

MEDIA AND EDUCATION: A SOURCE OF REAL EMPOWERMENT

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ABSTRACT:

This paper realises the role of media in promoting peace through education. Media can be divided into different channels like community media, NGOs and Self-help Groups. Community media serve society better as they create large audiences and help in penetrating media messages which also give room for feedback and discussion among the stratified audiences. Community media brought a revolution in Indian education when television sets were introduced in schools and colleges. Educational channels like Gyandarshan helped in delivering school lessons to target groups of children. Community media help in teaching social messages to audiences like children, farmers, female groups, old age people and thus, make them aware of the much needed behavioural changes like education, hygiene, living pattern and humanitarian issues. When people of a nation get socially educated through media, that nation may be called as media literate and then we can assume the role of media in promoting peace because where education prevails, justice dominates and society becomes morally balanced. This paper also analyses the role of NGOs and Self-help groups in educating society through various programmes conducted on collective basis thus, promoting skill development and moreover, a financially benefitted society.

KEYWORDS: Community Media, SHGs, NGOs, Empowerment, Power.

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