

Role of media(Printed and
Electronic) on developmental
aspects of children with special
reference to Adolescents

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Media



- The term media, which is the plural of *medium*, refers to the communication channels through which we disseminate news, music, movies, education, promotional messages and other data. It includes physical and online newspapers and magazines, television, radio, billboards, telephone, the Internet, fax and billboards.
- It describes the various ways through which we communicate in society. Because it refers to all means of communication, everything ranging from a telephone call to the evening news on television can be called media.

- **Different Types of Media**

- **Print Media**

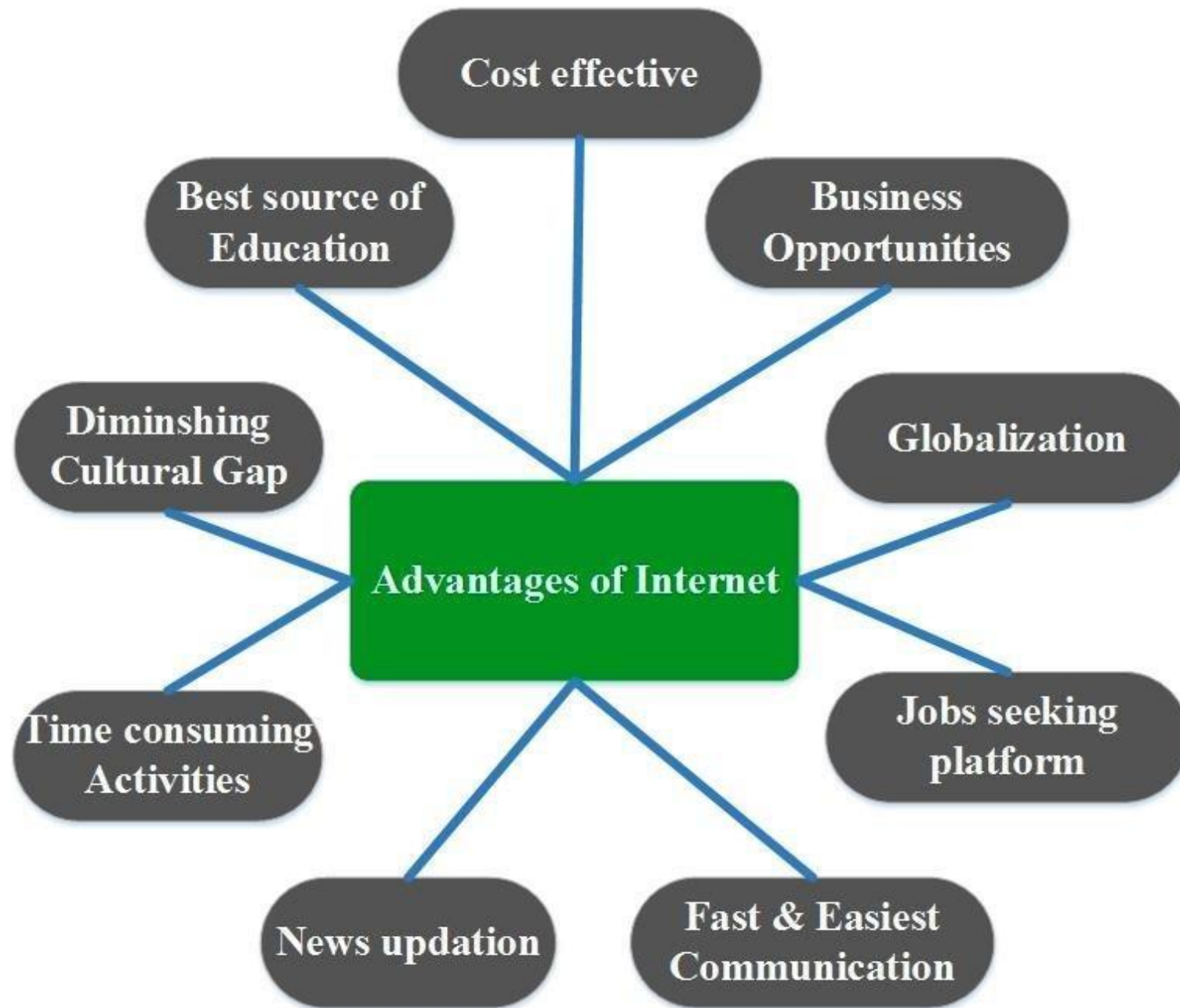
- This type of news media used to be the only way of delivering information to the public. For the generations of the 80s and 90s, print media was the only media of entertain. People relied on newspapers and magazines to learn everything, from recipes and entertainment news to important information about the country or the world. Print media includes:

- **Newspapers** – printed and distributed on a daily or weekly basis. They include news related to sports, politics, technology, science, local news, national news, international news, birth notices, as well as entertainment news related to fashion, celebrities, and movies. Today’s parents grew up with this type of printed media.
- **Magazines** – printed on a weekly, monthly, quarterly, or annual basis. It contains information about finance, food, lifestyle, fashion, sports, etc.
- **Books** – focused on a particular topic or subject, giving the reader a chance to spread their knowledge about their favorite topic.

- **Banners** – used to advertise a company’s services and products, hung on easily-noticed sights to attract people’s attention.
- **Billboards** – huge advertisements created with the help of computers. Their goal is to attract people passing by.
- **Brochures** – a type of booklet that includes everything about one company – its products, services, terms and conditions, contact details, address, etc. They are either distributed with the newspapers or hand over to people.
- **Flyers** – used mostly by small companies due to the low cost of advertising. They contain the basic information about a company, their name, logo, service or product, and contact information, and they are distributed in public areas.

- **Broadcasting Media**

- Broadcasting media includes videos, audios, or written content that provides important or entertaining information shared by different methods:
- **Television** – in the past, there were a few channels sharing various types of content, whereas now we have hundreds of TV channels to choose from. Each channel delivers a different type of content, so you have a separate channel for news, drama, movies, sports, animation, nature, travel, politics, cartoon, and religion. It's the number one broadcasting media due to its reach to the audience.
- **Radio** – uses radio waves to transmit entertaining, informative, and educative content to the public. Due to its high reach to the audience, radio is widely used for advertising products and services. Radio is one of the oldest means of entertainment, and today people often hear it to find out the weather and traffic while commuting.
- **Movies** – film, motion picture, screenplay, moving picture, or movie has world-wide reachability. It's the best type of mass media to promote cultures and spread social awareness. Movies have always played a huge part in the entertainment world.



- **Internet Media**

- Nowadays, we are relying on the Internet to get the news a lot more often than traditional news sources. Websites provide information in the form of video, text, and audio. We can even choose the way we want to receive the news. Types of Internet media include:

- **Social networks or websites** – including Facebook, Instagram, Twitter, YouTube, Tumblr, LinkedIn, Snapchat, Quora, Reddit, Pinterest, etc. They are user-friendly and widely used by people around the world. Although we can find any news here, they may be misleading because of the lack of regulations on the content shared.

- **Online forums** - an online place where we can comment, message, or discuss a particular topic. Forums allow us to share knowledge with other people with the same interest. That's why it's regarded as the best platform to seek support and assistance.

- **Podcast** – a series of audios focused on a particular topic or theme. We can listen to them on a computer or a mobile phone. It's a platform that allows anyone to share their knowledge and communicate with the world.
- **Conclusion**
- We use different types of media to find out news, learn new things, and entertain ourselves. With the advance in technology, we can choose the type of media we want to use, no matter the time or place.

So, we can hear the radio while driving to work, we can watch our favorite show on our phone, and we can find out any information and news on our laptop or mobile device, thanks to the Internet. Who knows where technology can lead us in the future.

BENEFITS OF MEDIA

- Provide information
- Up to date
- Socialization
- Education for masses
- Continuing for the education
- Non-formal education
- Mobilization of public opinions
- Media for Inaccessible places
- Quality in learning experience

- Large accessibility
- Multi-sensory stimuli
- Time saving and economical
- Storage bank
- Change in teacher 's role
- Relationship of classmates
- Recreational value

A photograph of students in a classroom or study area. In the foreground, a student in a red shirt is writing in a notebook. To their right, a laptop is open on a wooden table. In the background, other students are visible, some looking at a laptop. The table is cluttered with books, notebooks, glasses of iced coffee, and a pair of glasses. The overall atmosphere is one of active learning and collaboration.

5 Unexpected Benefits of Information Technology Courses



WESTERN
COMMUNITY
COLLEGE

- **1. Be better at your job**
- For anyone who already has a job or a career in a particular area, IT courses can be an outstanding way to get a greater understanding of the technological aspects of the job. A diploma in IT is a highly valued in many careers, especially those with a financial or creative focus. Employees who complete a course in computer science, or similar area, give themselves a boost on their job performance instantly.
- **2. Earn more money**
- Having a solid base in a practical area, or ups killing if you already have a set of expertise, is the right way to go about starting on a good salary and receiving a raise. As information technology courses are highly prized in modern businesses, graduates get a leg up on the competition with these transferable skills.
- **3. Make more connections**
- One of the biggest benefits of completing IT courses that focus on practical skills and employ ability, is that students meet like-minded classmates and make new connections. Networking is a crucial part of finding employment in the professional sphere, and interacting with others in a learning space will provide insight and friendships that would not be possible otherwise.

- **4. Expand your knowledge**

- On a more abstract level, keeping the mind active will have noticeable benefits for anyone who has been out of schooling for a while. By putting themselves in unfamiliar situations and completing new learning challenges, students of these information technology courses often find a renewed enthusiasm for education, as well as a heightened ability to adapt and expand their minds to fresh skill sets.

- **5. Modernize your skills**

- Staying relevant in a constantly changing workforce is no easy task, and IT courses are currently among the most consistently expanding areas of demand for employees. Updating a current skill set, or adding extra accomplishments to an existing list, is a sure-fire way to establish mastery and experience in many aspects of your business.