The place of media in education

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Abstract: This article emphasizes on media education of students, in order to create more ability in them regarding media content and practice. In this regard, while enumerating the effects of the media on children and teenagers, it is pointed out how they process information and evaluate the content of media programs. Finally, media literacy based on the reflective thinking training model is emphasized. The role of the media in educating, informing, organizing, advertising and promoting has been emphasized and the place of the media in the social life of mankind in the current era has been discussed.

Keywords: education, teenagers and youth, media.

Introduction

New means of communication, such as newspapers, radio and television, by reporting the current events of the living environment, investigate and exprinting press human thoughts and opinions about the development and consolidation of social relations and raising the level of awareness and culture of people have a very important role.

In the vast environment of human life - in different countries, in far and near areas - various events happen every moment. Every day, thousands of people are born, thousands of prizes are distributed, tens of people are victims of accidents or crimes, plants and animals are burned and turned into ashes due to lightning. Houses and buildings are destroyed as a result of storms, floods and earthquakes. Every day dozens of parliaments, governments and thousands of councils and administrative and urban associations meet; They establish social rules and regulations. Many factories and facilities open or close...

Economic and social crises create various demonstrations and strikes, riots and wars. Scientific research leads to the discovery of new spices and new technical inventions...

Among all these events, some are interesting only for small human groups such as family, friends and neighbors who are directly aware of it.

Such events do not arouse public curiosity and their publication is not necessary. Therefore, in a vast geographical area, there is no trace of them left in the memory of a large number of people.

Some other events, on the contrary, are the cause of change and transformation of the life of a region, a country and even the whole world; Because they are directly or indirectly related to many social groups or because they are unique and unusual, their immediate recognition is needed by the public.

Some of these events, such as wars, explosions and fires, hurricanes and earthquakes, have a material aspect, and some others, such as political announcements, parliamentary speeches, philosophical and professional comments, have a spiritual aspect.

The reports that are sent directly from inside or outside the country to the communication media by dedicated printing press reporters are reviewed by the editorial board and the news writing and news distribution centers of the readable, audible and visible printing press, and after being selected and edited in the form of printed texts. or radio messages and television and cinema films are exposed to the use of readers, listeners and viewers.

The news that is prepared by the news reporters, after receiving it at the news agency center, is reviewed and adjusted, and then according to their importance, taking into account different geographical areas and different news needs, for many subscribers, most of the newspapers. Radios and TVs are broadcasted to choose and publish what they need.

In this way, the important stages of searching, preparing and adjusting news are the responsibility of reporters and printing press writers and producers of radio and television programs, and since the main goal of the continuous activities of communication organizations in searching and broadcasting news is to develop public awareness and meet the needs of It is news, the professional duties of journalists and agents of communication and news media are extremely important from a social point of view.

There is no doubt that modern means of communication in large contemporary societies - on global, regional, national and urban scales, due to the lack of direct contact between individuals and large groups, is the only communication, human factor, and the voice and language of society They are counted and if their work is closed or they do not do their work well and do not recognize and respect their duties and responsibilities, many difficulties will arise in the way of human development and progress.

Research Methods:

From the latest and most recent sources about education and media from the International Encyclopedia of Communication, it is the basis of the review and criticism of these two concepts. Also, by reviewing other reliable sources, a new conceptual framework for further researches in the field of media education has been presented in this article.

Necessities and principles of education and training

An undeveloped and uneducable child is born, he needs human society to be made in such a way that he can respond to the requirements of life, but society also needs children for its survival.

The pillars of the child's personality will be established when he unconsciously absorbs the spirit and atmosphere of the society to which he belongs. In this case, his behavior will widely adapt to the conditions in the environment. In every age, education depends on the people who are responsible for it, and it is also subject to the quality of the culture in which this activity takes place. The abilities and weaknesses of young people are a reflection of the abilities and weaknesses of adults. Because the youth generation, from the first years of life and family to the period of primary and secondary education and finally professional education, takes the path that has been drawn by the previous generations. Now, if at the end of this journey, young men and women do not fulfill the promise they made when they were children. If they reach and do not achieve what they were supposed to, they have no deep concept and purpose for their life and no fixed form for their personality. This situation also shows the system of dreaming with culture. whose most valuable phenomena also do not have the strength to resist the chaos and disorder prevailing in the environment. Where education and training fail on a large scale, it becomes waste, the root of which should be sought in the deficiencies and inadequacies in the basic behaviors of adults in a society before paying attention to the shortcomings of educational methods. Therefore, any kind of effective action to change this situation is very important.

The different functions and roles of the media regarding the education of young people

The duties of the media towards young people can be divided into two main types:

A: The media educates the youth and conveys the necessary knowledge to them from the surrounding environment.

B: The media entertains the youth according to their interests, desires and spiritual and intellectual needs.

The importance of media education for teenagers

The degree of influence of media in societies and its effects is such that media education has become an inevitable necessity. It should be emphasized that children and teenagers who accepted media in society have a significant violation in terms of how they use media and their influence is completely different from their parents. They don't differentiate between media worlds and use media much more easily than their parents.

According to Kumar, media education is critical social analysis of media. For more awareness and understanding of how the media works, knowing those who control and shape it, the role of experts, sales promotions and public relations in shaping the media content and the different ways that the audience interprets the media messages. Therefore, the main goal of media education is to raise awareness, to be empowered to deal with the media and programs and its content.

In general, three aspects of media literacy are

Raising awareness about the media consumption pattern, or in better words, determining the amount and manner of consumption of media products from various media sources.

1. Teaching transferable reading or viewing skills

2. Social, political and economic analysis of the media, which is not visible at first glance. From this point of view, teaching media literacy to students pursues several goals, the most important of which are:

➢ Creating creative, transferable and critical thinking in students regarding the content and actions of the media

➢ Knowing the visual forms of communication by using them along with other skills of reading, writing, speaking and listening.

The presence of media in the lives of children and teenagers

René Spatiz is famous for his research on the developmental deprivations of children that are organized in boarding schools and the bad effect of this deprivation on the emotional and personality development of children.

He says: Keeping a child away from situations that make him feel uncomfortable in the first years of his life is as harmful as depriving him of what makes him happy. have. They did not use any of them, which means the absolute absence of unpleasantness or pleasantness in life leads to a disorder in his personality.

Media is the tool that fills this gap. The era of electronic communication has given the possibility to children and teenagers to get pleasant and pleasant feeling from this magic box.

The effects of the media, especially television, on children and teenagers

Among the media audience, three groups are distinguished from each other:

The first group: those who agree with the media programs.

The second group: Protesters who have a critical view of media programs.

The third group: moderates who are between the above two groups.

Media can have both beneficial and harmful effects on children and teenagers. Research confirms that television messages can at least sometimes affect the attitudes and behaviors of today's youth. The media, especially television (national or satellite channels) teaches the meaning of life to children and teenagers and provides them with many functions for this group, especially to help them spend their free time.

In the meantime, TV is a wonderful machine. which is placed between the world of the living, i.e. humans, virtual beings, and inanimate beings, i.e. recreational and game tools. However, older children and teenagers can intervene in the selection of the program to a certain extent. However, many researches show that they have a negative role compared to television. They think that TV is a way to tell a story for them and entertain them at any moment.

Television can play four roles in the lives of teenagers

The first role: this act is a relaxing and attractive reward that can be used to devote part of the time needed for school assignments, housework or playing outside the home.

The second role: seeing it as a social (or non-social) event, that is, it is an opportunity to be with parents and escape from stubborn brothers and sisters.

The third role is the work of information processing, which means that this media requires listening and watching at the same time to remember a series of events, which may have been interrupted by irrelevant content.

The fourth role: Analysis is the provision of information. That is, it is a source for knowledge or prejudice and a teacher for learning what to buy, how to play. Fight or love.

The role of media in society

In today's world, mass communication media, newspaper, radio, television and cinema have played a great role in the progress of human culture and civilization by transmitting new information and information and exchanging public thoughts and opinions, so that many scientists call the current era It has been called "the age of communication." The abundance of population, the concentration of large human groups in big cities, the special conditions of industrial civilization and the complexity of social life, national and international dependencies and solidarity, insecurity and crises, the transformation of political and social systems, the transformation of cultural foundations, the abandonment of tradition. old issues and especially the awakening of social conscience are all among the factors that increase day by day the human need to be aware of all the current events and happenings in the living environment until the progress of mass communication tools and economic and social development and consolidation of the foundations of democracy and understanding between Internationally, they have become necessary for each other. In these societies, people always try to be aware of all social affairs and issues so that they can directly or indirectly play their special role in group life. For this reason, social awareness is one of the most important features of contemporary times, and it is this awareness that makes people interested in individual and collective life and draws their attention to their freedoms and responsibilities. In this way, in today's society, a person can only get the best and most reliable facilities and means of life for group life when he has enough information and information, correct policies and healthy thoughts and beliefs, and this is done by using Mass communication tools, newspapers, publications, books, information sites and in a word information is accessible.

Acquiring information and sending it to the target groups, establishing communication, converging and bringing together public opinion and explaining the intended concepts is a very difficult task, and at the beginning of the work of any publication, it is difficult and uneven and requires an exhausting effort. One of the tools that has grown and expanded in today's societies is various media with different approaches. A media has to go through a difficult path to start its activity. Knowing the target audience and the goals it has in mind should be completely clear, clear and specific, that is, define your strategy beforehand and define your functions around the core of this strategy, then start working. After the beginning, he must experience many hardships and problems.

In today's era, the media form the "symbolic fabric" of our lives and play the role of "institutional accelerator" in society. Today, the role of the media in manipulating reality and creating "virtual culture" is not hidden from anyone. The media play the role of a spotlight in the society and have saturated the contemporary culture with new information entertainment. In today's era, the media is a

double-edged sword, and the way it is used is very effective on public opinion. They can be destructive to the society in the cultural vulgarity and spread of culture and lampoonism, and they can play an essential role in the all-round development of the country in line with the country's development vision. Since the media play a potentially meaningful role in the formation of the perception and thoughts of individuals and members of the society, it is of fundamental importance to pay attention to it and make policies in the development process and adopt appropriate strategies with a 20-year perspective on progress. Mass media are energizing communities and have ontological security, so it is appropriate to pay attention to it as a catalyst in the development process. Although the media itself must make fundamental changes in the development process and the 20-year vision of the country in order to fulfill its desired role. In other words, the conservative media that protect the party and factional interests of certain people in the society, can never play their role in the society, but only "development-oriented media" can fulfill this role. Development-oriented media always pave the way for people to gain proper knowledge about the world around them by using them. While the conservative media make the way complicated and by reducing the people's hope in the development process, they reduce their vitality and confuse the public opinion, which destroys the achievement of progress in the imagination of the people. However, development-oriented media by facilitating people's self-help, creating a new order and playing the role of information and behavior and avoiding biased and supportive roles provide the ground for organizing development and provide the necessary preparation for change for the good of all parts of the society. formation The media can be the agent of change for the better according to the conditions of the country and the cultural and economic requirements of the society. All the components that have to change in proportion to each other for development to happen.

The roles that can be listed for a medium are

Media and trust building: Building trust in the context of the general policies of a society and system is one of the important duties and roles of the media. In this way, the media can play a significant role in drawing goals, priorities, and explaining programs, as well as mobilizing community forces. With this, it will be possible to implement the programs with the full knowledge of the people and their general support with the least problems and conflicts.

Media and reflecting realities: reflecting economic and social realities is undoubtedly one of the essentials of media activities. In this matter, the media should not take the side of specific and different groups and institutions in any way, and should consider enough opportunities for both sides of the flow, i.e. opponents and supporters, to exprinting press their opinions.

Media and constructive criticism: A realistic view of society's issues, especially socio-economic issues, is a constructive criticism. Certainly, if a media is able to fulfill its role in reflecting an economic, social, cultural and political event without bias, it has taken an important step in creating and shaping public opinion to criticize issues.

Media and crisis forecasting: a media will be more successful than the rest of its peer media when it can recognize the crises facing its target areas before anyone else, analyze, predict and deal with them and change the flow. It will provide solutions and new plans.

Media and credit: To give credit to itself, any media has to follow the basic principles of news, which include fame, abundance, proximity, correctness, freshness, and coverage. Each of the mentioned concepts have many definitions in the field of communication and media and are of great importance. Paying attention to the correctness and accuracy of the news and its importance along with the freshness and speed that should be considered in its publication plays an important role in creating credibility for the media.

Media and advertising: One of the elements that can play an effective role for the durability and dynamism of the media is the use of advertising in this field. "Advertising or propaganda in its best and most principled form is an educational activity that is carried out in order to spread political, social and cultural knowledge and awareness and to spread moral values and principles, at the same time it

should not be overlooked that in "Advertising, apart from transmitting the message from the sender to the receiver, which is actually an educational movement, the issue of deepening the message in the message receivers' society and as a result mobilizing public opinion is also raised".

Media and opinion polling: One of the most important tools that a media can use to measure the reaction of the audience on various issues is to measure public opinion through various methods such as preparing questionnaires, interviews, receiving opinions and criticisms, etc. . This way helps the media in solving the problems and paying more attention to the strengths. Therefore, a media should make the audience think; be the creator of new ideas in various fields; to be a place for criticism and compassionate and practical comments; be effective in raising the scientific level of society by including research and educational materials; organize rich media roundtables about target topics; address challenges and problems and doable solutions and predict upcoming crises; exprinting press the facts without any bias; By doing the above, it should play a role as a powerful systemic arm in the society and alongside the system.

The importance of media

The media should always be given the attention of planners and policymakers for three main reasons that are briefly mentioned below.

Media as the main factor of gathering human relations: Mass communication tools always play an active role in the expansion of human relations in different dimensions.

The media act as a source of power: the mediating role of the means of mass communication between public opinion and the government or organization and the need of mass audiences for information has greatly expanded the influence of the media among the members of the society.

Gatekeeping power of the media: According to the theory of gatekeeping, information is always placed in channels that are in the area of gates. In this area, the gatekeeper decides to enter the information or not. Considering the media's gatekeeping power, the type of interaction that managers have with the media in critical situations is very effective in the selection and direction of news by journalists. Because in this situation, the news reporters consider both the mental and psychological state of the society about the crisis, and the mental formats and the type of approach of the crisis managers guide them in the way of looking at the issue of the crisis and the methods of dealing with it.

The function of the media

The functions of the media in any society are a combination of the media system, the roles accepted - and not defined - for the media and media approaches in performing these roles. Therefore, the media system includes the principles and rules that the media follows in the political and social environment of societies to perform their duties. In fact, the media system is the crystallization of the position of the communication system in the political system of a society, which is influenced by the different needs and desires of the people, the specific experiences of that society, the political and social structure and the social control system of that society. Therefore, the media has a role in every society, the role of the media today can be divided into defined roles and accepted roles based on the development of communication technologies.

The main feature of the media is their ubiquity. Unlike school and other pillars of human life, the media is a learning thing; they can form a classroom without walls with billions of listeners. The media is responsible for the protection of the environment, they must create general solidarity between the components of society in response to environmental needs, and they are responsible for transferring social heritage from one generation to another.

"Stuart Hall" defines society as a closed circuit where mass media play a role in the process of identity formation in society as a highway. The media strengthens and produces the movement and dynamism of life, as well as fraternity and laziness. On the one hand, they evoke emotional feelings, love and honesty, and on the other hand, they bring alive the feeling of ugliness, enmity, mistrust, lies and violence. This function naturally causes internal-behavioral conflict on an individual and social scale.

News and educational tasks are another function of the media. For example, by watching movies about the life of today's youth, one's personal opinion about the morals and living conditions of the youth changes and he may even feel the tendency towards the chaotic life of today's youth. Media is an objective and practical intermediary in the process of communication. And there are two types of open and hidden functions for it. But the hidden function of the media is to establish the flow of communication and messaging.

Media and the issue of calligraphy and language

Undoubtedly, "Language is at the heart and core of all aspects of human communication" and the media have to use it to communicate with the audience. Sometimes in speech and sometimes in writing. It is like this that language and issues arising from it (such as local and ethnic dialects in oral communication and calligraphy in written communication) find an important role in the functioning of the media. The media, in the simplest way, can help to develop and expand their field of application by directly teaching calligraphy and language. Education is one of the main functions of the media in today's world, which has received a lot of attention due to the influence and depth of the media.

On the other hand, the script or language used in the media, directly or indirectly and intentionally or unintentionally, becomes common among the audience as a model script or language. The immediate and widespread spread of words and even tones used in radio and television programs among people is a clear sign of this modeling. This reality is also true for other media and even in one aspect, the printing press is more effective in this field, and that is the aspect of their registration and permanence. Maintaining and strengthening national solidarity by promoting the official and common language, along with respecting local and ethnic languages, is another function that can be expected from the media.

Of course, these opportunities can also turn into threats. The domination of the colonialists and bigots over the biggest media companies in the world fuels the concern that by imposing their language and culture on nations that do not have media power, their national identity will weaken and deteriorate. As McBride said: "A major factor in any communication policy

There is success; it is the choice of languages that are used. Since language is the main carrier of culture, anything that leads to the superiority of one language over another - whether intentional or unintentional - creates serious problems, because it strengthens the power of the dominant elite and limits the minorities.

In this regard, there are other questions and concerns that reveal the necessity of legalizing the media's relationship with writing and language.

The media influence the knowledge and understanding of the general world:

This means that people's awareness and mentality towards the world depends on the content they receive from the media, because the media are mediators between individual awareness and broader social and productive structures. The media still does not act as a mirror to reflect the reality. Rather, it affects the social construction of reality. Based on this, the representation of the media construction is reality. This way of thinking about the relationship between media and reality is a result of a change in the understanding and perception of language under the title of linguistic revolution in the West, during which language is not a transparent thing to reflect meaning. And reality is the creator of reality and meaning. The meaning is not evident in the reality that is reflected in language or media. Rather, it is the result of the constructed relations in the language. This means that the phenomena do not have an inherent meaning. Rather, meaning is the result of relationships, especially reciprocal relationships. "Blackness" has no meaning unless we put it against "whiteness". Since the media are the most comprehensive institution of production and distribution of knowledge and awareness in the new world, their content can be considered a powerful source of meaning about the social world. Media representations are important in the sense that they shape public knowledge and belief, according to the ratio of discourse and media content representation, it is a representation of power, inequality (racial, gender, cultural) in the world, therefore, media representation is not a neutral and impartial

meaning creation. Because any representation is rooted in discourse and ideology. That is where the representation takes place. For example: the discourse of racism represents racial minorities in a way. And it derives meaning from them to reproduce and maintain that discourse and subsequently the relationships of racial superiority and inferiority. Discourse is a framework and knowledge system that is applied through language. Discourse is a combination of knowledge and power, in other words, discourse produces a kind of knowledge and knowledge. to help establish and maintain power relations. Every knowledge is based on the demand of power relations and at the same time expanding and stabilizing those relations.

Reality is formed and constructed based on media representations. There is no meta-discourse or meta-historical issue that should be objectively and transparently reflected, but any understanding and recognition of reality is a matter. Today, with the help of the media, such Orientalist representations have expanded and become more complicated.

Conclusion

Recently, we come to the conclusion that in general, to meet the news needs of millions of readers, listeners and viewers who are impatiently waiting to know the new events in their living environment, tens, hundreds And thousands of newspaper, radio and television reporters are lurking in every corner of the world with great care to immediately write or film the course of events and publish it immediately through various means of communication.

In any case, it should be exposed to the information of many different groups of people, groups who are curiously waiting to read newspapers, listen to radio and watch TV every day and every hour in order to gain new knowledge and thus their lives. Adapt to them and fulfill their social needs.

Therefore, searching for events and preparing news of public interest is one of the basic duties of media reporters. It should be kept in mind that the search and preparation of news constitute the initial stages of the work of communication tools, and after that, events should be reported immediately from far and near distances with technical communication tools such as telephones, radios, etc. to the collection and broadcasting centers. News should be sent. Which plays a key role in the education of society? Collecting and broadcasting news may be done directly by newspapers and radio and television transmitters or indirectly by national and international news agencies.

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