



ROLE OF MASS MEDIA IN DIGITAL EDUCATION



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Digital education, also termed as Technology Enhanced Learning (TEL) or e-Learning, implies adoption of innovatively developed digital tools and technologies for education. With recent advancements in technological innovations, the global education system has also progressed. The impressions of fourth industrial revolution are significantly visible on learning pedagogies too. Education 4.0, as it is referred now, also focuses on the approach of education in line with the fourth industrial revolution.

With mass media being one of the largest accessible and reachable platforms for communication and knowledge sharing, its role in teaching and education cannot be ignored. There have been campuses where newspapers are being used to teach history, videos are used to teach natural sciences and audios are used for education of children with special needs. Mass media, that include television, radio, advertising, films, Internet, newspapers, magazines, etc. have tremendous role in learning process and

so, the employment of media content in present education system cannot be overlooked. The modern digital mass media also called 'new media' has enhanced educational proficiency of mass media manifold. The advancements in new media technologies have made convergence of multiple mass media platforms possible, and now varied multimedia content can be consulted through a single window. The engagement of digital media in education is evolving significantly with the introduction of interactive multimedia hardware and software, that are not only teacher-student friendly but also provide opportunities for enhancing digital competence, creativity and global learning.

The mass media plays a vital role when it comes to informing the public on the events of the past and what's new emerging in the areas of health, disasters, politics, sports, economy and international relations. Newspapers and magazines are also digitalised and available as e-papers and online editions. This 'digital print media' is much more current than textbooks. They provide ample infor-