



USE OF PRINT MEDIA IN ENGLISH TEACHING AT SENIOR SECONDARY SCHOOLS

SAROJ BALA

Ph. D. Research Scholar
Education Rajasthan University
Jaipur (RAJ) INDIA.

ABSTRACT

The importance of English language can be seen from the East India Company's arrival but now its importance has increased a lot due to the advance of education in various fields. But unfortunately its teaching methods are the same old which are outdated. Mostly text based teaching is used in Indian schools that is not so interesting. So various new ways of teaching and learning English has been adopted by researcher. In this study using print media such as used in FLU at Hyderabad in teacher training programmes. Using of authentic print media learning strategies will help the students be able to pass competitive exams also. The researcher has used print media as it is easily accessible to all and provides various news related to politics, education, economics, society, sports, culture, commerce, love, marriage etc. with less expensive.

INTRODUCTION

Print media helps to enhance students interest and broaden their perspectives towards global activities. Thus using newspapers and magazines not only teach English better but give current knowledge of the world happenings.

At the higher secondary level, an adequate and appropriate use of the print media would enable the learners to familiarize them with the journalistic language. When a piece of news is presented in the newspapers and magazines this will enhance students knowledge also. The tasks accompanying each text from the print media used in ELT classrooms would give the learners adequate confidence to read and view news items in English language through print media outside the classroom.

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Definition of Print Media:-

Print media is a rather commonly used term referring to the medium that disseminates printed matter.

In everyday life we refer to print media as the industry associated with the printing and mostly with the distribution of news through a network of media, such as newspapers and journals. People also refer to print media simply with the term "press;" It is an intermediate communicative channel aiming at reaching a large number of people. Before we go ahead, we should know what is print media and how can be it useful in learning English language at senior secondary level. As the word itself define that print media is that form of media which can be seen and can taken at all place in its print form only. This does not require some extra equipments like the use of smart classroom, use of any electronic gadget such computer and internet etc. All these can be in such a form that each schools can use for teaching with little expense. The form of print media can be like this.

History of Print Media:-

The printing revolution started with Johann Gutenberg in the 15th century and became the base for the expanded role of the dissemination of news introducing the means that provide print media mass circulation. The Physical presentation of most publications and print media in the 20th century has been very similar to those of the 18th and 19th centuries-- printed on a large sheet of paper, and often folded to facilitate storing and carrying.

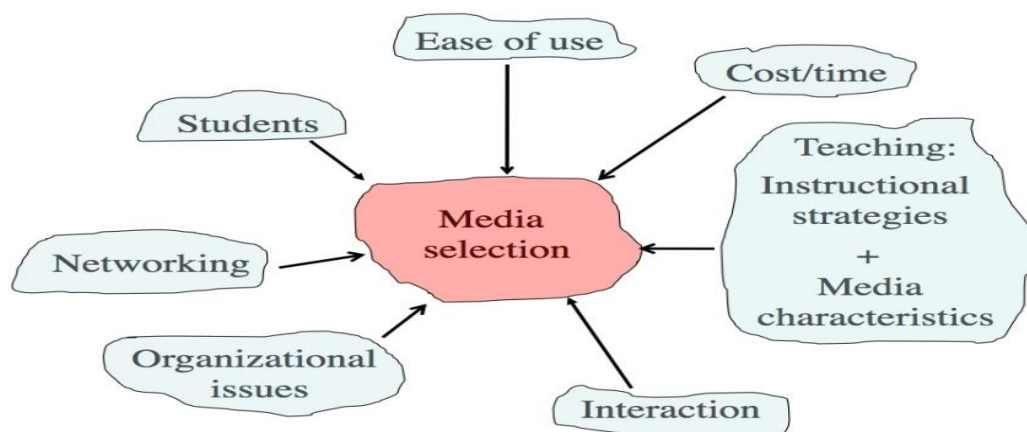
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Types of Print Media:-

Print media include all printed forms of press:

Newspapers, newsletters, booklets, magazines and pamphlets as well as other printed publications Such as books and printed literature. The vast majority of print media refers to the publications that sell advertising space to raise revenue. Most print media, with the exception of magazines and journals are local or national, while many magazines are international. A complete catalog of print media should also include yearbooks and presentations of events and programs.



Media Selection:-

1.Book:-

A book is a collection of sheets of paper, parchment or other material with a piece of text written on them, bound together along one edge within covers. A book is also a literary work or a main division of such a work. A book produced in electronic format is known as an e-book.

2. Magazine:-

A magazine is a periodical publication containing a variety of articles, generally financed by advertising and/or purchase by readers. Magazines are typically published weekly, biweekly, monthly, bimonthly or quarterly, with a date on the cover that is in advance of the date it is actually published. They are often printed in color on coated paper, and are bound with a soft cover. Magazines fall into two broad categories: consumer magazines and business magazines. In practice, magazines are a subset of periodicals, distinct from those periodicals. Produced by scientific, artistic, academic or special interest publishers which are Subscription -only, more expensive, narrowly limited in circulation, and often have little or no advertising.



I. Magazines can be classified as:-

General interest magazines (e.g. Frontline, India Today, The Week, The Sunday Times etc.)

Special interest magazines (women's, sports, business, scuba diving, etc.)

II. Newspaper:-

A newspaper is a publication containing news and information and advertising, usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily or weekly. The first printed newspaper was published in 1605, and the form has thrived even in the face of competition from technologies such as radio and television.

Recent developments on the internet are posing major threats to its business model, however. Paid circulation is declining in most countries, and advertising revenue, which makes up the bulk of a newspaper's income, is shifting from print to online; some commentators, nevertheless, point out that historically new media such as radio and television did not entirely supplant existing.

The Importance of Media in the Classroom:-

Media provide a rich learning experience in the classroom. Media in the classroom engage students in learning and provide a richer experience. Media are useful tools for illustrating a lesson, allowing student to see examples of what they are learning. Interactive media such as Smart Boards allow students to move items on a screen for illustrative. Students view media as exciting learning aids, making learning entertaining and less monotonous, according to the report "Benefits and Risks of Media and Technology in the Classroom" from the UCLA Office of Instructional.

I. Appeal to Multiple Learning Style:-

Media appeal to visual, auditory and kinesthetic learners. Students can watch a movie, listen to music or interact with digital media on an interactive Smart Board. Effective teachers do not rely on teaching students in merely one style but use a variety of styles to reach the greatest number of student. Providing a rich learning experience through classroom media keeps student focused and engaged in learning.

II. Creates an Authentic Learning Experience:-



Using newspapers, brochures, job application forms and news broadcasts provides authentic opportunities for students to learn using real-world media. This method simulates real-life experiences in which students must read, evaluate and interpret information based on items that they need in their daily lives. When students use objects from the real world, they can see the connection between what they learn in school and how they can use the knowledge as a member of society.

III. Strengthens Critical-Thinking Skills:-

Teachers can use media to hone critical-thinking skills. Students can write about a song, interpret a movie or interpret a news broadcast. Teachers can use the media to ask probing questions and facilitate discussions that extend beyond basic comprehension questions. Teachers can also create projects in which students develop their own media, using classroom media as a model. This hands-on activity challenges students to formulate media, using their own creativity and interpretations from classroom media

IV. Teaches Students to Use Media:-

Using media in the classroom teaches students how to use and care for resource to further their education. Students not only learn how to use the internet, a dictionary or a newspaper for information, but they also learn how to care for and protect the items they use, according to the Center for Media Literacy.

Students can also learn how to determine the value of media and learn methods to contribute to society, producing their own media.

Significance of Print Media:-

Audiences learn and distinguish priorities from reading print media; it might be less obvious but the audiences committed to the press use it as a surrogate for their social entourage and the community. People adopt the press agenda of issues as their own. Different types of individuals become more focused on the same public issues, suggesting that the significance of print media is to draw people around the same particular public themes and issues. This role and function of print media has been important throughout the centuries and is likely to remain the same.

Future of Print Media:-

Towards the end of the 20th century, the sentence "press is dead" was found among many media panels around the world. In the 21st century, the development of Internet, electronic news and online publications have shown us that people restore to electronic media to gather



information. However, reality indicates that although people read daily news online and check blogs and websites for information, they flock to the press stands when they want to hold news in their hands and want to read something they trust.

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