

APPENDIX – III

RESEARCH TOOL FOR TEACHERS

**Department of Home Science Extension and Communication
Faculty of Home Science
The M.S. University of Baroda
Vadodara**

Dear Teacher,

I am a Ph.D. Student in the Department of Home Science Extension and Communication, Faculty of Home Science, The M.S. University of Baroda, Vadodara. I am doing my Ph.D. research on "Perceptions of teachers, parents and media professionals regarding media education in schools." In this regard I have prepared a questionnaire and you are chosen as respondent to fill the questionnaire of my research.

Before filling the questionnaire please read a brief introduction about media education prepared for you.

I assure you that your information will be kept strictly confidential and will be used for research purpose only. The success of my study depends on your kind cooperation.

Thanking you,

Yours faithfully,

Prof. Uma Joshi
Guide & Head,

Debolina Dasgupta
Ph.D. Student

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Introduction

With advent of technological advancement every channel of media be it print (newspaper, magazine etc), electronic (television, radio), traditional (bhavai, puppet etc) or multimedia (Internet), the receptivity, reachability and popularity has increased widely. Individuals learn from media many of the facts of which he would have otherwise been ignorant. Media have powerful influence on various age groups and especially in the development of children.

Today children are growing up in a media saturated environment. Media have become part of young person's life. Their constant exposure to media messages influences the way they think about the world and themselves. The influence of media can be both positive as well as negative ones. Children are especially vulnerable to the negative effects from media violence in general compared with adults. The ever-expanding markets for goods through advertisements are flooding the society with information, ideas and attitudes which is difficult to control and assimilate. This is affecting the young minds to a great extent. As a result, they become a pressure group on parents and the parents often succumb to children's demands. Thus it is clear that the young, fertile and impressionistic minds of the children need to be protected from the risks of being affected negatively by the violence projected as part of their routine coverage of the events. They need to examine critically whatever they see, hear or read. Media messages if consumed wisely can broaden their horizon and help them to understand world in a better way. This can be best achieved through media education.

What is media education?

It is the education about media. Media education is concerned with developing an informed and critical understanding of the nature of the mass media, the techniques used by them, and the impact of these techniques. It aims to increase students' understanding and enjoyment of how the media work, how they produce meaning, how they are organized, how they construct reality and also develops ability to create media products.

Importance of Media Education

Media education makes young generation literate regarding media and their functioning. It provides students with an opportunity to develop skills which will enable them to analyze various forms of modern communication and to help students to become wise consumers of media. Media education prepares children for responsible participation in media saturated environment. Now the question arises how can media education be promoted among children? How can it be optimised? The school will be the best agent for providing media education to the children in a effective way. Schools can empower young children with better understanding of media so that the children can control their relationship with vast array of media messages they receive in their everyday environment. After this brief introduction I as a research student want to know the following things:

1. What do you think about media education?
2. According to you how can children be benefited through media education?
3. According to you how can media education be effectively introduced in the schools?

Therefore, a questionnaire has been prepared which contain information regarding media education for children in standards VII to IX. I request you to give your response to the statements regarding media education curriculum for children in standards VII to IX, which according to you is most appropriate for them.

Section - I

Background Information

Please read carefully and give the following information by tickmarking (✓) or writing wherever necessary against the statements applicable to you.

1. Sex:

Male _____

Female _____

2. Educational Qualification:

Graduation _____

Post Graduation _____

Doctorate _____

B.Ed _____

M.Ed _____

Any other please specify _____

3. Teaching Experience :

Upto 5 yrs _____

6 to 10 yrs _____

More than 10 yrs _____

4. Type of school you are employed in:

Self-financed _____

Government -Aided _____

Any other please specify _____

5. Mass Media Exposure

Given below are the statements regarding the exposure to mass media. Please give following information by tick marking (✓) or writing wherever necessary against the statements applicable to you.

1. Do you read / watch / use the following?

Types of media	Response	
	Yes	No
Newspapers		
Magazines		
Radio		
Television		
Internet		

2. How frequently do you read/listen/watch/access the following in a week?

Types of Media	1 day / week	2-3 days / week	4-5 days / week	6-7 days / week
Newspapers				
Magazines				
Radio				
Television				
Internet				

3. For how many hours/day approximately do you read/ listen/watch/ access the following?

Types of Media	Hours / Day
Newspapers	_____
Magazines	_____
Radio	_____
Television	_____
Internet	_____

4. How often do you read/listen/ watch/ access the following news in newspapers / magazines / television / internet respectively?

	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	Level of news				
a.	Local				
b.	Regional				
c.	National				
d.	World				
2.	Area of news				
e.	Social				
f.	Political				
g.	Sports				
h.	Economics				
i.	Educational				
j.	Scientific				
k.	Film related				
l.	Health related				
m.	If any other please specify				

5. How often do you read the following in newspapers?

	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	Advertisements				
a.	Product related advertisements (eg. advertisements of chocolates etc)				
b.	Other types of advertisements (eg. social campaigns, health awareness campaigns)				

	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
c.	Classifieds				
d.	Tender				
e.	Opportunities (eg. job related advertisements)				
2.	Editorials				
3.	Columns				
4.	Supplements				
5.	Stories				
6.	Cartoons				
7.	Letters				
8.	Other regular features (eg. Cinema list, weather report, TV programmes, etc)				
9.	If any other please specify				

6. How often do you read the following in **magazines**?

	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	Snippets(very brief news)				
2.	Advertisements				
a.	Product related advertisements (eg. Advertisements of soft drinks, soaps etc)				
b.	Other types of advertisements (eg. social campaigns, health awareness campaigns)				
3.	Stories				
a.	Short (state scan, brief development of the week)				

	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
b.	Cover (story mentioned on the cover page of magazine)				
4.	Columns				
5.	Features				
6.	Editorials				
7.	Interviews (interviews of celebrities)				
9.	Cartoons				
10.	Quotations				
11.	Letters				
12.	Current affairs				
13.	Reporters' diary				
14.	If any other please specify				

7. How often do you listen the following on **radio**?

Sr. No.	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	News				
2.	Entertainment				
3.	Educational				
4.	If any other please specify				

8. How often do you watch the following in **television**?

Sr. No.	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	Entertainment programmes				
a.	Movies				
b.	Songs				
c.	Music show				
d.	serials				
e.	Fashion show				
2.	Educational programme (eg. Gyandarshan etc)				
3.	Other types of prgramme				
a.	Interviews (eg. interviews of celebrities)				
b.	Panel shows(show where group of experts are invited and the moderator introduces the experts, explains the theme, anchors the discussion and concludes such as panel show on cricket match)				
c.	Talk shows (show where a guest is invited and the host introduces the topic related to the guest and have discussions)				
d.	Open forum (eg. Barkha Dutta's The people and Big Fight in NDTV)				
e.	Documentaries (Discovery Channel, National Geography etc)				
f.	Demonstrations (eg. Recipes)				
4.	Advertisements				
a.	Product related advertisements (eg. Advertisement of soap)				
b.	Other types of advertisements(social campaigns, health awareness campaigns)				
	Any Other Please specify				

9. How often do you access the following in **Internet**?

Sr. No.	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	Entertainment sites				
a.	e- mails				
b.	Chatting				
c.	Movies				
d.	Games				
e.	Music				
f.	Sports				
2.	Educational sites				
3.	Other sites				
a.	Online shopping				
b.	Online booking (eg. Booking of tickets)				
c.	Travel information				
d.	Job related				
e.	Financial information				
f.	Horoscopes				
g.	Pictures/ photographs				
h.	Maps				
10.	Advertisements				
11.	Any Other Please specify				

6. **Opinion about Importance of Media**

Today media is believed to play an important role in shaping the society. As an individual you must have formed certain opinion about importance of media. Kindly, read the following statements regarding importance of media and give your opinion as directed.

Please tickmark (✓) in columns against the statements which according to you is most appropriate.

GE - If you agree to great extent

SE- If you agree to some extent

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
	Media			
1.	provide constant flow of information about events / happenings of the society.			
2.	help in better understanding of any message.			
3.	exaggerate the events / happenings of the society.			
4.	transmit information about current events at rapid rate irrespective of geographical conditions.			
5.	transmit cultural values from one generation to another.			
6.	encourage unnecessary expenditure.			
7.	provide entertainment to people during their leisure time.			
8.	being market driven, is urban oriented and ignore the rural masses.			
9.	help in globalization of an individual's thinking.			
10.	help to broaden an individual's outlook towards life.			
11.	increase the horizons of knowledge of an individual.			
12.	create awareness regarding current issue and events.			
13.	take people to the world of fantasy.			
14.	encourage to develop positive attitudes/behaviour of individuals.			
15.	lead to formation of undesirable habits(eg. addiction for smoking. etc).			
16.	increase aggressiveness among individual.			
17.	are responsible for social change.			
18.	have the power to change economic and political scenario (eg. replacing government).			
19.	depict stereotypes / violence / vulgarity.			
20.	have the power to provide education.			
21.	play important role in development of nation.			

Sr. No.	Statements	GE	SE	LE
22.	play important role in rural development.			
23.	lead to passive exposure of an individual.			
24.	television and internet -			
a.	reduce frequency of social visits of an individual.			
b.	affect reading habits of individuals.			
c.	lead to degeneration of social fabric (eg. Serials show evil pays and goodness suffer).			
27.	if any other please specify _____			

Section - II

Importance of Media Education

Children are growing in a media-dominated culture. Their constant exposure to media messages influences the way they think about the world and themselves. If the exposure is mostly passive then the details in those messages exert their effect without children's' awareness. It is from these inaccurate images that the children infer their beliefs about the world. Thus the young fertile minds of the children need to be helped in proper media utilisation. For this children should be made active during their exposure to various media. This can be best achieved through media education to the children.

Thus following are the statements regarding the importance of media education. Please tick mark (✓) in columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
1.	Media education will help children to understand			
a.	how a media message reaches from one person to other.			
b.	the role of media in society. (eg. Role of Media in social change).			
c.	functions of media (eg. Creating awareness, and influencing opinion and actions of people).			
d.	role of media in providing education. (eg. Distance education/ non-formal education, UGC countrywide classroom etc).			
2.	Media education will help children to identify			
a.	portrayal of men and women stressed in media such as films, stories, TV, magazines and newspapers (eg. traditional role such as media portraying women as submissive ones, men as decision makers).			

Sr. No.	Statements	GE	SE	LE
b.	media bias (eg. media taking favour of any particular political party/group).			
c.	exaggeration in reporting of events in media (eg. Exaggeration in reporting communal conflicts).			
3.	Media education will encourage children to express themselves freely (eg. Discussion in classroom regarding any documentary film where children will be able to express their viewpoints).			
4.	Media education will protect children against harmful effects of media (eg. Information about how an advertisement is prepared will help children from being carried away by the same).			
5.	Media education will build competence among children to			
a.	question whatever they see, hear or read.			
b.	interpret media messages in correct manner (eg. Children will learn to interpret that product promotional advertisements may not yield cent percent result as claimed).			
6.	Children will learn how to			
a.	use media as a tool for learning(eg. learn to use Internet, collect newspaper articles or watch educational channels such as discovery channel for gathering information on a particular topic).			
b.	access relevant information from media (eg. learn how to screen useful information from bulk of information on internet, newspaper, TV or magazines).			
c.	analyse critically any media messages. (eg. how do the media messages influence people)			
d.	create media messages (eg. learn how to make a poster on saving water or protecting environment.			
7.	Media education will encourage children to act as responsible citizens in their future (eg. children will to exercise their democratic rights in right way).			
8.	If any other please specify _____			

Section - III

Content for Media Education Curriculum

Following are the topics regarding media education curriculum. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
Media education curriculum should include the following aspects :				
1.	Components of communication (eg. It includes sender who prepares the message, receiver such as audience, message, and channel that is medium for communicating).			
2.	Meaning and definition of media.			
3.	Functions of media.			
4.	Role of media.			
5.	Influence of media on individuals.			
6.	Different types of Media (print/ electronic/traditional/ multimedia).			
7.	Advantages and disadvantages of various types of media.			
8.	Analysis of media messages (eg. Analysis of messages published in newspapers/ magazines) such as :			
a.	who are involved in creating the message (eg. The news is created by team of people such as reporters, subeditors, editors, etc who decide how to represent reality).			
b.	what is the message about (eg. Whether the message focuses any particular value or ideology such as whether it reflects issues such as the nature of the good life, virtue of consumerism)			
c.	what is the purpose of the message (eg. Whether the message is sent to sell a particular product and make profit or just to entertain).			

Sr. No.	Statements	GE	SE	LE
d.	what techniques have been used to create the message (eg. In newspaper creative techniques such as use of catchy words, attractive visuals are used to prepare the message).			
e.	what can be the social, political or economic influence of the message on people (eg. Whether the news reported in television increases the knowledge of the people, or change their perception, attitude or behaviour).			
f.	how different people would experience the same message in different way depending on their age, sex, by family background. (eg. An elderly and adolescent, both will interpret an advertisement on cigarette smoking in two different way.			
9.	Discussion on media related issues such as :			
a.	portrayal of men and women (eg. How men are represented in media as the sole decision makers)			
b.	portrayal of Violence/vulgarity.			
c.	media bias (eg. Media favouring any political party to influence the common people for vote).			
d.	exaggerations in reporting of events in media (eg. Exaggerating the severity of communal violence).			
10.	Analysis of media advertisements:			
a.	meaning and definition of advertisements.			
b.	different types of advertisements (eg. Product related advertisements, social advertisements, educational advertisements)			
c.	different types of appeal used in advertisements to touch emotions of people (eg. Advertisements use appeals such as rational appeal where it is shown that a particular product would yield expected benefit).			
d.	the influence of advertisements on people.			
11.	Production of different types of media such as :			
a.	charts.			
b.	posters for campaigns (eg. campaign on child education).			
c.	brochures			
d.	booklets			
e.	leaflets			
f.	flipcharts			

Sr. No.	Statements	GE	SE	LE
g.	newsletters			
h.	scripts for TV/radio			
i.	articles for newspapers			
j.	articles for magazines			
k.	advertisements for any particular product.			
l.	Traditional media as :			
1.	bhavai			
2.	street play			
3.	puppets			
12.	If any other please specify _____			

Section - IV

Strategy for Implementing Media Education Curriculum

Following are the statements regarding the strategy that should be adopted to make media education curriculum effective. Please tick mark(✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
1	Media education should be introduced in the schools			
a	as an optional subject			
b	as part of the co curricular activity.			
c	as a compulsory subject.			
d	by integrating it with other courses.			
2.	Resource centers for media education should be established to provide facilities to the schools for teaching media education (centers which would provide audio-visual materials, equipments, textbooks related to media education).			
3.	School administrators/ teachers should			
a.	take initiative in incorporating media education in school curriculum.			
b.	provide for optimum infrastructural facilities (suitable books) and equipment (audio visual materials) required for teaching media education in schools.			
c.	establish link among teachers, parents and media professionals to develop common understanding among them regarding the media education curriculum.			
d.	be involved in developing standardised instrument to evaluate the effectiveness of imparting media education to students.			
e.	invite media experts to guide teachers for imparting media education to students.			
f.	encourage and facilitate various talks on media in schools (eg. Role of media, how media messages are created).			

Sr. No.	Statements	GE	SE	LE
g.	invite media experts who can explain to the parents their role in imparting media education to their children.			
h.	organize intra and inter school debate on media related topics (eg. media related topics such as terrorism, communal riots, violence).			
i.	organize workshop for students on techniques of media production to provide them practical experience.			
j.	arrange workshop for teachers to orient them regarding the methods of imparting media education to students.			
k.	organize exhibitions to create awareness among parents regarding the need of media education for children.			
l.	keep in mind to provide students full freedom to produce media messages according to their own interest. (eg. If children have interest in print media they should be involved in producing various types of print media).			
m.	be involved in developing a guideline on effective methods of imparting media education (eg. Approaches, procedures to be followed and classroom tasks)			
4.	If any other please specify _____			

Section - V

Role of Teachers

Teachers help in preparing children for their future lives. They contribute to a large extent in developing knowledge, values and proper habits among children, in other words, shaping their personality.

In today's media saturated society, media have become part and parcel of children's life. Their unrestricted and unlimited exposure to media is endangering their future. Here lies the role of teachers. They can save the young lives from unwanted effects of media, by imparting media education among them. They can facilitate children to understand the correct meanings of media massagers.

Following are the statements regarding role of teachers in providing media education to students. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
	Teachers can play important role in imparting media education by			
1.	becoming media literate (eg. Ability to judge the content, quality of news reported in newspaper, television etc).			
2.	preventing students against adoption of unhealthy attitude/behaviour from media (eg, Preventing from addiction towards cigarette smoking or indulging in violence).			
3.	consulting media experts to learn the effective ways of imparting media education among students.			
4.	encouraging students to think critically about whatever they see, hear or read (eg. Encouraging students to think critically about the content of television programme such as how the message will influence audience)			

Sr. No.	Statements	GE	SE	LE
5.	explaining students the difference between real and unreal messages (for instance exaggerated claim for fairness cream is meant to attract audience).			
6.	teaching students how to use media as tool for learning (eg. e-learning).			
7.	taking students for a visit to media centers (eg. All India Radio, Doordarshan, private channels, press).			
8.	explaining to the parents through parent-teachers' meetings about their role in imparting media education to their children.			
9.	arranging expert talk related to media. (eg. Role of media, techniques used to create media messages etc).			
10.	organizing workshops for students on techniques of producing different media messages to provide practical experience.			
11.	encouraging students to take part in intra and inter school debate on media related topics(eg. Media related topics such as reporting of violence in media, portrayal of stereotypical roles in media).			
12.	guiding students to			
	- collect information on any particular topic / event reported in any specific media.			
	- discuss about reporting of the event (eg. Purpose, and influence of the message, how the message has been presented whether any exaggeration is there etc).			
13.	guiding students to			
	- collect information on a particular topic from different types of media.			
	- compare the ways different media present the same information in different way (eg. Points emphasised, time and space devoted in each media and style of writing differ from one media to another).			
14.	guiding students to			
	- collect and compile different types of advertisements referring print/multimedia (eg. Preparing scrapbook).			
	- have discussion regarding the types of advertisement (eg. Whether advertisement conveys social message such as importance of polio or information related to any product, its possible influence on people etc).			

Sr. No.	Statements	GE	SE	LE
15.	asking students to			
	- view / listen to any media programme / clippings (eg. Radio programme, short video, newspaper clippings etc).			
	- express their opinion about the content of the media programme/ clippings (eg. What is the programme about, whether it reflects any social problem/ stereotypical roles/ violence or conveys any educational message).			
16.	encouraging students to contribute in school magazines/ newsletters.			
17.	encouraging students to use different media to present on any particular topic / subject (eg. Using posters, charts/slides/ cassettes to report on pollution).			
18.	involving students in production of various types of media (eg. Preparing advertisements for any particular products).			
19.	if any other please specify _____			

Section - VI

Role of Parents

Parents are essential agents for child rearing, socialization, shaping their basic characters and forming the overall personality.

In today's world where the children are over exposed to the media, the role of parents in shaping the young mind becomes all the more important. They can play vital role in protecting children from negative effects of media.

Following are the statements regarding role of parents in imparting media education. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
	Parents can play important role in imparting media education by			
1.	becoming media literate (eg. Ability to critically judge the content, relevance of film/ movie/articles in newspaper/ programmes of television etc).			
2.	guiding their children for right utilization of media (eg. Guiding children to increase knowledge by seeing more of educational programmes such as Animal planet).			
3.	encouraging children to use media for educational purposes (eg. Encouraging them to collect newspaper clippings for their assignment).			
4.	protecting children from harmful effects of media (eg. Protecting children against formation of hostile attitudes)			
5.	monitoring whatever their children see, hear or read (eg. Keeping an eye on the type of magazine their children read or films or TV programmes they watch).			
6.	avoiding children's exposure to the harmful content of media.			

Sr. No.	Statements	GE	SE	LE
7.	deciding the total time for each day's media consumption of children (eg. deciding the time limit for surfing internet or watching TV).			
8.	subscribing good books / magazines / educational CDs for their children.			
9.	becoming role model for their children by reading/viewing the type of media messages which have educational/informational value (eg. watching discovery channel/Animal planet, reading educational magazines such as encyclopaedia).			
10.	engaging children in various activities such as creative works, working with puzzles, games during their leisure time to reduce the over exposure to media.			
11.	providing incentives to children for reducing unwanted media consumption (eg. taking them for a fair, educational exhibitions).			
12.	helping children to understand the difference between real and unreal media messages (eg. explaining that the character of Shaktiman shown in television is a created one and do not exist in reality).			
13.	encouraging children to ask questions about what they see, hear or read.			
14.	discussing with children the content of media messages (eg. whether the film has any social or economic relevance or the impact of the film on people).			
15.	encouraging children to contribute in newspaper/ magazine (eg. writing articles in school magazines/children's column).			
16.	guiding children to participate in debate organised by school.(eg. Debates on media related issues)			
17.	if any other please specify _____			

Section - VII

Role of Media Professionals

Media professionals are the ones who are involved in shaping the world of media. They have an up-to-date experience and knowledge of day-to-day workings of the media. Therefore, they can play important role in imparting media education among children. They possess expertise in explaining to children the ways in which particular media text are produced.

Following are the statements regarding role of media professionals in imparting media education. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
	Media professionals can play important role in imparting media education by			
1.	using media to create awareness among people regarding the need of media education (eg. spreading information regarding the importance of media education through newspaper/television).			
2.	contributing towards development of resource centre for media education to provide facilities to the schools for teaching media education (centers which would provide audio-visual materials, equipments, textbooks related to media education).			
3.	designing appropriate content for media education.			
4.	taking initiative to develop a guideline on effective methods of imparting media education (eg. approaches, procedures to be followed and classroom tasks)			
5.	telecasting media education programme on regular basis.			
6.	organizing more of children oriented/educational programmes.			
7.	encouraging establishment of media watch groups that can monitor the functioning of media.			

Sr. No.	Statements	GE	SE	LE
8.	using various types of media to impart media education to students. (eg. media experts can provide media education course through newspaper/television/internet).			
9.	encouraging children to contribute in media (eg. writing articles in newspaper) and awarding the best contribution.			
10.	delivering talks related to media in schools (eg. talks on different types of media, role of media in society etc).			
11.	guiding teachers to plan activities under media education curriculum.			
12.	guiding school administrators in preparing standardised instrument to evaluate the effectiveness of imparting media education to students.			
13.	conducting workshops for teachers, parents to create awareness regarding the need of media education for children.			
14.	conducting workshops for students on techniques of production of different types of media for practical experience.			
15.	conducting training programme for teachers on effective methods for imparting media education.			
16.	conducting training programme for parents on effective methods for imparting media education.			
17.	if any other please specify _____			

RESEARCH TOOL FOR PARENTS

**Department of Home Science Extension and Communication
Faculty of Home Science
The M.S. University of Baroda
Vadodara.**

Dear Parent,

I am a Ph.D. Student in the Department of Home Science Extension and Communication, Faculty of Home Science, The M.S. University of Baroda, Vadodara. I am doing my Ph.D. research on "Perceptions of teachers, parents and media professionals regarding media education in schools." In this regard I have prepared a questionnaire and you are chosen as respondent to fill the questionnaire of my research.

Before filling the questionnaire please read a brief introduction about media education prepared for you.

I assure you that your information will be kept strictly confidential and will be used for research purpose only. The success of my study depends on your kind cooperation.

Thanking you,

Yours faithfully,

Prof. Uma Joshi
Guide & Head,

Debolina Dasgupta
Ph. D. student

Dept. of Home Science Extension
and Communication,
Faculty of Home Science
The M.S. University of Baroda
Vadodara.

Introduction

With advent of technological advancement every channel of media be it print (newspaper, magazine etc), electronic (television, radio), traditional (bhavai, puppet etc) or multimedia (Internet), the receptivity, reachability and popularity has increased widely. Individuals learn from media many of the facts of which he would have otherwise been ignorant. Media have powerful influence on various age groups and especially in the development of children.

Today children are growing up in a media saturated environment. Media have become part of young person's life. Their constant exposure to media messages influences the way they think about the world and themselves. The influence of media can be both positive as well as negative ones. Children are especially vulnerable to the negative effects from media violence in general compared with adults. The ever-expanding markets for goods through advertisements are flooding the society with information, ideas and attitudes which is difficult to control and assimilate. This is affecting the young minds to a great extent. As a result, they become a pressure group on parents and the parents often succumb to children's demands. Thus it is clear that the young, fertile and impressionistic minds of the children need to be protected from the risks of being affected negatively by the violence projected as part of their routine coverage of the events. They need to examine critically whatever they see, hear or read. Media messages if consumed wisely can broaden their horizon and help them to understand world in a better way. This can be best achieved through media education.

What is media education?

It is the education about media. Media education is concerned with developing an informed and critical understanding of the nature of the mass media, the techniques used by them, and the impact of these techniques. It aims to increase students' understanding and enjoyment of how the media work, how they produce meaning, how they are organized, how they construct reality and also develops ability to create media products.

Importance of Media Education

Media education makes young generation literate regarding media and their functioning. It provides students with an opportunity to develop skills which will enable them to analyze various forms of modern communication and to help students to become wise consumers of media. Media education prepares children for responsible participation in media saturated environment. Now the question arises how can media education be promoted among children? How can it be optimised? The school will be the best agent for providing media education to the children in a effective way. Schools can empower young children with better understanding of media so that the children can control their relationship with vast array of media messages they receive in their everyday environment. After this brief introduction I as a research student want to know the following things:

1. What do you think about media education?
2. According to you how can children be benefited through media education?
3. According to you how can media education be effectively introduced in the schools?

Therefore, a questionnaire has been prepared which contain information regarding media education for children in standards VII to IX. I request you to give your response to the statements regarding media education curriculum for children in standards VII to IX, which according to you is most appropriate for them.

Section – I

Background Information

Please read carefully and give the following information by tickmarking(✓) or writing wherever necessary against the statements applicable to you.

1. Sex:

Male _____

Female _____

2. Educational Qualification

FRCS / PhD / MDS _____

M.Phil _____

Masters _____

(M.A. / M.com /M.Sc/ M.Ed /M.D /M.S./ M.E /M.Pharm)

Graduate _____

(B.A. /B.com / B.Sc/B.Ed / MBBS / B.E./ B.Pharm / B.Tech / BDS)

Diploma _____

Higher secondary _____

Secondary education _____

3. Occupation

Father

Mother

Service _____

Business _____

Not-working _____

4. Income of the family :

Please specify _____

5. Mass Media Exposure

Given below are the statements regarding the exposure to mass media. Please give following information by tick marking (✓) or writing wherever necessary against the statements applicable to you.

1. Do you read / watch / use the following?

Types of media	Response	
	Yes	No
Newspapers		
Magazines		
Radio		
Television		
Internet		

2. How frequently do you read/listen/watch/access the following in a week?

Types of Media	1 day / week	2-3 days / week	4-5 days / week	6-7 days / week
Newspapers				
Magazines				
Radio				
Television				
Internet				

3. For how many hours/day approximately do you read/ listen/watch/ access the following?

Types of Media	Hours / Day
Newspapers	_____
Magazines	_____
Radio	_____
Television	_____
Internet	_____

4. How often do you read/listen / watch / access the following news in newspapers / magazines / television / internet respectively?

	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	Level of news				
a.	Local				
b.	Regional				
c.	National				
d.	World				
2.	Area of news				
e.	Social				
f.	Political				
g.	Sports				
h.	Economics				
i.	Educational				
j.	Scientific				
k.	Film related				
l.	Health related				
m.	If any other please specify				

5. How often do you read the following in newspapers?

	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	Advertisements				
a.	Product related advertisements (eg. advertisements of chocolates etc)				
b.	Other types of advertisements (eg. social campaigns, health awareness campaigns)				

	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
c.	Classifieds				
d.	Tender				
e.	Opportunities (eg. job related advertisements)				
2.	Editorials				
3.	Columns				
4.	Supplements				
5.	Stories				
6.	Cartoons				
7.	Letters				
8.	Other regular features (eg. Cinema list, weather report, TV programmes, etc)				
9.	If any other please specify				

6. How often do you read the following in **magazines**?

	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	Snippets(very brief news)				
2.	Advertisements				
a.	Product related advertisements (eg. Advertisements of soft drinks, soaps etc)				
b.	Other types of advertisements (eg. social campaigns, health awareness campaigns)				
3.	Stories				
a.	Short (state scan, brief development of the week)				

	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
b.	Cover (story mentioned on the cover page of magazine)				
4.	Columns				
5.	Features				
6.	Editorials				
7.	Interviews (interviews of celebrities)				
9.	Cartoons				
10.	Quotations				
11.	Letters				
12.	Current affairs				
13.	Reporters' diary				
14.	If any other please specify				

7. How often do you listen the following on **radio**?

Sr. No.	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	News				
2.	Entertainment				
3.	Educational				
4.	If any other please specify				

8. How often do you watch the following in **television**?

Sr. No.	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	Entertainment programmes				
a.	Movies				
b.	Songs				
c.	Music show				
d.	serials				
e.	Fashion show				
2.	Educational programme (eg. Gyandarshan etc)				
3.	Other types of programme				
a.	Interviews (eg. interviews of celebrities)				
b.	Panel shows(show where group of experts are invited and the moderator introduces the experts, explains the theme, anchors the discussion and concludes such as panel show on cricket match)				
c.	Talk shows (show where a guest is invited and the host introduces the topic related to the guest and have discussions)				
d.	Open forum (eg. Barkha Dutta's The people and Big Fight in NDTV)				
e.	Documentaries (Discovery Channel, National Geography etc)				
f.	Demonstrations (eg. Recipes)				
4.	Advertisements				
a.	Product related advertisements (eg. Advertisement of soap)				
b.	Other types of advertisements(social campaigns, health awareness campaigns)				
	Any Other Please specify				

9. How often do you access the following in Internet?

Sr. No.	Items	Frequently (more than four times a week)	Occasionally (Less than twice a week)	Rarely (fortnightly)	Never
1.	Entertainment sites				
a.	e- mails				
b.	Chatting				
c.	Movies				
d.	Games				
e.	Music				
f.	Sports				
2.	Educational sites				
3.	Other sites				
a.	Online shopping				
b.	Online booking (eg. Booking of tickets)				
c.	Travel information				
d.	Job related				
e.	Financial information				
f.	Horoscopes				
g.	Pictures/ photographs				
h.	Maps				
10.	Advertisements				
11.	Any Other Please specify				

6. Opinion about Importance of Media

Today media is believed to play an important role in shaping the society. As an individual you must have formed certain opinion about importance of media. Kindly, read the following statements regarding importance of media and give your opinion as directed.

Please tickmark (✓) in columns against the statements which according to you is most appropriate.

GE - If you agree to great extent

SE- If you agree to some extent

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
	Media			
1.	provide constant flow of information about events / happenings of the society.			
2.	help in better understanding of any message.			
3.	exaggerate the events / happenings of the society.			
4.	transmit information about current events at rapid rate irrespective of geographical conditions.			
5.	transmit cultural values from one generation to another.			
6.	encourage unnecessary expenditure.			
7.	provide entertainment to people during their leisure time.			
8.	being market driven, is urban oriented and ignore the rural masses.			
9.	help in globalization of an individual's thinking.			
10.	help to broaden an individual's outlook towards life.			
11.	increase the horizons of knowledge of an individual.			
12.	create awareness regarding current issue and events.			
13.	take people to the world of fantasy.			
14.	encourage to develop positive attitudes/behaviour of individuals.			
15.	lead to formation of undesirable habits(eg. addiction for smoking. etc).			
16.	increase aggressiveness among individual.			
17.	are responsible for social change.			
18.	have the power to change economic and political scenario (eg. replacing government).			
19.	depict stereotypes / violence / vulgarity.			
20.	have the power to provide education.			
21.	play important role in development of nation.			

Sr. No.	Statements	GE	SE	LE
22.	play important role in rural development.			
23.	lead to passive exposure of an individual.			
24.	television and internet -			
a.	reduce frequency of social visits of an individual.			
b.	affect reading habits of individuals.			
c.	lead to degeneration of social fabric (eg. Serials show evil pays and goodness suffer).			
27.	if any other please specify _____			

Section - II

Importance of Media Education

Children are growing in a media-dominated culture. Their constant exposure to media messages influences the way they think about the world and themselves. If the exposure is mostly passive then the details in those messages exert their effect without children's' awareness. It is from these inaccurate images that the children infer their beliefs about the world. Thus the young fertile minds of the children need to be helped in proper media utilisation. For this children should be made active during their exposure to various media. This can be best achieved through media education to the children.

Thus following are the statements regarding the importance of media education. Please tick mark (✓) in columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
1.	Media education will help children to understand			
a.	how a media message reaches from one person to other.			
b.	the role of media in society. (eg. Role of Media in social change).			
c.	functions of media (eg. Creating awareness, and influencing opinion and actions of people).			
d.	role of media in providing education. (eg. Distance education/ non-formal education, UGC countrywide classroom etc).			
2.	Media education will help children to identify			
a.	portrayal of men and women stressed in media such as films, stories, TV, magazines and newspapers (eg. traditional role such as media portraying women as submissive ones, men as decision makers).			

Sr. No.	Statements	GE	SE	LE
b.	media bias (eg. media taking favour of any particular political party/group).			
c.	exaggeration in reporting of events in media (eg. Exaggeration in reporting communal conflicts).			
3.	Media education will encourage children to express themselves freely (eg. Discussion in classroom regarding any documentary film where children will be able to express their viewpoints).			
4.	Media education will protect children against harmful effects of media (eg. Information about how an advertisement is prepared will help children from being carried away by the same).			
5.	Media education will build competence among children to			
a.	question whatever they see, hear or read.			
b.	interpret media messages in correct manner (eg. Children will learn to interpret that product promotional advertisements may not yield cent percent result as claimed).			
6.	Children will learn how to			
a.	use media as a tool for learning(eg. learn to use Internet, collect newspaper articles or watch educational channels such as discovery channel for gathering information on a particular topic).			
b.	access relevant information from media (eg. learn how to screen useful information from bulk of information on internet, newspaper, TV or magazines).			
c.	analyse critically any media messages. (eg. how do the media messages influence people)			
d.	create media messages (eg. learn how to make a poster on saving water or protecting environment.			
7.	Media education will encourage children to act as responsible citizens in their future (eg. children will to exercise their democratic rights in right way).			
8.	If any other please specify _____			

Section - III

Content for Media Education Curriculum

Following are the topics regarding media education curriculum. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
Media education curriculum should include the following aspects :				
1.	Components of communication (eg. It includes sender who prepares the message, receiver such as audience, message, and channel that is medium for communicating).			
2.	Meaning and definition of media.			
3.	Functions of media.			
4.	Role of media.			
5.	Influence of media on individuals.			
6.	Different types of Media (print/ electronic/traditional/ multimedia).			
7.	Advantages and disadvantages of various types of media.			
8.	Analysis of media messages (eg. Analysis of messages published in newspapers/ magazines) such as :			
a.	who are involved in creating the message (eg. The news is created by team of people such as reporters, subeditors, editors, etc who decide how to represent reality).			
b.	what is the message about (eg. Whether the message focuses any particular value or ideology such as whether it reflects issues such as the nature of the good life, virtue of consumerism)			
c.	what is the purpose of the message (eg. Whether the message is sent to sell a particular product and make profit or just to entertain).			

Sr. No.	Statements	GE	SE	LE
d.	what techniques have been used to create the message (eg. In newspaper creative techniques such as use of catchy words, attractive visuals are used to prepare the message).			
e.	what can be the social, political or economic influence of the message on people (eg. Whether the news reported in television increases the knowledge of the people, or change their perception, attitude or behaviour).			
f.	how different people would experience the same message in different way depending on their age, sex, by family background. (eg. An elderly and adolescent, both will interpret an advertisement on cigarette smoking in two different way.			
9.	Discussion on media related issues such as :			
a.	portrayal of men and women (eg. How men are represented in media as the sole decision makers)			
b.	portrayal of Violence/vulgarity.			
c.	media bias (eg. Media favouring any political party to influence the common people for vote).			
d.	exaggerations in reporting of events in media (eg. Exaggerating the severity of communal violence).			
10.	Analysis of media advertisements:			
a.	meaning and definition of advertisements.			
b.	different types of advertisements (eg. Product related advertisements, social advertisements, educational advertisements)			
c.	different types of appeal used in advertisements to touch emotions of people (eg. Advertisements use appeals such as rational appeal where it is shown that a particular product would yield expected benefit).			
d.	the influence of advertisements on people.			
11.	Production of different types of media such as :			
a.	charts.			
b.	posters for campaigns (eg. campaign on child education).			
c.	brochures			
d.	booklets			
e.	leaflets			
f.	flipcharts			

Sr. No.	Statements	GE	SE	LE
g.	newsletters			
h.	scripts for TV/radio			
i.	articles for newspapers			
j.	articles for magazines			
k.	advertisements for any particular product.			
l.	Traditional media as :			
1.	bhavai			
2.	street play			
3.	puppets			
12.	If any other please specify _____			

Section - IV

Strategy for Implementing Media Education Curriculum

Following are the statements regarding the strategy that should be adopted to make media education curriculum effective. Please tick mark(✓)in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
1	Media education should be introduced in the schools			
a	as an optional subject			
b	as part of the co curricular activity.			
c	as a compulsory subject.			
d	by integrating it with other courses.			
2.	Resource centers for media education should be established to provide facilities to the schools for teaching media education (centers which would provide audio-visual materials, equipments, textbooks related to media education).			
3.	School administrators/ teachers should			
a.	take initiative in incorporating media education in school curriculum.			
b.	provide for optimum infrastructural facilities (suitable books) and equipment (audio visual materials) required for teaching media education in schools.			
c.	establish link among teachers, parents and media professionals to develop common understanding among them regarding the media education curriculum.			
d.	be involved in developing standardised instrument to evaluate the effectiveness of imparting media education to students.			
e.	invite media experts to guide teachers for imparting media education to students.			
f.	encourage and facilitate various talks on media in schools (eg. Role of media, how media messages are created).			

Sr. No.	Statements	GE	SE	LE
g.	invite media experts who can explain to the parents their role in imparting media education to their children.			
h.	organize intra and inter school debate on media related topics (eg. media related topics such as terrorism, communal riots, violence).			
i.	organize workshop for students on techniques of media production to provide them practical experience.			
j.	arrange workshop for teachers to orient them regarding the methods of imparting media education to students.			
k.	organize exhibitions to create awareness among parents regarding the need of media education for children.			
l.	keep in mind to provide students full freedom to produce media messages according to their own interest. (eg. If children have interest in print media they should be involved in producing various types of print media).			
m.	be involved in developing a guideline on effective methods of imparting media education (eg. Approaches, procedures to be followed and classroom tasks)			
4.	If any other please specify _____			

Section - V

Role of Teachers

Teachers help in preparing children for their future lives. They contribute to a large extent in developing knowledge, values and proper habits among children, in other words, shaping their personality.

In today's media saturated society, media have become part and parcel of children's life. Their unrestricted and unlimited exposure to media is endangering their future. Here lies the role of teachers. They can save the young lives from unwanted effects of media, by imparting media education among them. They can facilitate children to understand the correct meanings of media massagers.

Following are the statements regarding role of teachers in providing media education to students. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
	Teachers can play important role in imparting media education by			
1.	becoming media literate (eg. Ability to judge the content, quality of news reported in newspaper, television etc).			
2.	preventing students against adoption of unhealthy attitude/behaviour from media (eg, Preventing from addiction towards cigarette smoking or indulging in violence).			
3.	consulting media experts to learn the effective ways of imparting media education among students.			
4.	encouraging students to think critically about whatever they see, hear or read (eg. Encouraging students to think critically about the content of television programme such as how the message will influence audience)			

Sr. No.	Statements	GE	SE	LE
5.	explaining students the difference between real and unreal messages (for instance exaggerated claim for fairness cream is meant to attract audience).			
6.	teaching students how to use media as tool for learning (eg. e-learning).			
7.	taking students for a visit to media centers (eg. All India Radio, Doordarshan, private channels, press).			
8.	explaining to the parents through parent-teachers' meetings about their role in imparting media education to their children.			
9.	arranging expert talk related to media. (eg. Role of media, techniques used to create media messages etc).			
10.	organizing workshops for students on techniques of producing different media messages to provide practical experience.			
11.	encouraging students to take part in intra and inter school debate on media related topics(eg. Media related topics such as reporting of violence in media, portrayal of stereotypical roles in media).			
12.	guiding students to			
	- collect information on any particular topic / event reported in any specific media.			
	- discuss about reporting of the event (eg. Purpose, and influence of the message, how the message has been presented whether any exaggeration is there etc).			
13.	guiding students to			
	- collect information on a particular topic from different types of media.			
	- compare the ways different media present the same information in different way (eg. Points emphasised, time and space devoted in each media and style of writing differ from one media to another).			
14.	guiding students to			
	- collect and compile different types of advertisements referring print/multimedia (eg. Preparing scrapbook).			
	- have discussion regarding the types of advertisement (eg. Whether advertisement conveys social message such as importance of polio or information related to any product, its possible influence on people etc).			

Sr. No.	Statements	GE	SE	LE
15.	asking students to			
	- view / listen to any media programme / clippings (eg. Radio programme, short video, newspaper clippings etc).			
	- express their opinion about the content of the media programme/ clippings (eg. What is the programme about, whether it reflects any social problem/ stereotypical roles/ violence or conveys any educational message).			
16.	encouraging students to contribute in school magazines/ newsletters.			
17.	encouraging students to use different media to present on any particular topic / subject (eg. Using posters, charts/slides/ cassettes to report on pollution).			
18.	involving students in production of various types of media (eg. Preparing advertisements for any particular products).			
19.	if any other please specify _____			

Section - VI

Role of Parents

Parents are essential agents for child rearing, socialization, shaping their basic characters and forming the overall personality.

In today's world where the children are over exposed to the media, the role of parents in shaping the young mind becomes all the more important. They can play vital role in protecting children from negative effects of media.

Following are the statements regarding role of parents in imparting media education. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
	Parents can play important role in imparting media education by			
1.	becoming media literate (eg. Ability to critically judge the content, relevance of film/ movie/articles in newspaper/ programmes of television etc).			
2.	guiding their children for right utilization of media (eg. Guiding children to increase knowledge by seeing more of educational programmes such as Animal planet).			
3.	encouraging children to use media for educational purposes (eg. Encouraging them to collect newspaper clippings for their assignment).			
4.	protecting children from harmful effects of media (eg. Protecting children against formation of hostile attitudes)			
5.	monitoring whatever their children see, hear or read (eg. Keeping an eye on the type of magazine their children read or films or TV programmes they watch).			
6.	avoiding children's exposure to the harmful content of media.			

Sr. No.	Statements	GE	SE	LE
7.	deciding the total time for each day's media consumption of children (eg. deciding the time limit for surfing internet or watching TV).			
8.	subscribing good books / magazines / educational CDs for their children.			
9.	becoming role model for their children by reading/viewing the type of media messages which have educational/informational value (eg. watching discovery channel/Animal planet, reading educational magazines such as encyclopaedia).			
10.	engaging children in various activities such as creative works, working with puzzles, games during their leisure time to reduce the over exposure to media.			
11.	providing incentives to children for reducing unwanted media consumption (eg. taking them for a fair, educational exhibitions).			
12.	helping children to understand the difference between real and unreal media messages (eg. explaining that the character of Shaktiman shown in television is a created one and do not exist in reality).			
13.	encouraging children to ask questions about what they see, hear or read.			
14.	discussing with children the content of media messages (eg. whether the film has any social or economic relevance or the impact of the film on people).			
15.	encouraging children to contribute in newspaper/ magazine (eg. writing articles in school magazines/children's column).			
16.	guiding children to participate in debate organised by school.(eg. Debates on media related issues)			
17.	if any other please specify _____			

Section - VII

Role of Media Professionals

Media professionals are the ones who are involved in shaping the world of media. They have an up-to-date experience and knowledge of day-to-day workings of the media. Therefore, they can play important role in imparting media education among children. They possess expertise in explaining to children the ways in which particular media text are produced.

Following are the statements regarding role of media professionals in imparting media education. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
	Media professionals can play important role in imparting media education by			
1.	using media to create awareness among people regarding the need of media education (eg. spreading information regarding the importance of media education through newspaper/television).			
2.	contributing towards development of resource centre for media education to provide facilities to the schools for teaching media education (centers which would provide audio-visual materials, equipments, textbooks related to media education).			
3.	designing appropriate content for media education.			
4.	taking initiative to develop a guideline on effective methods of imparting media education (eg. approaches, procedures to be followed and classroom tasks)			
5.	telecasting media education programme on regular basis.			
6.	organizing more of children oriented/educational programmes.			
7.	encouraging establishment of media watch groups that can monitor the functioning of media.			

Sr. No.	Statements	GE	SE	LE
8.	using various types of media to impart media education to students. (eg. media experts can provide media education course through newspaper/television/internet).			
9.	encouraging children to contribute in media (eg. writing articles in newspaper) and awarding the best contribution.			
10.	delivering talks related to media in schools (eg. talks on different types of media, role of media in society etc).			
11.	guiding teachers to plan activities under media education curriculum.			
12.	guiding school administrators in preparing standardised instrument to evaluate the effectiveness of imparting media education to students.			
13.	conducting workshops for teachers, parents to create awareness regarding the need of media education for children.			
14.	conducting workshops for students on techniques of production of different types of media for practical experience.			
15.	conducting training programme for teachers on effective methods for imparting media education.			
16.	conducting training programme for parents on effective methods for imparting media education.			
17.	if any other please specify _____			



RESEARCH TOOL FOR MEDIA PROFESSIONALS

**Department of Home Science Extension and Communication
Faculty of Home Science
The M.S. University of Baroda
Vadodara**

Dear Media Professional,

I am a Ph.D. Student in the Department of Home Science Extension and Communication, Faculty of Home Science, The M.S. University of Baroda, Vadodara. I am doing my Ph.D. research on "Perceptions of teachers, parents and media professionals regarding media education in schools." In this regard I have prepared a questionnaire and you are chosen as respondent to fill the questionnaire of my research.

Before filling the questionnaire please read a brief introduction about media education prepared for you.

I assure you that your information will be kept strictly confidential and will be used for research purpose only. The success of my study depends on your kind cooperation.

Thanking you,

Yours faithfully,

Prof. Uma Joshi
Guide & Head,

Debolina Dasgupta
Ph. D. student

Dept. of Home Science Extension
and Communication,
Faculty of Home Science
The M.S. University of Baroda
Vadodara.

Introduction

With advent of technological advancement every channel of media be it print (newspaper, magazine etc), electronic (television, radio), traditional (bhavai, puppet etc) or multimedia (Internet), the receptivity, reachability and popularity has increased widely. Individuals learn from media many of the facts of which he would have otherwise been ignorant. Media have powerful influence on various age groups and especially in the development of children.

Today children are growing up in a media saturated environment. Media have become part of young person's life. Their constant exposure to media messages influences the way they think about the world and themselves. The influence of media can be both positive as well as negative ones. Children are especially vulnerable to the negative effects from media violence in general compared with adults. The ever-expanding markets for goods through advertisements are flooding the society with information, ideas and attitudes which is difficult to control and assimilate. This is affecting the young minds to a great extent. As a result, they become a pressure group on parents and the parents often succumb to children's demands. Thus it is clear that the young, fertile and impressionistic minds of the children need to be protected from the risks of being affected negatively by the violence projected as part of their routine coverage of the events. They need to examine critically whatever they see, hear or read. Media messages if consumed wisely can broaden their horizon and help them to understand world in a better way. This can be best achieved through media education.

What is media education?

It is the education about media. Media education is concerned with developing an informed and critical understanding of the nature of the mass media, the techniques used by them, and the impact of these techniques. It aims to increase students' understanding and enjoyment of how the media work, how they produce meaning, how they are organized, how they construct reality and also develops ability to create media products.

Importance of Media Education

Media education makes young generation literate regarding media and their functioning. It provides students with an opportunity to develop skills which will enable them to analyze various forms of modern communication and to help students to become wise consumers of media. Media education prepares children for responsible participation in media saturated environment. Now the question arises how can media education be promoted among children? How can it be optimised? The school will be the best agent for providing media education to the children in a effective way. Schools can empower young children with better understanding of media so that the children can control their relationship with vast array of media messages they receive in their everyday environment. After this brief introduction I as a research student want to know the following things:

1. What do you think about media education?
2. According to you how can children be benefited through media education?
3. According to you how can media education be effectively introduced in the schools?

Therefore, a questionnaire has been prepared which contain information regarding media education for children in standards VII to IX. I request you to give your response to the statements regarding media education curriculum for children in standards VII to IX, which according to you is most appropriate for them.

Section – I

Background Information

Please read carefully and give the following information by tick marking (✓) or writing wherever necessary against the statements applicable to you.

1. Sex:
Male _____
Female _____
2. Age _____
3. Years of Experience _____
4. Type of media organization you are working
Government _____
Non government _____
5. Educational qualification
Please specify _____
6. Type of employment
Employed _____
Free lance _____

Section - II

Importance of Media Education

Children are growing in a media-dominated culture. Their constant exposure to media messages influences the way they think about the world and themselves. If the exposure is mostly passive then the details in those messages exert their effect without children's' awareness. It is from these inaccurate images that the children infer their beliefs about the world. Thus the young fertile minds of the children need to be helped in proper media utilisation. For this children should be made active during their exposure to various media. This can be best achieved through media education to the children.

Thus following are the statements regarding the importance of media education. Please tick mark (✓) in columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
1.	Media education will help children to understand			
a.	how a media message reaches from one person to other.			
b.	the role of media in society. (eg. Role of Media in social change).			
c.	functions of media (eg. Creating awareness, and influencing opinion and actions of people).			
d.	role of media in providing education. (eg. Distance education/ non-formal education, UGC countrywide classroom etc).			
2.	Media education will help children to identify			
a.	portrayal of men and women stressed in media such as films, stories, TV, magazines and newspapers (eg. traditional role such as media portraying women as submissive ones, men as decision makers).			

Sr. No.	Statements	GE	SE	LE
b.	media bias (eg. media taking favour of any particular political party/group).			
c.	exaggeration in reporting of events in media (eg. Exaggeration in reporting communal conflicts).			
3.	Media education will encourage children to express themselves freely (eg. Discussion in classroom regarding any documentary film where children will be able to express their viewpoints).			
4.	Media education will protect children against harmful effects of media (eg. Information about how an advertisement is prepared will help children from being carried away by the same).			
5.	Media education will build competence among children to			
a.	question whatever they see, hear or read.			
b.	interpret media messages in correct manner (eg. Children will learn to interpret that product promotional advertisements may not yield cent percent result as claimed).			
6.	Children will learn how to			
a.	use media as a tool for learning(eg. learn to use Internet, collect newspaper articles or watch educational channels such as discovery channel for gathering information on a particular topic).			
b.	access relevant information from media (eg. learn how to screen useful information from bulk of information on internet, newspaper, TV or magazines).			
c.	analyse critically any media messages. (eg. how do the media messages influence people)			
d.	create media messages (eg. learn how to make a poster on saving water or protecting environment.			
7.	Media education will encourage children to act as responsible citizens in their future (eg. children will to exercise their democratic rights in right way).			
8.	If any other please specify _____			

Section - III

Content for Media Education Curriculum

Following are the topics regarding media education curriculum. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
Media education curriculum should include the following aspects :				
1.	Components of communication (eg. It includes sender who prepares the message, receiver such as audience, message, and channel that is medium for communicating).			
2.	Meaning and definition of media.			
3.	Functions of media.			
4.	Role of media.			
5.	Influence of media on individuals.			
6.	Different types of Media (print/ electronic/traditional/ multimedia).			
7.	Advantages and disadvantages of various types of media.			
8.	Analysis of media messages (eg. Analysis of messages published in newspapers/ magazines) such as :			
a.	who are involved in creating the message (eg. The news is created by team of people such as reporters, subeditors, editors, etc who decide how to represent reality).			
b.	what is the message about (eg. Whether the message focuses any particular value or ideology such as whether it reflects issues such as the nature of the good life, virtue of consumerism)			
c.	what is the purpose of the message (eg. Whether the message is sent to sell a particular product and make profit or just to entertain).			

Sr. No.	Statements	GE	SE	LE
d.	what techniques have been used to create the message (eg. In newspaper creative techniques such as use of catchy words, attractive visuals are used to prepare the message).			
e.	what can be the social, political or economic influence of the message on people (eg. Whether the news reported in television increases the knowledge of the people, or change their perception, attitude or behaviour).			
f.	how different people would experience the same message in different way depending on their age, sex, by family background. (eg. An elderly and adolescent, both will interpret an advertisement on cigarette smoking in two different way.			
9.	Discussion on media related issues such as :			
a.	portrayal of men and women (eg. How men are represented in media as the sole decision makers)			
b.	portrayal of Violence/vulgarity.			
c.	media bias (eg. Media favouring any political party to influence the common people for vote).			
d.	exaggerations in reporting of events in media (eg. Exaggerating the severity of communal violence).			
10.	Analysis of media advertisements:			
a.	meaning and definition of advertisements.			
b.	different types of advertisements (eg. Product related advertisements, social advertisements, educational advertisements)			
c.	different types of appeal used in advertisements to touch emotions of people (eg. Advertisements use appeals such as rational appeal where it is shown that a particular product would yield expected benefit).			
d.	the influence of advertisements on people.			
11.	Production of different types of media such as :			
a.	charts.			
b.	posters for campaigns (eg. campaign on child education).			
c.	brochures			
d.	booklets			
e.	leaflets			
f.	flipcharts			

Sr. No.	Statements	GE	SE	LE
g.	newsletters			
h.	scripts for TV/radio			
i.	articles for newspapers			
j.	articles for magazines			
k.	advertisements for any particular product.			
l.	Traditional media as :			
1.	bhavai			
2.	street play			
3.	puppets			
12.	If any other please specify _____			

Section - IV

Strategy for Implementing Media Education Curriculum

Following are the statements regarding the strategy that should be adopted to make media education curriculum effective. Please tick mark(✓)in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
1	Media education should be introduced in the schools			
a	as an optional subject			
b	as part of the co curricular activity.			
c	as a compulsory subject.			
d	by integrating it with other courses.			
2.	Resource centers for media education should be established to provide facilities to the schools for teaching media education (centers which would provide audio-visual materials, equipments, textbooks related to media education).			
3.	School administrators/ teachers should			
a.	take initiative in incorporating media education in school curriculum.			
b.	provide for optimum infrastructural facilities (suitable books) and equipment (audio visual materials) required for teaching media education in schools.			
c.	establish link among teachers, parents and media professionals to develop common understanding among them regarding the media education curriculum.			
d.	be involved in developing standardised instrument to evaluate the effectiveness of imparting media education to students.			
e.	invite media experts to guide teachers for imparting media education to students.			
f.	encourage and facilitate various talks on media in schools (eg. Role of media, how media messages are created).			

Sr. No.	Statements	GE	SE	LE
g.	invite media experts who can explain to the parents their role in imparting media education to their children.			
h.	organize intra and inter school debate on media related topics (eg. media related topics such as terrorism, communal riots, violence).			
i.	organize workshop for students on techniques of media production to provide them practical experience.			
j.	arrange workshop for teachers to orient them regarding the methods of imparting media education to students.			
k.	organize exhibitions to create awareness among parents regarding the need of media education for children.			
l.	keep in mind to provide students full freedom to produce media messages according to their own interest. (eg. If children have interest in print media they should be involved in producing various types of print media).			
m.	be involved in developing a guideline on effective methods of imparting media education (eg. Approaches, procedures to be followed and classroom tasks).			
4.	If any other please specify _____			

Section - V

Role of Teachers

Teachers help in preparing children for their future lives. They contribute to a large extent in developing knowledge, values and proper habits among children, in other words, shaping their personality.

In today's media saturated society, media have become part and parcel of children's life. Their unrestricted and unlimited exposure to media is endangering their future. Here lies the role of teachers. They can save the young lives from unwanted effects of media, by imparting media education among them. They can facilitate children to understand the correct meanings of media massagers.

Following are the statements regarding role of teachers in providing media education to students. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
	Teachers can play important role in imparting media education by			
1.	becoming media literate (eg. Ability to judge the content, quality of news reported in newspaper, television etc).			
2.	preventing students against adoption of unhealthy attitude/behaviour from media (eg, Preventing from addiction towards cigarette smoking or indulging in violence).			
3.	consulting media experts to learn the effective ways of imparting media education among students.			
4.	encouraging students to think critically about whatever they see, hear or read (eg. Encouraging students to think critically about the content of television programme such as how the message will influence audience)			

Sr. No.	Statements	GE	SE	LE
5.	explaining students the difference between real and unreal messages (for instance exaggerated claim for fairness cream is meant to attract audience).			
6.	teaching students how to use media as tool for learning (eg. e-learning).			
7.	taking students for a visit to media centers (eg. All India Radio, Doordarshan, private channels, press).			
8.	explaining to the parents through parent-teachers' meetings about their role in imparting media education to their children.			
9.	arranging expert talk related to media. (eg. Role of media, techniques used to create media messages etc).			
10.	organizing workshops for students on techniques of producing different media messages to provide practical experience.			
11.	encouraging students to take part in intra and inter school debate on media related topics(eg. Media related topics such as reporting of violence in media, portrayal of stereotypical roles in media).			
12.	guiding students to			
	- collect information on any particular topic / event reported in any specific media.			
	- discuss about reporting of the event (eg. Purpose, and influence of the message, how the message has been presented whether any exaggeration is there etc).			
13.	guiding students to			
	- collect information on a particular topic from different types of media.			
	- compare the ways different media present the same information in different way (eg. Points emphasised, time and space devoted in each media and style of writing differ from one media to another).			
14.	guiding students to			
	- collect and compile different types of advertisements referring print/multimedia (eg. Preparing scrapbook).			
	- have discussion regarding the types of advertisement (eg. Whether advertisement conveys social message such as importance of polio or information related to any product, its possible influence on people etc).			

Sr. No.	Statements	GE	SE	LE
15.	asking students to			
	- view / listen to any media programme / clippings (eg. Radio programme, short video, newspaper clippings etc).			
	- express their opinion about the content of the media programme/ clippings (eg. What is the programme about, whether it reflects any social problem/ stereotypical roles/ violence or conveys any educational message).			
16.	encouraging students to contribute in school magazines/ newsletters.			
17.	encouraging students to use different media to present on any particular topic / subject (eg. Using posters, charts/slides/ cassettes to report on pollution).			
18.	involving students in production of various types of media (eg. Preparing advertisements for any particular products).			
19.	if any other please specify _____			

Section - VI

Role of Parents

Parents are essential agents for child rearing, socialization, shaping their basic characters and forming the overall personality.

In today's world where the children are over exposed to the media, the role of parents in shaping the young mind becomes all the more important. They can play vital role in protecting children from negative effects of media.

Following are the statements regarding role of parents in imparting media education. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
	Parents can play important role in imparting media education by			
1.	becoming media literate (eg. Ability to critically judge the content, relevance of film/ movie/articles in newspaper/ programmes of television etc).			
2.	guiding their children for right utilization of media (eg. Guiding children to increase knowledge by seeing more of educational programmes such as Animal planet).			
3.	encouraging children to use media for educational purposes (eg. Encouraging them to collect newspaper clippings for their assignment).			
4.	protecting children from harmful effects of media (eg. Protecting children against formation of hostile attitudes)			
5.	monitoring whatever their children see, hear or read (eg. Keeping an eye on the type of magazine their children read or films or TV programmes they watch).			
6.	avoiding children's exposure to the harmful content of media.			

Sr. No.	Statements	GE	SE	LE
7.	deciding the total time for each day's media consumption of children (eg. deciding the time limit for surfing internet or watching TV).			
8.	subscribing good books / magazines / educational CDs for their children.			
9.	becoming role model for their children by reading/viewing the type of media messages which have educational/informational value (eg. watching discovery channel/Animal planet, reading educational magazines such as encyclopaedia).			
10.	engaging children in various activities such as creative works, working with puzzles, games during their leisure time to reduce the over exposure to media.			
11.	providing incentives to children for reducing unwanted media consumption (eg. taking them for a fair, educational exhibitions).			
12.	helping children to understand the difference between real and unreal media messages (eg. explaining that the character of Shaktiman shown in television is a created one and do not exist in reality).			
13.	encouraging children to ask questions about what they see, hear or read.			
14.	discussing with children the content of media messages (eg. whether the film has any social or economic relevance or the impact of the film on people).			
15.	encouraging children to contribute in newspaper/ magazine (eg. writing articles in school magazines/children's column).			
16.	guiding children to participate in debate organised by school.(eg. Debates on media related issues)			
17.	if any other please specify _____			

Section - VII

Role of Media Professionals

Media professionals are the ones who are involved in shaping the world of media. They have an up-to-date experience and knowledge of day-to-day workings of the media. Therefore, they can play important role in imparting media education among children. They possess expertise in explaining to children the ways in which particular media text are produced.

Following are the statements regarding role of media professionals in imparting media education. Please tick mark (✓) in the columns against the statements which according to you is most appropriate.

GE - If you agree to great extent.

SE- If you agree to some extent.

LE- If you agree to less extent or do not agree

Sr. No.	Statements	GE	SE	LE
	Media professionals can play important role in imparting media education by			
1.	using media to create awareness among people regarding the need of media education (eg. spreading information regarding the importance of media education through newspaper/television).			
2.	contributing towards development of resource centre for media education to provide facilities to the schools for teaching media education (centers which would provide audio-visual materials, equipments, textbooks related to media education).			
3.	designing appropriate content for media education.			
4.	taking initiative to develop a guideline on effective methods of imparting media education (eg. approaches, procedures to be followed and classroom tasks)			
5.	telecasting media education programme on regular basis.			
6.	organizing more of children oriented/educational programmes.			
7.	encouraging establishment of media watch groups that can monitor the functioning of media.			

Sr. No.	Statements	GE	SE	LE
8.	using various types of media to impart media education to students. (eg. media experts can provide media education course through newspaper/television/internet).			
9.	encouraging children to contribute in media (eg. writing articles in newspaper) and awarding the best contribution.			
10.	delivering talks related to media in schools (eg. talks on different types of media, role of media in society etc).			
11.	guiding teachers to plan activities under media education curriculum.			
12.	guiding school administrators in preparing standardised instrument to evaluate the effectiveness of imparting media education to students.			
13.	conducting workshops for teachers, parents to create awareness regarding the need of media education for children.			
14.	conducting workshops for students on techniques of production of different types of media for practical experience.			
15.	conducting training programme for teachers on effective methods for imparting media education.			
16.	conducting training programme for parents on effective methods for imparting media education.			
17.	if any other please specify _____			