that people learn how to:

- Analyze, critically reflect upon and create media texts;
- Identify the sources of media texts, their political, social, commercial and/or cultural; Interests and their contexts.
- Interpret the messages and values offered by the media.
- Select appropriate media for communicating their own messages or stories and for reaching their intended audience.
- Gain, or demand access to media for both reception and production" (European Commission, 2015).

According to the European Charter of Media Literacy, there are seven areas of competences (or uses) related to media literacy (European Commission, 2015):

- "Use media technologies effectively to access, store, retrieve and share content to meet their individual and community needs and interests;
- Gain access to, and make informed choices about, a wide range of media forms and content from different cultural and institutional sources;
- Understand how and why media content is produced;
- Analyze critically the techniques, languages and conventions used by the media, and the messages

Corresponding Author: Dr. Dev Brat Tiwari (Email: devbrattiwari@gmail.com)

they convey;

- Use media creatively to express and communicate ideas, information and opinions;
- Identify, and avoid or challenge, media content and services that may be unsolicited, offensive or harmful;
- Make effective use of media in the exercise of their democratic rights and civil responsibilities.”

Objectives of The Study

The present research article is designed to study the following objectives:

1. To identify the present status of media in India
2. To critically analyze the need of quality media education in India

Methodology

For this research study, Researcher analyzed the information available on the various institutions’ official websites related to study areas. Besides, researcher also studied the secondary data collected from different reputed research books, articles, journals related to media.

Why Quality Media Education is a Must in India

India is the largest democratic country in the world where the role of media is very significant and indispensable. In a democratic country, there are three important organs namely: legislative, executive and Judiciary. Having considered the significant and prominent role of Media in a democratic country, Media is rightly considered as the fourth pillar of the state. Media watch all the activities done by three different organs of a democratic society. Media serve as a watchdog and a facilitator for the dissemination of information, news, and ideas among citizens.

The power of media is not limited to only the dissemination of news and events but it also moulds the attitude, behavior, and minds of the media consumers (Rabindranath & Singh, 2015). Media covers all forms of medium of mass communication like radio, TV, journals, magazines, news channels, newspapers, internet, and email. In addition, with the development of Internet and new media techno and apps, the world has becomes a global village as envisaged by Marshall McLuhan.

In India, media is blooming at a fast speed since the early 1980s. Liberalization in the 1990s hastened the pace. In 1980, there were just two television channels, 12,000+ publications, and 40+AIR stations. In March 1990, the 100th AIR station was inaugurated at Warangal, Andhra Pradesh. There was no mobile phone, no internet, no Community Radio Station (CRS) and no private radio stations (M. Chatterjee, n.d). But, as on 31st March, 2018, the total number of registered publications is 1,18,239 (Newspaper category: 17,573; Periodicals category: 1,00,666) (Office Of Registrar Of Newspapers For India,2020). As of 2017,

there are 197 million homes having the TV sets. Out of these 197 million homes, 100 million homes are being reached by Indian Television market. According to Data given in Media and Entertainment Report, 2019 published by India Brand Equity Foundation (IBEF) highlighted that there are total of 243 FM channels which include 21FM Channels from Phase-I and 222 FM channels from Phase-II are operational. Under the Phase III, 162 FM Channels in 69 cities are already given permission by the Cabinet to operate along with 17 cities with the licenses to operate in 2017. (Media and Entertainment report, 2019).

Digitalization fastens the speed of the growth of the Indian Film Industry. It was expected that the Indian Film Industry would grow at the rate of 11.9% by 2020. It was also expected that In India, cinema exhibition Industry would have over 3,000 multiplex screens by 2019. By 2019, a total of 195 million subscribers’ base for Indian Television industry was expected from 183 million in 2017. There was 69.37 million Active DTH subscriber base in the country as on June 2018 (Media and Entertainment report, 2019).

In India, it has approximately 2697 channels as on 31 January 2016, of which 983 are private satellite T.V. channels, 857 permitted private satellite T.V channels possessing valid permission in India, 399 news and current affairs channels, and 458 non-news and current affairs channels (Ministry of Information & Broadcasting, 2016). All India Radio has 470 broadcasting centers all over India. It covers nearly 92 percent of the geographical area of the country and also reaches 99.19 percent of the total population of the country. It broadcast multiple types of programs such as health program, education program, agricultural program etc in different dialects at different broadcasting centers. Terrestrially, AIR originates programming in 23 languages and 179 dialects. (All India Radio, 2020). According to “Annual Report 2018-2019” published by Telecom Regulatory Authority of India, there were 356 private FM radio stations operational at the end of March 2019, besides the public service broadcaster-All India Radio (AIR) and out of the 333 Community Radio Stations licenses issued at the end of March 2019 for the setup of such stations, 251 community radio stations have become operational (Telecom Regulatory Authority of India, 2015).

According to data given in Statista, in 2018, 390.9 million people accessed the internet through their mobile phone. In 2023, it is projected to amount to 500.9 million mobile phone internet users. With the ease of internet access, the number of social media users in India stood at 326.1 million in 2018. In 2023, the number of Facebook users in India is expected to reach 444.2 million, up from 281 million in 2018.

Considering the current status of media trends in India and also fast changing trends of Mediascape in India, it is very

for important for the government, educators, and parents to think seriously on media education in India.

Conclusion

In reality, there is nothing left in our life that is not touched by media. By giving quality media education, media consumers can comprehend how to use media and consume the content of media effectively and productively. Quality media education will give the masses media literacy that describes the skills and competences required to develop, with autonomy and awareness, in the new communicative environment - digital, global and multimedia – of the information society. Media literacy is considered the result of the process of media education. Above all, India is a land of multiple cultures, traditions and dialects.

References

1. All India Radio (2016, January 15). Retrieved from All India Radio website: <http://allindiaradio.gov.in/Default.aspx>
2. European Commission. (2015, August 27). Media Literacy: study on the current trends and approaches to media literacy in Europe. Retrieved from: http://ec.europa.eu/culture/library/studies/literacy-trends-report_en.pdf
3. Media and Entertainment report, (2019): India Brand Equity Foundation (IBEF) is a Trust established by the Department of Commerce, Ministry of Commerce and Industry, Government of India.
4. Ministry of Information & Broadcasting (2016). Status of Glance of Permitted private Satellite channels in India, Ministry of Information & Broadcasting, Government of India.
5. Mrinal Chatterjee (n.d). Media Education in India: Issues, Challenges and Response.(unpublished).
6. Office of Registrar of Newspapers For India, (2020): Retrieved on January 20th 2020, http://rni.nic.in/all_page/press_india.aspx
7. Rabindranath M, Singh MB. Coverage of News Stories Related to North East people Residing in Delhi in National Dailies: A Study based on Content Analysis of The Hindu and The Times of India. *Global Journal for Research Analysis* 2015; 4: 61- 63.
8. The Registrar of Newspapers for India (2015). Press in India 2013-2014, 58th annual report, Ministry of Information and Broadcasting, Government of India. Retrieved From: <http://www.rni.nic.in/pin1314.pdf>