

ROLE OF PRINT AND ELECTRONIC MEDIA IN DEVELOPING COMMUNICATION SKILL

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ABSTRACT

Developing communication techniques is an important aspect of honing life skills which enable us to better understand and connect with the people around us. Communication is an essential medium or bridge between individuals, groups, societies, cultures and nations. Today, the fact that technology plays a vital role in our daily lives cannot be denied. This is due to the fact that in today's dynamic world, day to day life hinges on technology.

Technology powers the transmission of information in print, electronic and digital media. Technology, as we see in the world around us has revolutionised communication itself and is the key driver of dissemination of news and information in all media.

While digital media is being described as the domain of the future as reflected in the importance attached to it by all news organisations big or small, the significance of both print and electronic media in shaping opinion cannot be undermined. Newspapers have always been a source of learning in terms of communication. Today, television channels are increasingly proving to be a key source of information for people drawn from all age groups and are equipping them with a whole range of expressions, giving them insights into communication through supportive powerful visual images to text and speech.

KEYWORDS: *developing communication, print media, electronic media, skills*

INTRODUCTION:-

The word communication describes the process of conveying message fact, ideas, attitudes opinions and information from one person to another so that they are understood. Communication is used as a tool to facilitate the participation of people in development activities knowledge and information are essential for people to respond to opportunities and technological changes. However, in order to be useful knowledge and information must be effectively communicated to people.

In administrative context, term communication has been defined as “a person which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting action which will accomplish organizational goals.

BRIEF HISTORY OF MEDIA:-

Human being started to speak about 60,000 years ago people started to write some 5,000 years ago, some 600 years ago people started to publish, if we do not take into account others attempts of publishing by relief in china. Radio was invented some 110. Years ago. Television about 80 years ago, internet was born about 45 years ago, and mobile phone the way we use it now was given potent right some 30 years ago. It is clear that new technology is coming into play more frequently now, these plays a signification role both in the content and form of communication.

In the ultra-modern world, the role of media has been increase day by day. Media has created awareness among the people regarding their rights and duties. There has a worldwide growth of the print media even after the emergency of the Electronic media. There has been an increase in the circulation of newspaper around the world even after the emergence of electronic media and the internet. The newspaper does play a very significant role in the working of any democracy.

MASS MEDIA:-

The first newspaper in India was published in 1780 Radio was introduced in 1924 television in 1959 internet was introduced in the early 1990, mobile phone was introduced in mid-1995. At present over 62,000 newspapers and periodicals are published in India, daily circulation of newspapers is over 180 million. These are over 300 Radio station in governmentt and private domain more are on their way including a sizable number of community. The mass media has evolved significantly overtime. The newspaper was the original platform for massmedia, for a long period of time, the public relied on writers and journalists for the local newspapers to provide them with the latest news in current events.

Nowadays, the internet is the most relevant form of mass media and has become a major tool for news outlet, since the evolution of the internet; the general public is now able to access that same news outlet in an instant with just a click of a mouse, instead of having to wait for scheduled programs. Through mass media outlets have a major influence on the general public and a major impact on the public’s opinion on certain topics.

PRINT MEDIA:-

As far as the print media is concerned, after independence when the Five-year plans were initiated by the government for planned development it was newspapers which focused on development themes. Literacy is a basic requirement for the print media. Only a literate person can read it. Print media works according to a deadline usually a morning paper carries news received up to the midnight of the previous day. In print media readers have the choice to go back and recheck. What they have read. Print media provides more scope for in-depth analysis of

events. Print media does not provide scope for a live discussion. Language is more literary and flowery and reader-friendly. Frequent update of news is not possible. India has a live and active print media. India is known for its vastness of area, diversity of culture and multiplicity of languages which are spoken and written.

There's no doubt that the world today is defined by information whether its news opinions interview or advertising, written, spoken or in filmed. Its information and marketing content that provides the direction and structure to our lives. Media determine our lives and we have become media ourselves and magazines newspaper, T.V, mobile and social media are all now vital components of any advertising campaign.

ELECTRONIC MEDIA:-

Even an illiterate person can watch a news bulletin and grasp its contents through the written matter on the screen cannot be read. There is no deadline for the electronic media. News can be updated anytime viewer cannot go back and recheck what they have seen. Less scope for such long in-depth analysis. Live discussions are possible Language used is spoken and more viewer-friendly. Even a minute-to-minute update is possible.

In Education sector, various multimedia and slide presentation is used. The sole aim of such presentations is to create certain expertise among students in the desired field of education.

The presentations are simple and easy to understand the pictorial representation could enhance the understanding level. Its main advantages are provide information and entertainment, creates awareness among people, it develops our thoughts and ideas, keeps us and touch with what is happening in our society, made communication increasingly easier, connect diverse people from far and near geographical location.

ONLINE MEDIA:-

Online media contains following benefit its fast increased capacity permanence flexibility these all factors are not present in print media online media remains highly interactive and allow user to read the text of the news as well as provide them the related video and the photographs for better understanding.

ROLE OF DEVELOPMENT COMMUNICATION:-

Development is about change it could be about social or economic change for improvement or progress. It is about using communication to change or improve something. Different types of messages are used to change the socio-economic condition of people and are designed to transform the behaviour of people or improving their quality of life. Development communication can be defined as the use of communication to promote development. Development communication using print media and electronic media.

MOTIVATION:-

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 by using media like electronic media engages students aids student retention of knowledge, motivates interest in the subject matter, and illustrates the relevance of many concepts like all other teaching techniques should be used judiciously in the learning process. Media can be used to motivate discussions or lack in concepts. However there are a number of important considerations for faculty before they integrate media or ask their students to use or develop media in their courses this section explores tips for effectively using media, notes a number of common mistakes to be avoided and describes how to involve students in creating media on their own. The dramatic growth of social media creates new opportunities for engaging students. These include social networking sites such as Facebook, MySpace, LinkedIn and twitter along with blogs and wikis.

Everyone has to understand the importance of new media technology. There is no quick fix when it comes to improving your communication over a particular language. It always requires a lot of time and efforts because it's a continuous process.

..Read the newspaper aloud daily.

..Watch English movies regularly.

..Watch English News channels.

..Pod cards are available on the internet these are Audio and Video files and many of these can be downloaded free.

These are great way to practice listening skills and develop an understanding of different accents. Another effective way is to reward you will notice hesitations and pauses you may also notice that you make some grammatical mistakes while some are speaking. We must have to overcome from these barriers

LITERATURE REVIEW

Sharma (2013) in his article pointed out that contemporary society exhibits deep dependency on mass media and is dominated by media in all aspects of life. It is a well-known fact that media has an immense power to shape the attitudes of people in reconstruction of reality. People develop shared construction of reality through mass media. The media-provided interpretations of certain issues have a deep and far reaching impact on the masses. The media has the power to push various issues into the public domain. It is the need of the hour that sustainable development is given priority by the media. Further the author suggested that mass media has an important role to play since along with legislation, formation of attitude towards sustainable development is required on a large scale which can only be accomplished through media. The media has a social responsibility and active contribution of mass media is essential for promoting sustainable development and motivating People to use alternative sources of energy so that we can make this world a better place to live.

Neelamalar (2013) in his article marketing wars in Indian media said that whatever _strategy\| the media adopts for its own survival and business motives during the time of wars, it could lead to some other unexpected and sometimes dangerous effects in the society. Hence, even if it is a business tactic, media needs to be doubly cautious during the times of war, if the media wants to keep its image as the fourth estate 'of the society intact.

Jain and Singh (2013) conducted a study on National knowledge Commission and media. Data was collected from three newspapers for period of 12 weeks, a total of 90 knowledge related stories were collected and analyzed. The Study suggested that the newspapers being a part of a common man's life have a vital role to play in creating awareness about the knowledge society. Based on the present study, it can be said that at present their contribution may not be in very significant quantum, but the newspapers are not completely shrugging their 13 responsibility to create awareness about the concepts concerning the knowledge society. They lack in providing technical information and frequently using terms like knowledge society, knowledge economy and knowledge management. The bulk of the population is still dependent upon newspapers for the internet media can serve only those who know how to use it. For such people who have the quest to know, the newspapers can be a great support. The maximum number of editorials and news analysis, the most influential part of a newspaper, was in The Tribune (7) while the least coverage was in The Hindu (2). In articles also The Tribune contributed maximum (16) while The Times of India contributed the minimum 4.

Matthews (2013) conducted a research on Hostile media effect to study how fare audiences tend to perceive media coverage as biased against their own view. Data from three survey studies demonstrate that effective involvement- measured as emotional arousal or as the experience of concrete emotions- can explain the HME over and beyond cognitive involvement. The finding suggested that there was a causal effect of affective involvement on bias. Surprisingly, opinion-hostile media coverage- that is, objective news bias- was not related to bias perceptions. Moreover, value-relevant involvement should be highly correlated with the cognitive involvement measures that were applied here. Again, this reminds us that the role of Cognitive involvement is by no means clarified. Cognitive involvement remains a Slippery concept that necessitates more theoretical effort.

PROBLEM STATEMENT AND ANALYSIS:-

Now a days almost everyone is facing problem related to communication skills of English Language and lagging behind from other countries especially learning English language. There is clear necessity for effective English Communication skills for everyone in the current globalized environment. While English is currently a prime language in facilitating communication between international cultures, particularly intercontinental, the increasing growth of regional languages indicates that native English speaker need to learn additional communication skills.

Indian Education system only concentrated on grades and not the fluency of the language. The institutes are aware and practicing CLT (communicative language teaching through available

multimedia technologies. The teachers too played the role of facilitator of examination rather than teachers of fluency and proficiency.

Some of the weak areas that can significantly impact on student's communication skills education were identified as

- Students attitudes for learning the communication skills.
- Insufficient course content.
- deficient or inappropriate teaching methods.
- Lack of opportunities for engineering students to practice communication skills.
- There was no formal training given to teachers to teach ELT. They depended only on the available printed material.

On communication skills development a review literature indicates that oral communication has been identified as a learnable skill and experimental methods have generally yielded better results than purely academics means.

Bhosle (2012) conducted a study on Indian newspapers content analysis method used for examining content of print and electronic media, was one of the important techniques of media analysis. 8 Barelson had defined it as a method of studying and analyzing communications in a systemic, objective and quantitative manner to measure variables. 9 In this paper content analysis of three web edition was conducted, covering the months of October, November and December 2006. During this post-Diwali period, farmers all over the country are busy sowing the kharif crops. This was the better period for understanding the life-style and patterns of coverage reflected in the newspapers. In this study 13 types of news items were classified and the contents were evaluated by the number of news items. The finding of the study reveals that: (1) though Sakal is a Marathi language newspaper, it has more international news because it has developed a liking for international news items. Further, the Marathi readers also like to know about political changes as well as crime. (2) The Hindi daily Nai Dunia touches issues of agriculture, social, culture and health. It reflects a typical Hindi readership. It tries to reshape their habits in the new age. (3) The Hindi has more focus on national subjects. It also covers developmental, industrial and commercial. The Hindu's approach is totally different from that of the language newspapers because it has to dig into serious nation issues.

Bala (2012) in his article suggested that the traditional folk media is able to carry the message of social change, development and growth. The blend of traditional and modern media can also reinforce development communication. Local radio stations air Ragini and Swang regularly. Integrated used of folk and mass media is necessary for achieving the desired impact on the masses. The prerequisites for development communication are (a) localized approach (b) appropriate folk media (c) access to folk media (d) relevant message. The general idea behind communication should be to bring about awareness about the policies and programmers of the state government at the grass root level so that the uneducated people could receive maximum

benefit. To sum up, the new communication technology disseminates information with efficacy to a large number of people but indigenous folk media being a live media provides visual, verbal and aural forms to 16 local people for motivating, educating and informing them. There is no doubt that the folk media touches the hearts and minds of the people. The development messages promoted through the folk media change the behavior of the people.

ENHANCING COMMUNICATION SKILLS:-

The importance of the English Language cannot be overemphasized. A lot of us have studied English in school and college level and are fairly comfortable with reading and writing. However we hesitate while speaking because we feel that we lack the fluency and may make grammatical mistakes. We are afraid of speaking in formal situations and we are quick to switch to our native language once we are in the company of our family and friends.

We can improve ourselves in achieving proficiency and fluency in English by following these methods with the help of Media.

TECHNOLOGY:-

Current technology should be utilized, or at least one study identified that communication skills assessment must be formal so that it occurs at specific times and contributes to a student's marks. Provide feedback to be educational and involve active participation by the students in actual communication skills are identified and developed.

ROLE PLAY:-

As knowledge of communication knowledge does not necessarily parallel skills in practice, it is important to immerse students in similar work environment-context-specific Enactments or role play can focus the students attention on the differing types of communication required with various groups in potential future work situation. In the role play activities done by the students and they are actively participated in these types of activity.

VIDEO/AUDIO:-

Video/Audio grading has been shown to dramatically improve presentation skills in students with one prime example where student presentation were filmed and then graded with dubbing from the teacher and a feedback to the that is not transitory as the students' performance can be revisited.

Now a days in most of the professional colleges have the software especially designs as per the junior level and senior level and have syllabus according to the students abilities and this is the excellent source of learning in all four skills like LSRW(listening, speaking, reading, writing).With the help of this software one can able to developed overall skills.

PRESENTATIONS:-

Students' knowledge base is augmented by allocating class projects for presentations. Furthermore, as much as many students dislike giving presentations because of the hesitation that they may be speaks wrongly or may be lack of grammar knowledge. Group project and presentations encourage and enhance the interpersonal skills of the student members and should be emphasized early in the education curricula.

CONCLUSION:-

Today in India a whole new generation is coming up, a generation that travel a lot in English speaking country and seek job or go for pursuing higher studies, they are moving to place where English is the lingua France and as result carries home to other generation the same English as a means of communication. thus the teacher English needs an empowerment in the teaching process unless the context is supportive to upgrade English performance of the teacher which should be inclusive of communication competence, no teacher training as upgrade of methodology can be production and faithful otherwise the results of all the changes reflected in the classroom where CLT is curriculum change is riddled with cumbersome time consuming procedures in India.

In spite of the limited success of CLT it has not been removed from courses this has proved better in the long run because on one hand teacher have been on one hand teacher have been able to familiarize themselves with its approach and methodology and on the other hand, the changed and the changing context has encouraged its growing success learning are a part the whole context and are aware of the growing needs for proficiency both communicative skills in English.

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