



## APPLICABILITY OF MASS MEDIA IN HIGHER EDUCATION IN MANIPUR

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### Abstract

*A society index lies on the education system of that society. Education are said to be an instrument that build up a society and it is one of the most needed tool that are needed in day to day life. It becomes one of the most important tools that are needed in every person in this modern world. It is a device that helps in building up a person personality, knowledge, power; confidence and sense of humor that are capable of providing them to build up a well developed and meaningful life. The main objective of the researcher in this paper is to highlight the higher education of Manipur, the steps that are needed to be taken up for higher education in Manipur and the role played by media in the education system of the state. In the society of Manipur media role is much needed as media are the one, who informed, communicated and educated a society. Having situated in the eastern most part of the country development in the state is far lacking behind. Good education and good education system is much needed in a state like Manipur for its development and to build up as a well cohesive society.*

**Keywords:** Education, Media, tool, society, material, cohesive society.

Education is the index of a society. Education is the most powerful instrument which donates upon people is knowledge, confidence and sense of purpose for building a dynamic, vibrant and cohesive society capable of providing them with the magic wind for creating a better, fuller and meaningful life. Education is among the highest priority of human needs due to many reasons including the empowerment of people to change their life enhancement of national economic growth and the promotion of sustainable development. Education provides proper attitudes, values, capabilities of knowledge and skill to individuals. As well as it provides strength and spirit to people to respond to social development. Education in developing world has come to be one of the most potent instruments of modernization.

It has been generally recognized that education is concerned with the development of the 'whole-man'-his physical fitness, his mental alertness, his moral excellence and his social adjustment. To realized this objectives of education, society has developed a number of specialized institutions like the school, the community, the family, the temple, the church, the library, the newspapers, the magazines, the exhibitions., the radio, the cinema, the television, the internet etc. These institutions are known as the agencies of education. Today is the world of new technology. Many new methods have been used by the new technologies to educate, to inform, to develop well and to improve the strength of the nation. The current paper will focus on the agencies of education that is the newspaper, the radio, the television, the internet which come under one agency namely the Mass Media. It will focus on the impact, uses of Mass Media in higher education and it will also deal on how far mass media has focus on the development of higher education.

### Transformation in Higher Education

Higher education means education beyond secondary level. It helps reform, conduct, behaviours and integrity of personality in the individuals and play key role in accelerating techno-economic modernization. The availability of appropriate and adequate manpower for socio-economic development of a society and the vitality of its moral, spiritual

and cultural values depend largely on the quality of higher education. So it is the apex of all education which is the medium and agency of all kinds of development of the society and promotes human resources development in the society and nation. The progress of society and nation is not possible without proper and effective role of the higher education which has been given a place of special importance because it provides ideas to human kind to shape their future and to sustain all others level of education. The quality of life and pace of development of a nation depends on the ideological climate, perceptions of history, culture, tradition, values, confidence, spiritual thought and above all, capabilities of its people. Its nature has a special role in determining the quality of overall environment. Higher education supplies a wide range of increasingly sophisticated, ever-changing variety of man-power needed in administration, industry, agriculture, services etc.

Higher education in India is undergoing a transformation. This change is mainly because of the expansion of higher education and introduction of many new policies, programme, demands and many more in the field of higher education. There is a rapid growth in numbers of many colleges and universities in the past two decades. Even in the past two decades considerable attention has been drawn towards quality assurance, quality enhancement, and quality evaluation of higher education. The National Policy of Education (NPE) and Programme of Action (POA) were formulated in 1986 to sustain and enhance the quality of higher education in India but they were revised in 1992. The NPE and POA together reflect the determination of the Government to reconstruct the educational system. National Policy on Education 1986 has also greatly highlighted on the quality and excellence of higher education in the country as a instrument for advancing in the development of its citizens and nations in the 21st century ahead. As per the Census of India 2011, India has managed to achieve an effective literacy rate of 74.04 per cent (2011).<sup>1</sup> As against the country's literacy rate stood at 64.8 percent in 2001, this shows a tremendous improvement in the last decade. However with all these policies and programme the scenario of higher

education in the country is not up to its mark. The courses of study, examination system, medium of instruction, problem of admission, teacher and the taught, research and development, vocational education, gender education, physical education, moral education, religious education, standard of education etc. need to be more in focus for the development of higher education in the country.

In Manipur the present scenario of higher education is not at its desirable stage. Although many colleges and some universities have been uplifted, the present condition of higher education in the state needs special attention for its accountability and excellence. Quality measures have to be taken up by providing and developing effective mechanisms of the improvement of higher education in the state. Importance of qualitative measurement should be taken up apart from quantitative expansion and consolidation. The status of higher education has to be developed comparable to national and international level. Certain programme and policies need to be introduced and recognized more in the state.

### **Journey of Mass Media in India**

Mass media is the most powerful tool of communication. Its effects on society are phenomenal. It gives the real exposure to the mass audience of what is happening in the society. It has a constructive role to play for the society. The print media, electronic media and new media are the subsets of mass media. As media is the new mantra of development, it can play the role for solving many social menaces and becoming a force multiplier of the modern civilization. It also plays a very important role in shaping the personality of people. So mass media are the storage and transmission channels or tools for using to store and deliver information or data. It bridges the gulf, broadens the horizon of knowledge and understanding and inculcates scientific temper, builds confidence and maintains mutual respect in this global world. Truly it can be mentioned that mass media act as a bridge in this information world in getting information, education, knowledge etc. It can function as a watchdog, ombudsman, constructive critic, public investigator and expositor, philosopher, guide and even an entertainer of the society. As it can make the individual the importance personality who has adequate place in the society, it can so called the fourth pillar of the nation.

In India the journey of mass media arrived in the late 18th century with the introduction of print media in 1780. With the introduction of "The Bengal Gazzate" by Hicky Augustus James on January 29, 1780 the influence of mass media came in the country. After its introduction many other forms of media like electronic media and new media came in the country. Print media, being the leader over a considerable period of time has now been in the competition trend with electronic and new media which is on the way to reshape to a new society. Radio apart from providing news and views has also developed a flair for entertainment, thereby getting a lot of acceptance. There is also the new media with internet being its flag bearer. Internet has indeed made it possible to disseminate information and ideas in

real time across the globe. In Indian democracy mass media has a responsibility which is deeply associated with the socio economic conditions. The present scenario is not quite encouraging and certain areas need to be addressed. Media organizations, whether in print, audio visual, radio or web have to be more accountable to the general public. It should be monitored that professional integrity and ethical standards are not sacrificed for sensational practices.

### **Mass Media in Manipur**

In Manipur the wave of mass media could be felt only in the early part of 1920s with the introduction of print media by Hijam Irabot. The first recorded event in the history of the print media in Manipur is publication of the journal Meitei Chanu by Hijam Irabat in the mid-1920s. Despite the fact that Hijam Irabot published Meitei Chanu in 1922 as the pioneer in this field but many feels that it cannot be trusted as the first chapter of print media journalism in the state as the said publication was not in printed form. It was a hand-stencilled and cyclostyled by Irabot himself. The State of Manipur witnessed a sudden increase of newspapers and magazines after the attainment of full-fledged state in 1972. There was a big wave of mass media brewing in all parts of the State. The people of Manipur, particularly the 'hoi polloi' started to understand the importance of media in development process. Awareness among the public was visibly increasing. A new gear of media spirit was added to the journalists' community following the attainment of statehood. It is, therefore, no surprising to see the number of newspapers and magazines increasing by leaps and bounds.

### **Impact of Mass Media on Higher Education**

As the 21st century begins many of the incommensurable problems confronting humanity in the 20th century have not been resolved. Among these is the problem of serving higher education. Higher education provides access knowledge to an individuals and groups. It is through this higher education that an individual and groups can make better informed decisions, which can lead to change and development of a nation. In India, the status of higher education is no better comparing with the other developed countries. More policies and acts need to be developed and introduced more in the country. In the last decades the skills and knowledge that are required for the higher education changed rapidly, though it did not reach up to the mark. In the past 50 years, various forms of mass media whether print media, electronic media and new media that of internet had been used as an important tools to assist in meeting significant educational needs. The uses of various types of mass media had been presented as central to the solution of emerging, immediate and other long standing educational needs. The mass media used to extensive and extremely useful materials for education. With the introduction of electronic media, new media and new communication technologies had taken on importance during the past decade. The direct broadcast satellite delivery of audio visual or television programming had the ability to covered the whole geographical areas, while that of internet and new



media offered to a wide range of digital materials and media services. With this dramatic growth of information technologies rapid intensification in communication and development in the field of higher education climbed up to a degree. Progress in mass media in India could be significantly open new avenues for higher education and approached to be an engine for providing crucial knowledge services.

Radio which is a part of mass media is a great medium for communication. Its educative value depends upon various terms. It can communicate with millions of people at the same time, it brings us into direct communication with people who enjoy great prestige with us, it can also tap resources available in any part of the world. As a tool of education, radio plays a very important part. Students in institutes need to be informed faster and more fully the subject that is taught. It gives an opportunity to the students to listen to the subject experts, historians, the authors and the first rate teachers. It promotes the students deeper and wider understanding of themselves, their surroundings and gives them habits of observation. The newspaper is another outstanding passive agency in education. In the modern world it has developed into a social institution. Reading is a very valuable experience. Its value in the modification of behaviour is not so much realized in this country, because it is mostly confined to classrooms, where there is very little relation between the interests of the readers and the material read. But if reading material is related to the expert of the reader, it exerts great influence in modifying his behaviour. Television is one of the most exciting and efficient forms of mass media created by human endeavors. In radio broadcast only audio is transmitted. But in television, we get both audio visual experiences. Therefore, it is considered as a powerful agency of communication. Television brings both audio and visual together and thus makes the experience concrete, real and immediate. It provides real life experience and as a mass media of communication it serves as a means by which all shares a common experience. In this age of constant change, television has opened a new vista of institutional media. By the help of this medium we can solve some difficult problems like shortage of qualified teachers, lack of well-equipped laboratories, the mounting costs of education, problems of providing facilities for the constantly growing school population etc. Television as an agency of education can be used in a variety of ways for effective teaching, for supplementation or enrichment in schools and colleges for eradicating illiteracy, for teacher's training etc... Today, it is the largest telecommunications network. Millions of people have access to the resources on the Internet, and the number grows every month. Students today use internet to get all kinds of information and engage in meaningful research and project. Internet has an agency of education helps the students in various ways. A student can get a hold of a conversation with eminent historians, educationists and teachers. He can get answers of difficult questions from a variety of experts. Students can collaborate with each other from remote and urban locations around

the world and can share their various ideas. Thus the internet makes students learn more in a very easy, faster and less costly. All the above mentioned agencies of education come under mass media. Thus it shows that mass media is a very important agency of education.

Knowledge services had the potential to simplify many different points at which a citizen can interact with the world, with the nation or with the state. Traditionally, these points of interactions had been vulnerable to unscrupulous activities and rent-seeking. However with the introduction of new technology being a part of mass media it could provide opportunities to ensure accountability, transparency and efficiency to the public for the global changes and the idea of development. Let's take up an example. E-governance is one of the governments functioning in which a citizen can be empowered to increased transparency of government functioning, leading to greater efficiency and productivity. It has the potential to ensure speedy delivery, productivity and efficiency of services, making them citizen-centric and ensuring that the right people are served. The benefits of these E-governance includes- reducing the cost and improving the reach and quality of public services, reducing transaction costs and transaction time, empowering citizens and increasing transparency of government functioning and many more.

To be brief, education through mass media has been introduced in classes in many colleges and universities. Let's see on the information brought to us by the National Geographic Channel, Discovery Channel, Animal Planet, CNN and many more. These networks provide us with tremendous information, educate the public and changed the way we think. All these are the efforts of mass media. As it is cost efficient, time conserving and easier to serve it becomes one of the effective tools of higher education. There are also many subjects, topics and areas that are more effective with the use of Mass media. Many formal education programs and informal public information campaigns can draw with the help of mass media for better communication and development of the society. One of the most powerful conceptual models for global change in the past half century is the idea of higher education to make our society more informative, develop and modernization.

#### **The Case of Manipur**

In Manipur, higher education has expanded over the years both in terms of the number of institutions and enrolment of students. The present status of it in the state is not up to the desired standard. The quality of education has deteriorated due to the rapid growth of many colleges uncared for. These colleges which have not proper adequate infrastructures and proper facilities, which is one of the major, cause the decline of higher education. There were also lacks of proper academic atmosphere in the state out of the reasons so happened, lack of students' knowledge and skills necessary to cope with the demands of their courses. Proper information, knowledge, discipline, commitment, communication and many more are also lacking behind. The ideas, technique, process, etc... that can be thought

through mass media in Manipur is under process. The knowledge of many schemes, project has been taken by the education department of the state, but the work is still in progress and has not been applied in the education system. Having situated in the easternmost corner of India, the wave of mass media in the state could be felt only in the early part of 1920s with the arrival of journalism. In a state like Manipur where there is a low progress of media and low technology progress, the impact of mass media in higher education is slow. As the arrival of mass media in the state is very late, the public and the society are less aware of the new technologies and information. One of the major causes of this trouble is having situated in the conflict atmosphere the freedom of functioning of mass media in the state is also very critical. Frequent strike and *bandh* happening in the state is also a major problem. In this new era of globalization, higher education to each and every individual is a must, as without education a society cannot be built up. As many new forms of technologies have been introduced by the mass media, it enables each and every individual to cope up with the modern society. So the new technologies are more informative, reducing transaction time, reducing cost, can communicate with the whole world in a fraction of second. Mass media perform its role as an education watchdog and at the same time can involve helping to build an efficient education system, through improved communication. Mass media is the most effective tool in reaching the newest generation of prospective students.

### Conclusion

In the above discussion, mass media and higher education has a deep relationship in terms of development, informative and communicate with the global process. In a developing country like India and in a developing state like Manipur, higher education is a must, in order to develop and modernize the society. As higher education is the mirror of the society, this mirror must be developed with usefulness of mass media which should be aware to each and every individual and groups. The new age of computerization should be introduced in each and every corner of the world and the old age methods process should be left behind in order to compete with the new era of technology world. It is also important to provide secure broadband infrastructure and associated hardware, software and hosting facilities nationwide with easy access at all levels. As education is a passport for prosperous life and the new things can be productive in the hands of productive people and it can be more prosperous with the new technologies used by mass media. We have accepted the boons of technology as a matter of fact and the life is deemed to be meaningless without these benefits. We are so much used to the technology as a way of life that the new innovations are accepted as a logical consequence. Information and communication technology need to be established in a developing state like Manipur, as the new form of higher education can be achieved/introduced through this new technology. Class room, libraries, laboratories and many

more needs to develop up to the mark. Media technologies should be used as a more effective way of distributing education programme in a state like Manipur where the needs of education are great and technical experts are in short supply. Thus, impact of mass media in higher education should be discussed and analysed in order to fetch up a modernized and develop society. Both the mass media and higher education should clutch together as both of them have a vast interaction to develop a society.

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