

## ROLE OF MEDIA IN SKILL DEVELOPMENT

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### *Abstract*

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*Today world is well known as world of IT. There are many IT tools which we use in our professional and personal life. There are many medium we use for communication and knowledge gaining. These medias can be also used for skill development in higher education especially in professional degree courses such as engineering, teacher education etc.*

*In this paper the role of all types of media in skill development is explained.*

**Keywords** – Media, Mass media, electronic media, skill development.



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This era of today is recognized as IT era. World has become very hi-tech and day-to-day life very hectic. Everyone is very busy in ones profession. This hectic life requires lot of skill to workout our day-to-day life and profession. Teaching profession is one of the professions which require lot of skill in individual to carry on with it.

### **Skill is**

1. The ability, learning from ones knowledge practice, attitude, etc. to do something well.
2. An ability and capacity acquired through deliberate, systematic, and sustained effort to smoothly and adaptively carryout complete activities or job functions involving ideas ( cognitive skills) things ( technical skills ). And for people interpersonal skills.

Skill can be classified into three main types. Transferable/ functional, personal Traits/attitudes, and knowledge based. The fable below provides and description and examples of each skill type.

Sr. No.	Skill type	Description
1	Transferable/ functional	<ul style="list-style-type: none"> <li>• Action taken to perform a task transferable to different work functions..</li> <li>• Based on ability and aptitude.</li> <li>• Expressed in verbs.</li> <li>• Examples –               <ol style="list-style-type: none"> <li>1. Organization</li> <li>2. Promotion</li> <li>3. Analysis</li> <li>4. Writing.</li> </ol> </li> </ul>
2	Personal traits/ attitudes	<ul style="list-style-type: none"> <li>• Traits or personality characteristics that contribute to performing any type of work.</li> <li>• Developed in childhood and through life experience.</li> <li>• Expressed in adjectives.</li> <li>• Examples-               <ol style="list-style-type: none"> <li>1. Patience</li> <li>2. Tolerance.</li> <li>3. Career orientated</li> <li>4. Independent.</li> </ol> </li> </ul>
3	Knowledge based	<ul style="list-style-type: none"> <li>• Knowledge of specific subject, procedure, and information necessary to perform any educational task.</li> <li>• Acquired through education, training, and on the work experience.</li> <li>• Technology orientation</li> <li>• Example –               <ol style="list-style-type: none"> <li>1. Skill based teaching</li> <li>2. Punctuality, planning and preparation.</li> <li>3. Presentation.</li> </ol> </li> </ul>

**The top Ten skills a graduate on any faculty should bear as**

- 1) preparation,
- (2) Communication - Verbal and written communication and listening.
- (3) Teamwork
- (4) Negotiation
- (5) Problem Solving.
- (6) Leadership.

(7) Organization.

(8) self motivation.

(9) Ability to work with peers.

(10) Confidence.

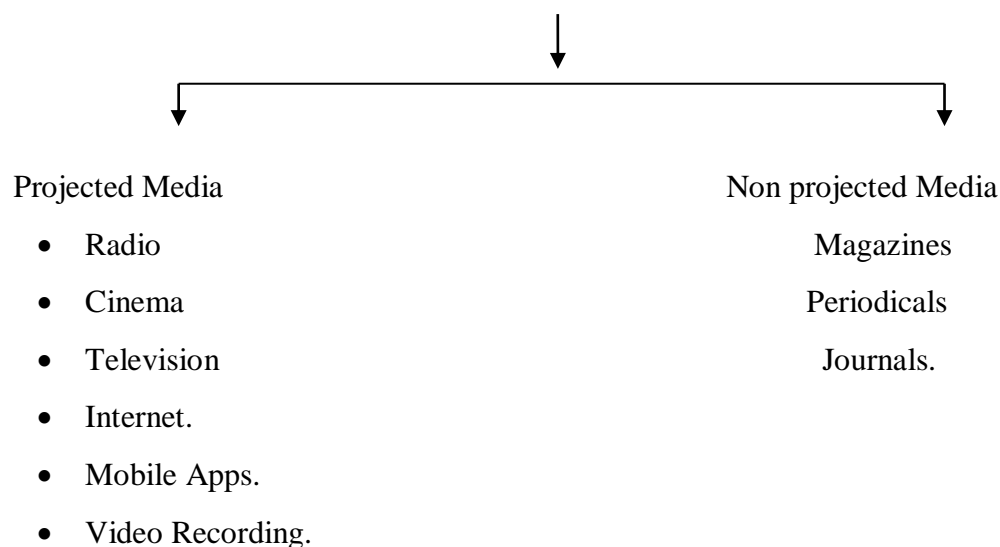
- Media The main means of mass communication (Broadcasting, publishing and the internet ) regarded collectively is called media.
- Media includes every broadcasting and narrow casting medium such as newspaper, magazines, TV, Radio, billboards, direct mail, telephone, far and internet.
- Media is the collective communication outlets or tools that are used to store and deliver information or data to a large number of people.

### **Types of Media**

There are many classifications of Media. According to nature, types of users, types of audience, media is classifies. Let us see the classification of according to producer and consumers.

1. Broadcast Media; - One producer many consumers- eg. Radio. Internet, television etc.
2. Pear to Pear – Many producer many consumers. eg. News paper, Magazines, periodicals etc.
3. Many to one: - Many producer one consumer eg. Text book etc.

### **Types of Media according to its feature**



### **Role of Media In Skill Development –**

Media plays important role in educational process. Many difficult tasks are carried out with the help of media.

Role of media is important now-a-days in education field. We have national television channels for education. Like gyan darshan and radio channels such as gyan-vani.

Media helps in skill development a lot.

#### 1. Non-projected Media and skill Development—

Non projected Media such as news paper, Journals, Periodicals inculcate skills in individual. It inculcates skill of reading interpersonal communication skill, skill of problem solving etc. The articles about skill development helps us to develop various skill in individual. There are research articles on leadership of teacher stress management, problem solving ability. Soft skill development research articles in journals helps us to develop these skills. The skill such as reading, writing is developed by reading books and taking notes from above material. Organizational skill can be developed from reading of articles on organizational structure and working.

The articles and books on writing(non-verbal),communication, soft skills and oral ( verbal ) communications skills helps us to develop them. We see many advertisements in text and picture form which convince us to buy their product this helps us to develop the skill of negotiation and persuasion.

In this way the non projection media also helps us in developing skills. The projected media is very effective medium; we use many of this medium in educational field for teaching- learning process. Radio, Cinema, Television, Internet, videos etc. are some of the projected Medium. These are all in electronic format. These medium can be very effectively used for skill development.

Transferable or functional skills such as organize, promote, Analyze, write can be developed through the videos, internet by observing video clips based on this skills. Y-tube on internet provide such videos which can be watched for development of such skills. Personal traits also can be developed through such videos. Knowledge based skills such as personal administration, contract management, accounting can be achieved through training programme runned by many online institutes.

The higher education programmes are broadcasted on gyan-darshan, watching of such programmes helps us to develop various skills such as commercial awareness, communication skills, Teamwork, problem solving, leadership organization etc. Participation in various talks on social issues on TV and Radio helps us in developing skills of negotiation, motivation and interpersonal communication.

There are some self study materials in form of programmed learning which helps us in developing skills such as communication skill, motivation, ability to work with peers, etc.

There are many training course of soft skill development and communication skill development in the form of CD's and DVD's which can be used.

The skill development can be done by using non broadcast and broadcast media. In this modern era of electronic and wireless media we have many options of using media for various tasks and development of skills In Education we can use media as mentioned above to develop various skills.

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