



Study On Possibilities Of Teaching Media And Communication Subjects In M.P Higher Education (College) And Higher Secondary

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Abstract: Higher education and Higher secondary education is the base of education and this study is focus on feed forward topic which is shows the possibilities of media and communication study in school and college level in Madhya Pradesh education system. As all knows that media and communication studies are the additional subject studied in many courses like engineering, fine art and science field etc...through this study we focus on if these subjects became a part or became an additional subject in Higher secondary and Higher education field. There are several sections were divided and then we take the opinion of others and take their point of views related to the topic. We basically focus on - Is the media education and communication education became a part or became an additional subject in Higher and High education system. Most of the media educators, media persons, students, and other respondent gave positive response related to our topic. Higher education and Higher secondary education system have to include media education as an additional subject in their courses this small step make the new platform for the student. Media education provides a new vision to all students.

Index Terms - higher education, high education, media and communication studies, MP, additional subjects, etc

Introduction: - In this feed forward study we discuss about possibilities of teaching media and communication subjects in M.P Higher education and higher secondary. This topic basically focuses on how the media and communication education became a part of educational system through which it improvise the study level and student learn n about the media ethics and communication process. We are mainly show the interest level of students if they are including these subjects in their course and how they take this opportunity in their carrier. Media and communication subjects are very interesting they gave a new vision and a creative conceptualization to the student so they select their stream and select their carrier opportunity. Media and communication not only gave the opportunities but with the help of communication subjects students know about the theories of communication. The importance of media and communication education is mostly known by media educators and media persons normally other stream persons don't have proper knowledge related to media and communication education. This research study gave proper knowledge to all the streams and through this research we found the proper opinion to other persons.

High schools and in Higher education sectors provide all subjects like English, Hindi, Maths, Science, etc. all of these subjects are the main stream subjects. Many colleges include media and communication subjects as an additional subject were students select these subjects and choose an additional opportunity for their future field.

In this feed forward study, we basically focus on higher and high education were students need to know about their media and communication basics. We conduct a survey method were we filled the schedules our respondents are media education department, teachers, professors, school and college students, media persons, policy makers. They gave their point of view regarding the topic and present their thoughts. This topic is

basically focus on MP's educational system and may be in future we see this kind of changes in our educational system.

Objective: -

1. To find the possibilities of media and communication studies in higher education (college) and higher secondary education
2. Study the necessary material for teaching (such as lecture style, discussion format, case study, problem-based education, collaborative education, etc.)
3. Understand the media education at the college and intermediate level (optional/ major subjects)
4. To study the appropriate faculty for media education
5. What technology such as web, print, audio, video, PDF, etc., –will be used to deliver the courses
6. To know the possibilities of employment related to media education
7. Assessing the appropriate time to start media education
8. Find out the phase process for starting media education (seminar, orientation, workshop, student counselling)

Research Methodology: - In this topic survey method is used were we conduct a survey our sample size is 150 and we get 149 one is missing. In this study all the media persons (print, electronic, web) included they gave their opinions and answers related to our questions which we filled in our schedules. In this feed forward study, we select 5 sections each section having different respondent we take media persons. Primary data taken by field work were our respondent answer the questions related to the topic. We collect these data and then we club all the 5 sections then we analysis it.

Research Design:

Sample size	Data collection through Survey		
	Conduct survey	Conduct survey	Conduct survey
149	Media persons	Media persons	Media persons
	Print media	Electronic media	Web media
	News paper, Magazine	News Channels	Online Web news portal

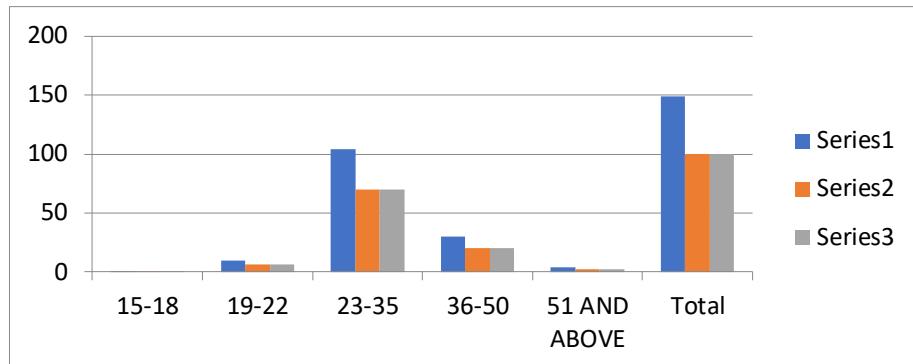
Sample: - Print media, electronic media, web media we select all the media persons like...Editor, graphic designer, anchor, news writer, etc. 150 is our sample size we collect data through survey method

Variables: - Media persons

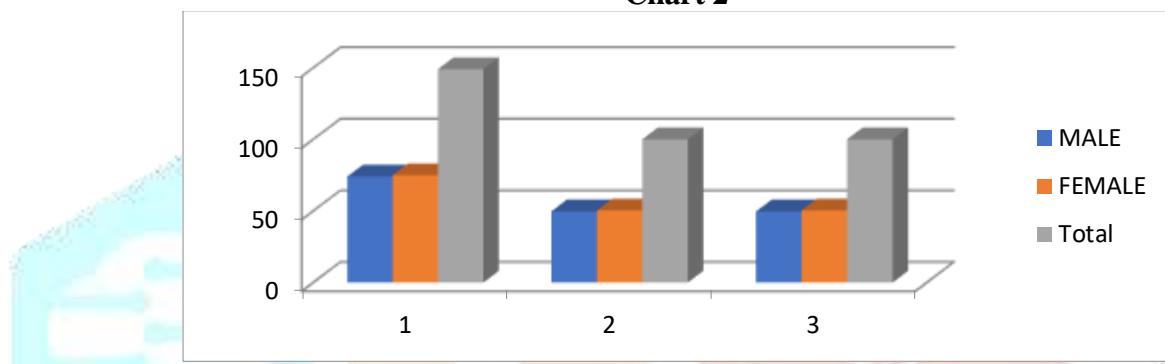
Data collection method: -schedules

Process: It this feed forward study we conduct survey through media persons. All the Writers, News Reporters, Anchor, Editors, etc, our data collection sample size is 149 we collect these data and then we analyse it in SPSS then we get our findings.

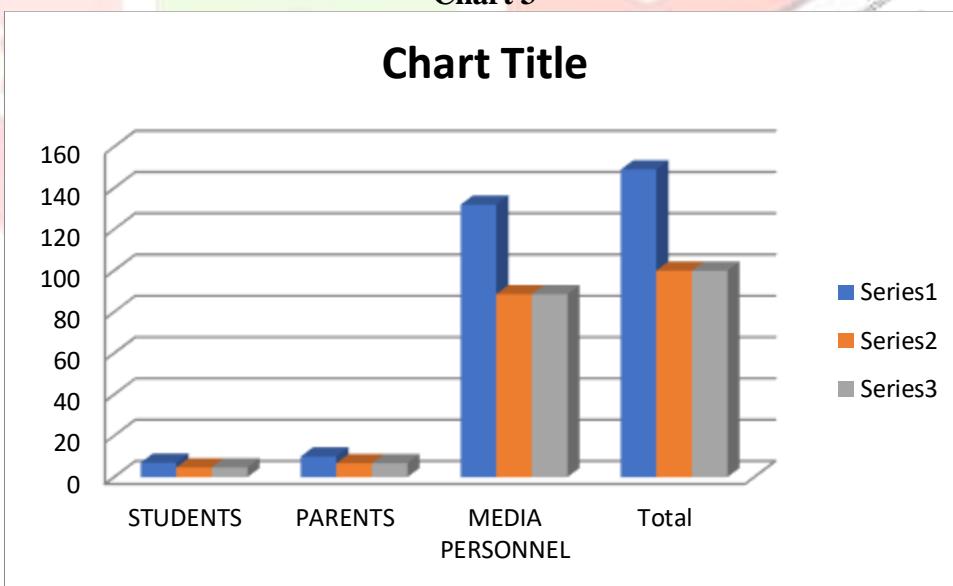
Hypothesis: - Media and communication studies in Higher and High school education systems built up the basic knowledge of students which improvise there thinking ability and as additional subjects it open up more opportunities through which student can select their carrier fields as per their choice and capability.

Data analysis: -**1. To find the proper demographical values of data collection****Chart 1**

In this graph it shows the age of our respondent all are in between 23 to 35 year (age)

Chart 2

This graph shows the percentage of our respondent according to their gender. It shows that male's value is greater than female in media sectors.

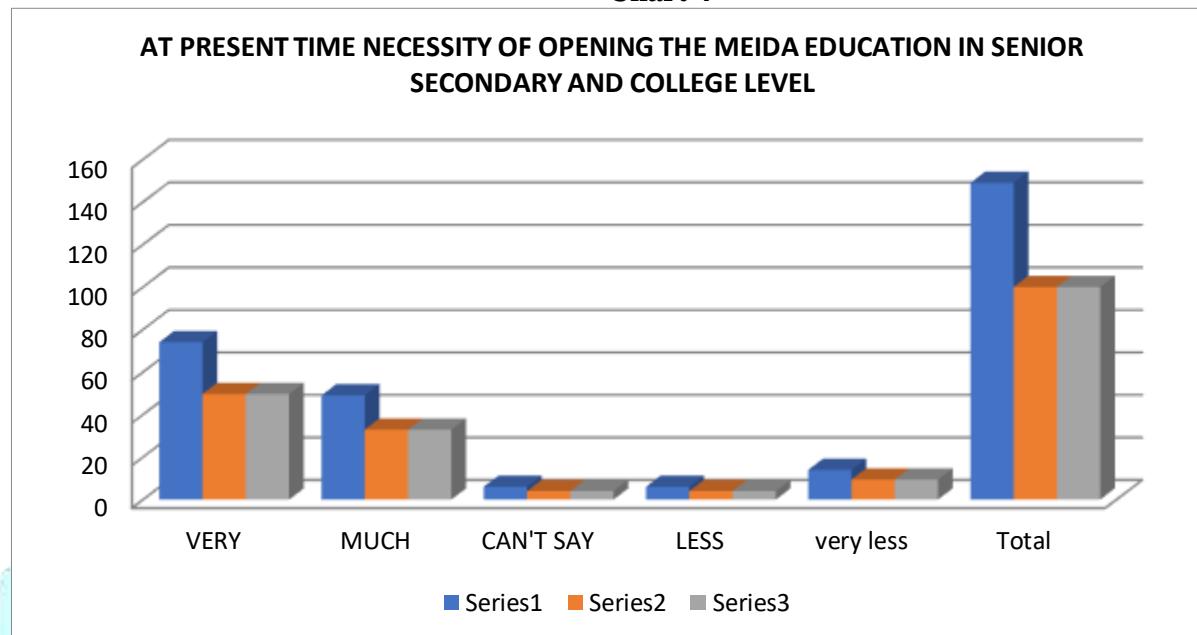
Chart 3

In this chart it shows our respondent type as we mention that our respondents are media persons (print, electronic, web) we conduct survey and then collect our data according to our respondent's opinion.

2. To find the possibilities of media and communication studies in higher education (college) and higher secondary education.

We get this data through survey method were we ask a question to our respondent, we ask the necessity of these subjects in school and college level and according to this objective most of the respondent thought that media and communication studies should be started from school and college level. It became additional subjects for the students so they select these subjects.

Chart 4

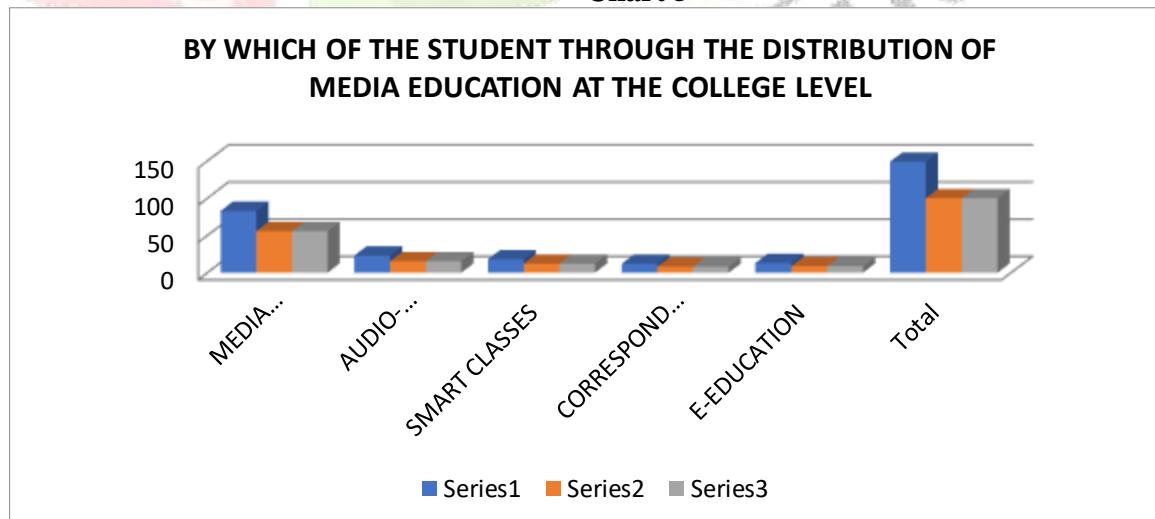


Most of the respondent gave their result and they are strongly agreeing for this which we seen in our chart also.

3. Study the necessary material for teaching (such as lecture style, discussion format, case study, problem-based education, collaborative education, etc.)

When we talk about Media and communication studies the proper way of study or teaching material is must for education. Students have proper knowledge, their teacher have to guide them properly.

Chart 5

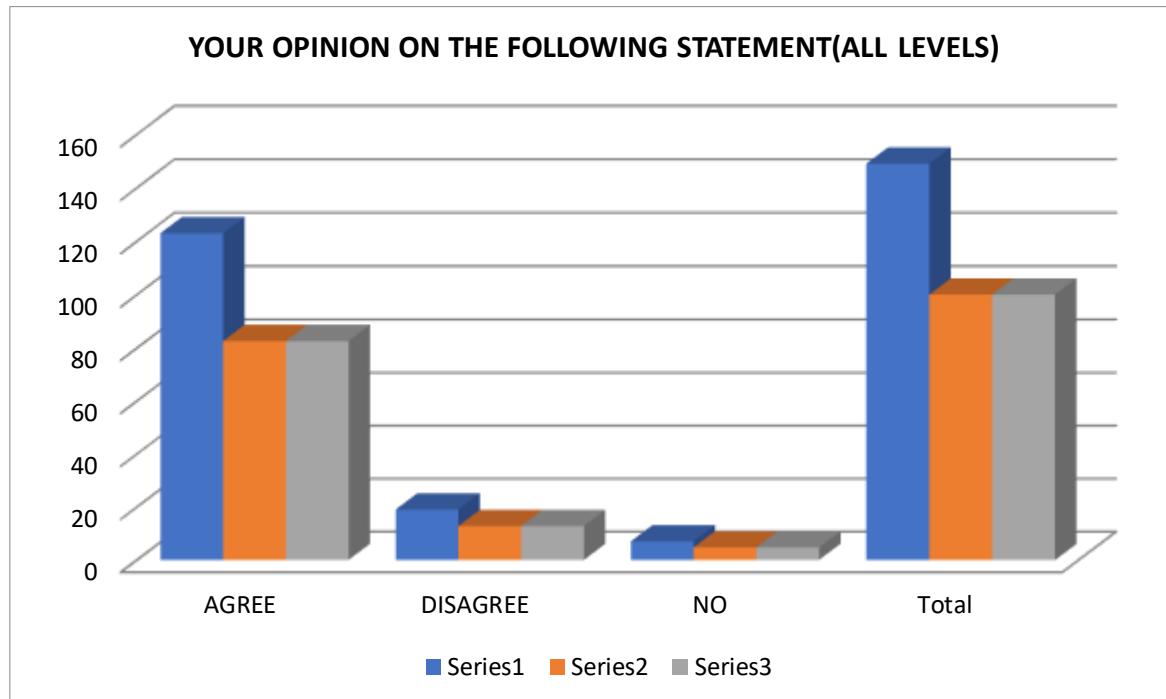


For this objective we analyse the data and we get the response which shows that when we ask by which of the student through the distribution of media education at school and college results show media educators are the best for them because they have proper knowledge related to media and communication studies more than other subjects.

4. Understand the media education at the college and intermediate level (optional/ major subjects)

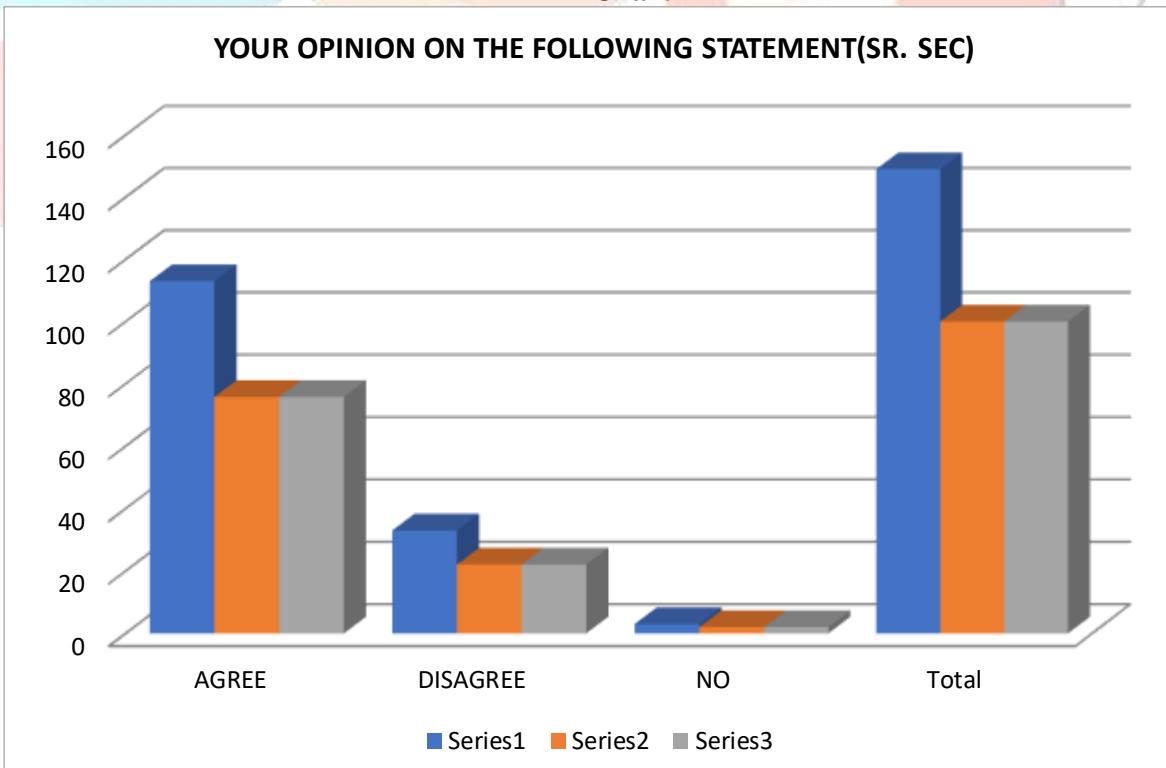
For this the results shows that media education will be started at school and college level both most of the respondent gave their response.

Chart 6



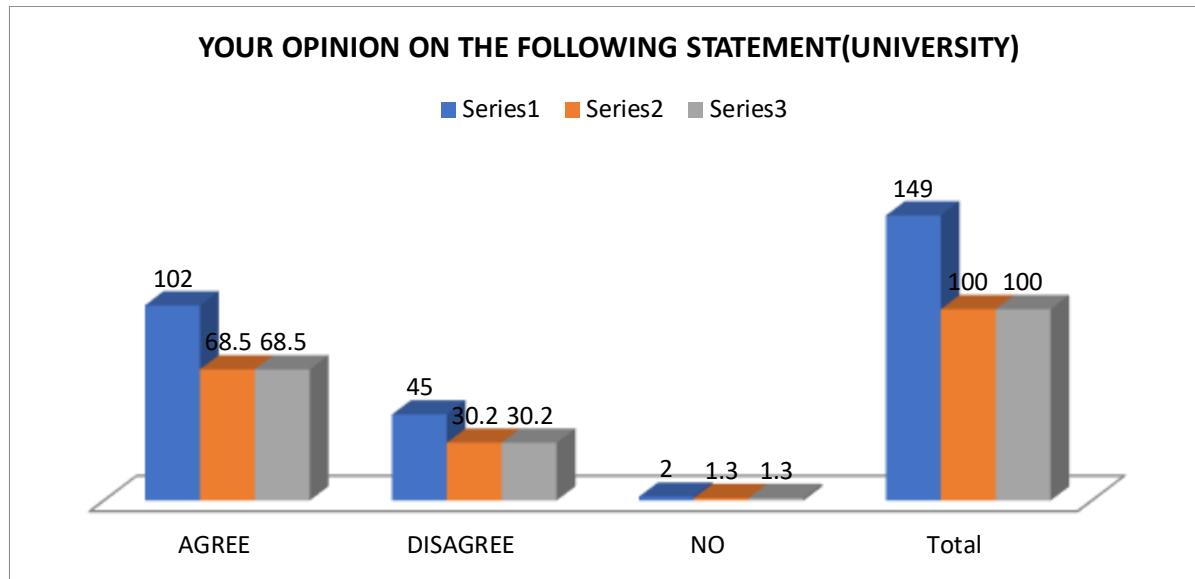
According to this chart the result is clearly shown that respondent agree for the media and communication education at college and school level both.

Chart 7



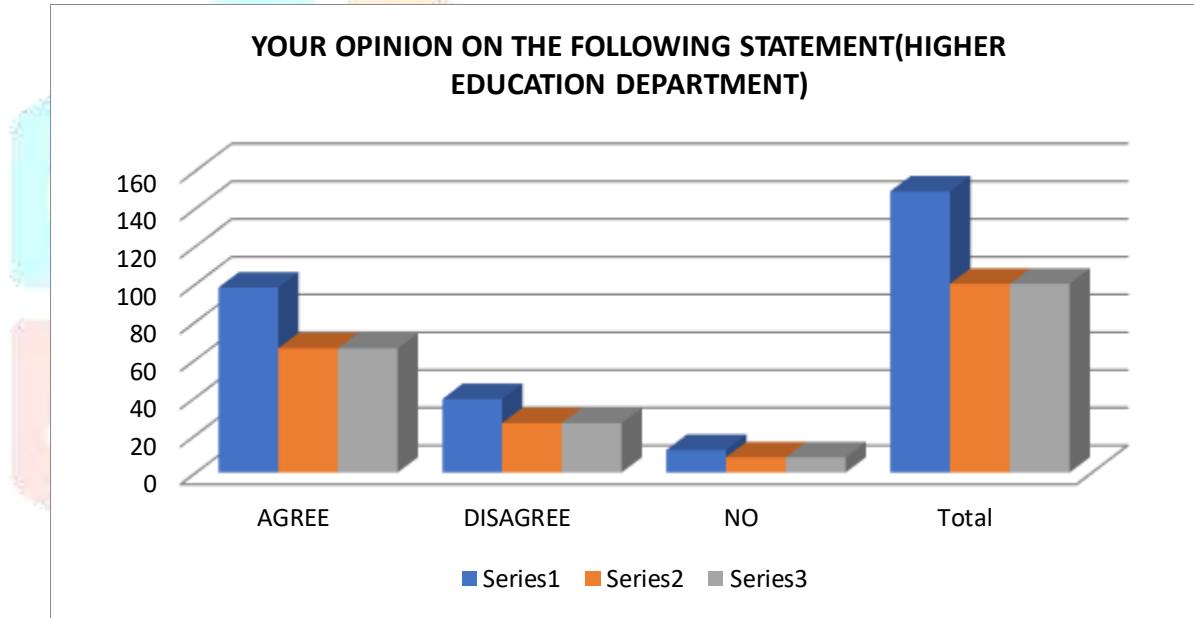
In this chart respondent also agree for media education at school level also.

Chart 8



They also agree for media and communication education started at universities also

Chart 9

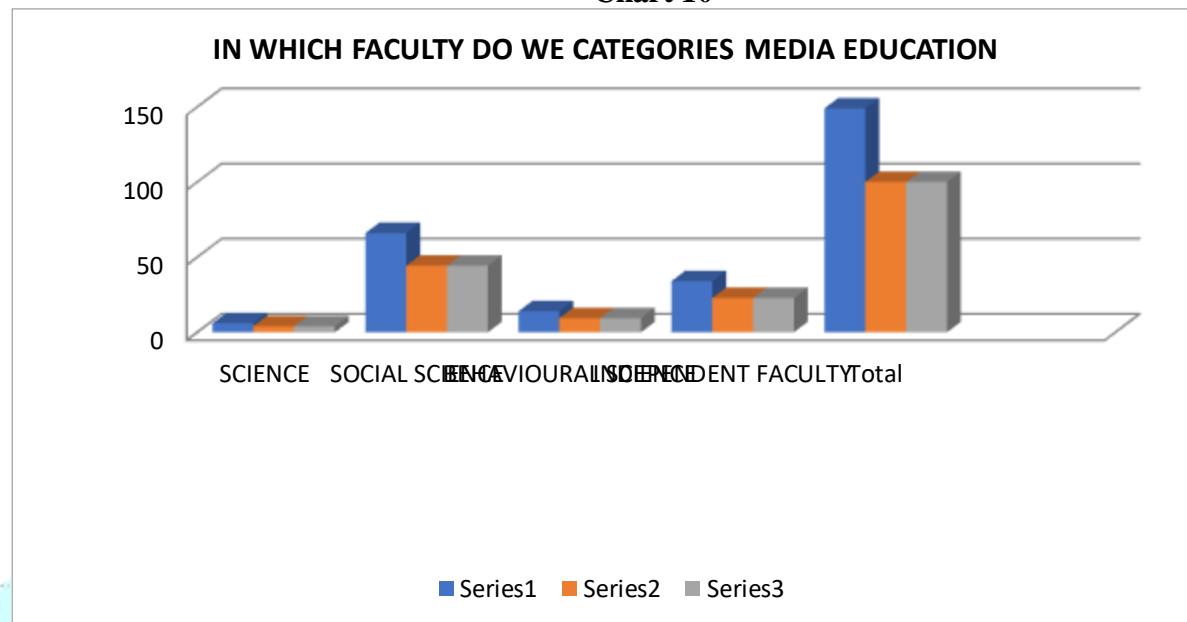


All of these charts show that most of the respondent agrees for media and communication studies. They all want that these subjects are necessarily starts at Higher secondary (school) & Higher Education (college) as an additional subject form.

5. To study the appropriate faculty for media education

For Media education the appropriate faculty is media educators and this subjects categories in social science subjects. As we know media and communication not only for education purpose but is connect us with our society so it became a part of social science subject and our respondent also gave their opinion which is also similar to us.

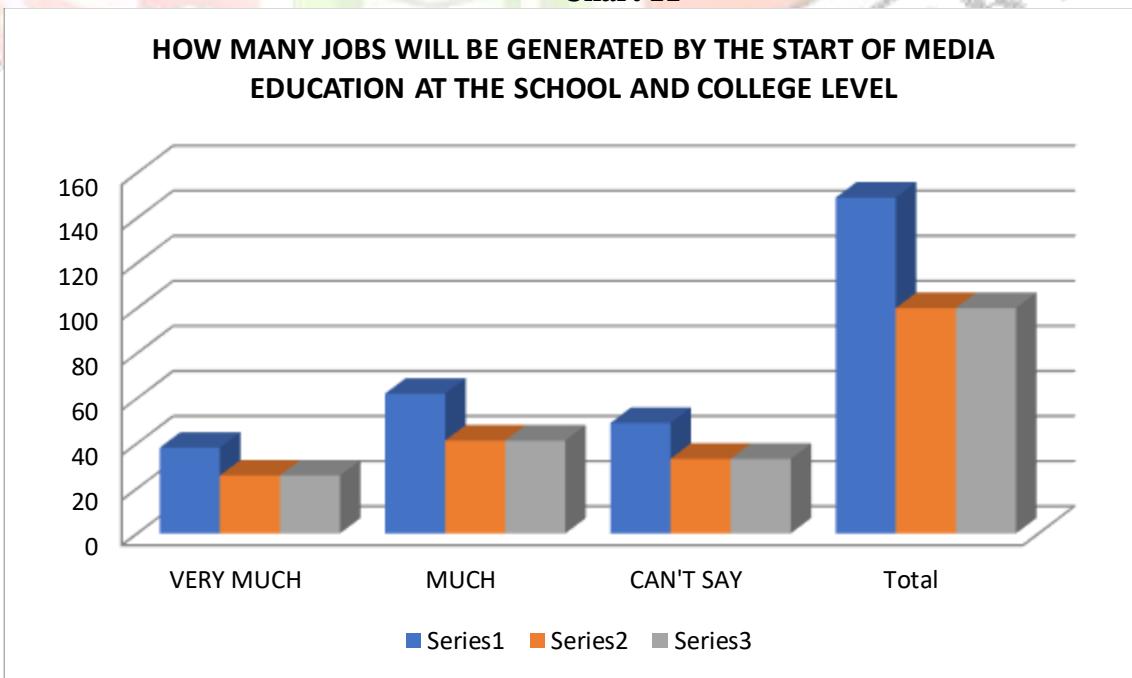
Chart 10



6. To know the possibilities of employment related to media education

When we talk about media and communication subjects first thing which is generated is –‘is there is any scope in this field, or is there is any job’. So we ask this question to our respondent also and as we say our respondents are media persons so they know more about this topic. So we conduct a survey with them and then we ask this question were we get our answer which is shown in this chart.

Chart 11



This chart shows that yes there is a bright future, if any student want to continue their carrier in the media and communication field so they get job also. There is much possibility's of job in this field.

7. Assessing the appropriate time to start media education

The appropriate time for media education is up-coming session according to our respondent most of the respondent says upcoming session, and then some says after 1-2 years. This shows peoples want these subjects they know about these subjects and also have knowledge related to it.

We ask 2 questions in our survey 1st is for finding the appropriate time for media education and the 2nd was what is the present time necessity of opening the media education at school and colleges level. Most of the respondent want this subjects should be open as soon as possible were as other say it's very important if these subjects started at school and college level also.

Chart 12

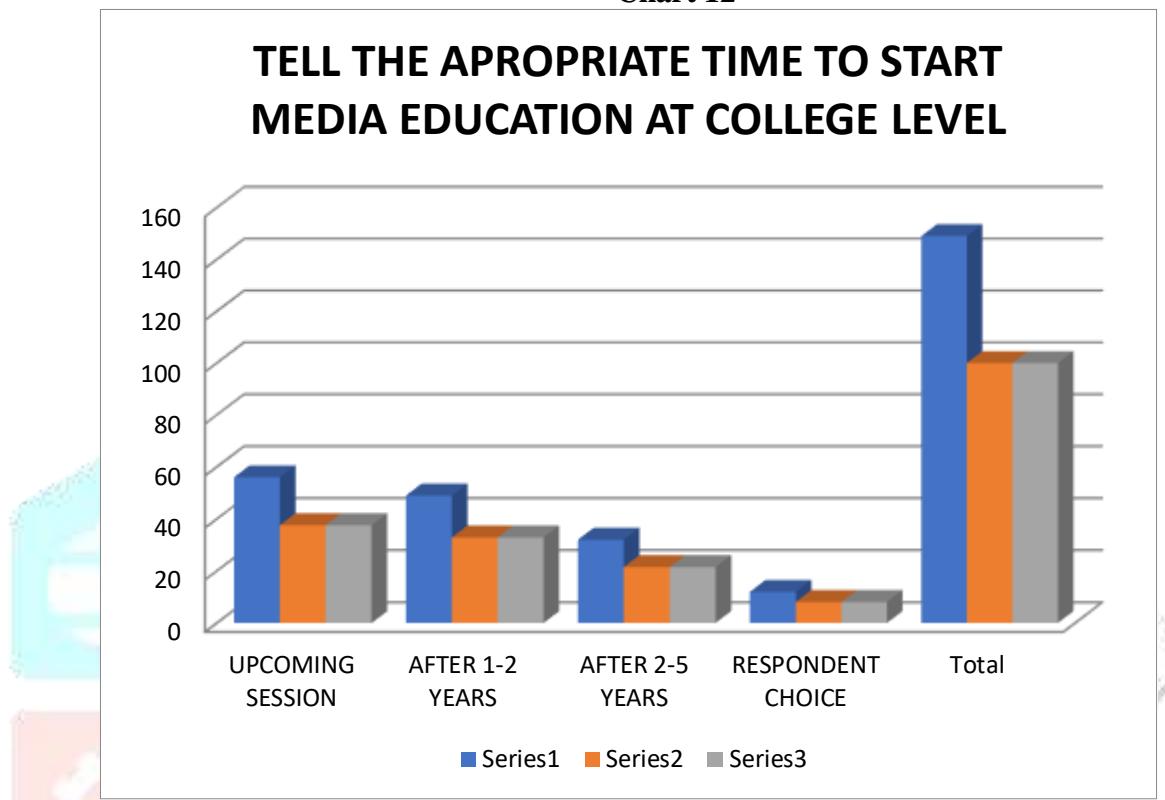
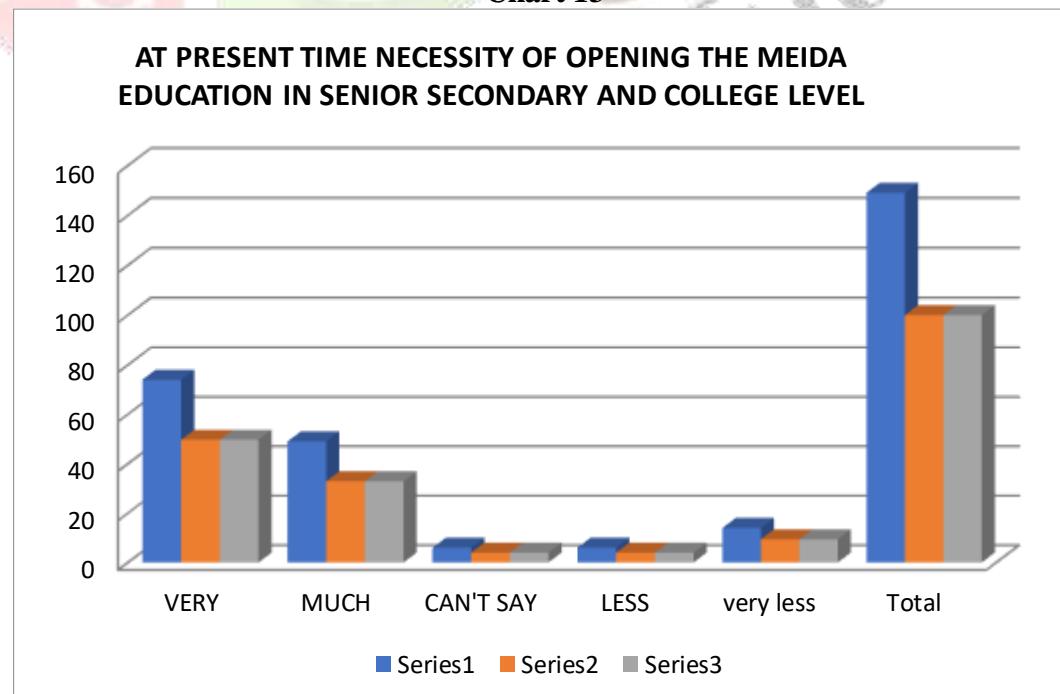
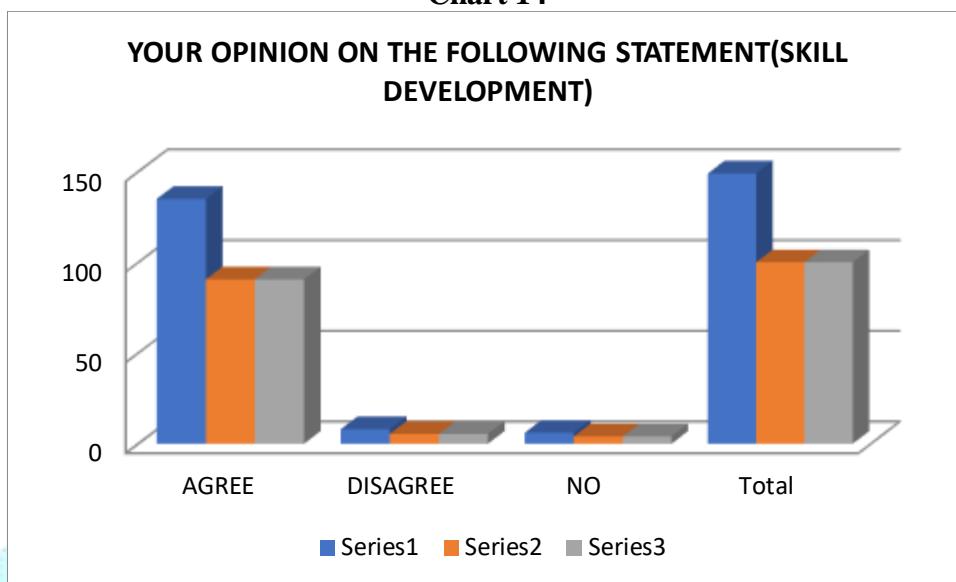


Chart 13



8. Find out the phase process for starting media education (seminar, orientation, workshop, student counselling)

Chart 14



Conclusion: In this feed forward our topic is on possibilities of teaching media and communication subjects in M.P higher education (college) and higher secondary level. We conduct a survey method for finding the opinion of others. Through this study we get proper data and our findings shows that most of the peoples thought that if media and communication subjects became a part of education then it show the positive effect on carrier. Media and communication are very known subjects many courses included these subjects in their course as an additional form already. The possibilities of these subjects teaching in school and college level made the students carrier vision broader and more creative.

