



An Investigation into The Educational Role Played by Modern Mass Media

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Abstract

In the globalized world, it is possible to identify how a new educational pattern is done through modern mass media, leaving aside the traditional educational pattern. Social media led by television, radio, and, cinema are pioneers in this work. Among the information gathering, entertainment, motivational and educational functions done through the mass media, what is the educational role of the modern mass media? It is the problem of this study to investigate. Various investigations have been conducted on the educational role of the mass media, but no formal investigation has yet been conducted on the educational role of local television programs, radio programs, cinema, and social media. Therefore, my main objectives in this investigation will what is the educational role of the local media? is to conduct a formal investigation and suggest how mass media can be used for human advancement. Data were obtained in conducting this study mainly through the study of secondary sources through newspapers, articles, and test reports. In the data analysis, modern mass media could be identified as a medium that plays a huge role in the modern education process. Modern TV programs are the main focus there. Through scholarship, programs aimed at general and advanced level exams, and entertainment programs, children are given the knowledge that cannot be obtained by reading a book. It was also possible to recognize that locally produced television dramas and movies based on historical stories are very entertaining as well as educational. In that task, it was possible to identify how the work of an excellent information provider connected with new media beyond the traditional education pattern is done through radio media as well as modern social media. It was possible to study that the contribution of other social media has also become an indispensable part of modern education systems.

Keywords: Journalism, Education, Social Media, Program, Modern

