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A Research Review of the Role of Modern Media in our Educational Institutions; their impact and Outcomes

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Abstract :

Media is a major tool of communication now a days and it plays major role to communicate the information within seconds and to mind setting for any issue. This research paper defines the term media, elaborates its kinds and modern communication means. It also elaborates the Islamic concept of media, communication and Islamic role and objective of media in an Islamic state. Some Islamic bindings, Islamic limitations and individual and social impact of media has also been discussed in detail. Both the positive and negative aspects of the individual and social impact of media is the main theme of the paper which can be religious, political, ethical and intellectual etc. All the above mentioned topics have been discussed in the light of Seerah of Holy Prophet ﷺ. Some suggestions and recommendations have been discussed at the end of the paper to make reforms in media department through which it may be made more beneficial for the human services.

The relationship between education and mass media is very ancient. Media, being the most widespread and effective means of communication, has become an important part of today's society, influencing human life in tangible and intangible ways, be it family life or business, political system or economy, education. Whether it is trade, industry or agriculture, health or morals, administrative affairs or public order, internal affairs of the country or international relations, social problems or cultural institutions, linguistic interpretations or literary controversies, scientific research or academic theories. No sector, no corner and no aspect of life is out of the scope of media.

Media is the spokesperson of every sphere of individual and collective life. The other means of education and propagation are not as extensive as the media has given it. The



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relationship between higher education and the media is also of great importance. The history of the subcontinent is a witness that the higher education of Muslims in this region. A writer and journalist saw the dream of a college and university after the War of Independence and devoted his life to realizing it.

The impact of media on education has been significant and far reaching, both positive and negative. With the proliferation of media sources and ease of access to information, media has the potential to enhance the learning experience and extend knowledge beyond the classroom.

Overall, the influence of media on education is complex and multifaceted. Although it has the potential to enhance the learning experience and enhance knowledge, it can also lead to distraction and the spread of biased or misleading information.

It is important for educators, policy makers and students to be aware of the potential risks and benefits of media in education and to use it responsibly and critically.

Keywords:

Media and the influence of media, Education and its basic concept, knowledge and its basic ideology. Effects , communication ,intimate details, values.

Introduction:

The media though is a really good thing. it helps us relay messages back and forth. it is a very good source of communication. it informs people of happening in our community and through the world. But it has many bad effects on an individual life. Social networking sites encourage people to be more public about their personal lives. Therefore intimate details of our lives can be posted so easily. modern media effects in every field of life, especially in a Islamic society it effect in Islamic values and culture,it promote western civilization and their values, which are so harm full for an individual. Media has also caused a lot of prejudicial thoughts to come out of people .The media has made it so people of the Muslim religion are a horrible people and they are terrorist. This impact affected on an individual badly. He/she feel fear in his/her life. particularly traveling in foreign countries and international air ports.

If you look at your daily life, you will realize how important it is to connect with those around you in order to live an orderly life in the world. Communication is in the nature of man. It is the nature of man to communicate with each other and this process has been going on since the time when humans started living together, man has sorrow and joy, like and dislike, hate and love, fear and However, he used to express the feelings of anger, as if communication had been working from the first moment of our life. Before discussing the media, it is very important to introduce the meaning of the word communication.

Meaning of Mass Media:

The process of conveying your ideas to others is called communication. The word communication is used in English for communication, which is derived from the Latin word *camunus*, which means creating harmony in ideas.¹ Communication is defined in Urdu dictionary as follows:

(A): The act of sending words, messages, ideas, benefits or knowledge etc. to others.

(B): To preach through speech, writing or sign and publication.²

The synonym of communication in English is Communication, which means:

The importing, convey or exchange of ideas, Knowledge, information etc (what them by speech, writing or signs)³

The author of Introduction to mass communication defines communication as follows:

"Communication is the act of transmitting ideas and attitudes from one person to another"⁴

Nafisuddin Saadi defines communication as follows:

"Communication is the skill or knowledge by which a person conveys information, ideas or feelings to another person".⁵

Different means were used for effective communication and it was named media. In English, the word media is used for it. There are many types of media, electronic media, print media, social media etc.

Media: A volceel stop consonateare letter responding itMedia: One of the sonats mutes (voiecl stops) in Grookor their equivalent in other languages , so hamed as intermediate between the tunes and the aspireates. (Webster's third new international Dictionary, P: 142)Media: You can refer to television Radio and Newspaper as the Media.⁶

Origin and Evolution of Mass Media:

Human life began with the event of Adam, as soon as Adam's form came to life and life began, two attributes appeared, one was the feeling and acknowledgment of the presence of his creator and the other was the power of speech to express the knowledge of his giver. On this occasion, the dialogue between Allah, Adam and the angels, the first media of communication, was started. Here too, the condition was imposed that one succeeded in protecting one's values. If you have lost paradise, it will become your destiny again, and if you fail in it, you will find hell again. For the civilization and education of mankind, Allah Almighty has given guidance through the prophets. The chain of religion started with Adam and was completed with Muhammad. The chain of religion was completed and the chain of prophethood ended.

The history of mass media is very old. A thousand years ago, Amila Pharaoh felt the need to convey the current situation of the Egyptians to the public. In which it was stated that rulers and subjects are bound by laws. What is the system of evaluation and collection of revenue? It is clear from the laws of ancient Iraq and the writings of Ashoka in ancient India that to maintain contact with the people in the regions.⁷

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In the early period of the history of Islam, there was no organized organization to get news, during the era of Hazrat Umar, a step was taken in this direction, in the Abbasid era, the Iranian color prevailed in the caliphate, then Iran was imitated for news, Caliph Harun al-Rashid. strengthened this department i.e. Department of Mass Media (Post Office) Pigeons were trained to deliver messages, Muhammad bin Tughluq perfected the news system, for the first time in the Indian subcontinent, news was transmitted from one place to another. High-speed means were used to convey information. However, when human society became somewhat organized, many forms of news transmission became common.⁸

Types of Media:

There are many types of media and it is increasing day by day. Media, electronic media and social media are included.

(1) Print media:

The beginning of writing has begun with the beginning of man, and writing and images have been used since ancient times to express one's thoughts and inspire others.[⁹]

Quran in which it is said:

وَكَتَبْنَا لَهُ فِي الْأَلْوَابِ مِنْ كُلِّ شَيْءٍ¹⁰

And We wrote for him on the tablets, the details of all things-

Mohan Jodaro and Harappan artefacts have been found on stone tablets in which the commandments of Sharia were given to Hazrat Musa. Written materials have been found during the excavations of the cities of Babylon and Nineveh. Pictures and writing were used to record ideas in the world. Then with time the writings were printed. Thus, the printing of letters began in Europe, the Indian subcontinent and after 1550 the printing house and it continued to take the form of newspapers and magazines.¹¹

Newspapers and magazines etc. are madrasahs on the go and also the best means of communication.

(2) Electronic Media:

The second most effective form of communication is electronic media. That is, communication that conveys messages from one place to another through electric wires. It started in 1857 and in 1927, a clear form appeared in the form of television, and the journey of electronic media began with telegrams, typewriters, radios, telephones, televisions and computers. But it is not over yet in the form of mobile, internet and I.Pad etc. and these are the fastest and fastest means of communication which spread the news all over the world within moments due to which the whole world becomes a global village. has changed. Electronic media has increased people's general information tremendously, revolutionized their lives, and the Internet is the most important invention among them.¹²

Types of media in modern times:

Today's era is the era of science and technology, new inventions in the world have become a daily routine, as a result of which extraordinary changes are taking place in all spheres of life and in today's era, media has reached the homes of every rich and poor. has gone

Television :

Among the inventions of the 10th century, television is the most effective and important invention, and its wide influence cannot be disputed. Where television has increased the general knowledge of the people, it has also greatly promoted the western civilization in the lives of these people. ¹³

Radio:

Video film and television are modern media and are in some way integrated with each other, radio has been considered important for propaganda, radio is still an effective medium today. ¹⁴

Internet:

Internet is an advanced form of mass media and also a high-speed service, the main technology of today is a global network of computers that provides a huge amount of information in different ways. Through the mail, from one corner of the world to the other, the textual images reach in a few seconds. ¹⁵

The era is an era of revolution in modern communications, the free and instant transmission of messages being the cornerstones of the Internet. ¹⁶

Newspapers and Magazines:

Newspapers have a unique position in the mass media, their role is also very important. Newspapers do not only include news but also interpret them, magazines and newspapers are walking madrasahs through which people are aware of civilization. There are, as well as education and training, reformation and preaching are mostly done by them, through them the distances shrink, distant nations come closer to each other. ¹⁷

If you look at the history, writing was used for communication, the Holy Quran was first written in the history and it also appears in the Quran:

إِنَّ هَذَا لَفِي الصُّحُفِ الْأُولَى صُحُفِ إِبْرَاهِيمَ وَمُوسَى. ¹⁸

Indeed this is in the former scriptures. In the Books of Ibrahim and Moosa.

Importance of Mass Media:

The importance of mass media is evident in every sphere of life. We get entertainment and news but also provide a vast ocean of information. Media is a mirror through which our society is reflected and comes before us, but it plays an important role in making the society, through media we are introduced to other nations, know about their culture and tradition, media. When an evil is spread through the public, the measures to avoid it are also done through public communication. ¹⁹

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The ideas of nation building and formation can be promoted through mass media. The need of mass media is felt by man along with the organization of society, but in this era when there are no sources like books, newspapers, radio, film, television. were, speech and drama, speech had more importance in them too.²⁰

Modern media in educational institutions

Modern mass media, especially social media, is the great force of modern times from which no sphere of life is spared. It covers every aspect of daily life including politics, society, religion, education, business. It also helps to improve matters and can also cause deterioration. It is a convenience on the one hand and a necessity on the other. There are a lot of well-mannered scholars on this, but there are also a significant number of emotional uneducated people. If there is a presence of intellectuals, then the crowd of those who are interested in political and religious affairs is also a tumult of voices, in which there are polite and polite and appealing voices and a noise full of cursing and blasphemy like the voice of a donkey.

There are multitudes of people of every type and every thought who carefully watch, listen and read every word of speech and writing and the style of the speaker and editor and accept its positive or negative effect.

In this situation, it is necessary to stop for a moment and think if the modern mass media is being used to promote negativity, satanic ideas and ideas, obscenity and nudity (unfortunately, this is more or less happening in reality). and its effects are also seen in the news every other third day) So what will be the fate of human society and high human values?

In the case of modern mass media, the convenience available is not the domain of a particular class but is the free share of all humanity, among the legions of good and evil who can get as much from it as they want. At a time when humanity is being threatened by depriving the society of high values by using these means and poisoning it with pleasant names, it is our duty as Muslims to protect humanity. Be the cause of the salvation of the coast and take it in a modern way to bring civilization and civility to the valleys of civilization. Because the Messenger of Allah ﷺ said:

قَوْلَهُ لَأَنْ يَهْدِيَ اللَّهُ بِكَ رَجُلًا وَاحِدًا خَيْرٌ لَكَ مِنْ أَنْ يَكُونَ لَكَ حُمْرُ النَّعَمِ.²¹

By Allah! If a single person embraces Islam at your hands (i.e. through you), that will be better for you than the red camels."

To escape from the modern mass media and social media by calling them a Zionist conspiracy, tools for the promotion of Western civilization and satanic toys, is actually equivalent to leaving this entire field empty and the young generation helpless. When the Messenger of Allah (ﷺ) was sent, he (ﷺ) specifically chose the top of Safa for his announcement and call to Islam. It was the custom of the people of Makkah that whenever they had to announce something very important, they would climb to the top of Safa and shout. An announcement on the top of Safa was a sign that something important had happened that was intended to be announced. All the people of Makkah would gather together and listen to the announcement. As if it was the most important,

effective, fast and easy means of communication of news, events and thoughts among the people of Makkah.

The Holy Prophet (peace be upon him) did not abandon this medium of communication of his time as a platform of infidels and polytheists, but by using this platform, he made it a means of calling to the religion. The same platform from which the infidels of Makkah used to preach shirk, the Prophet ﷺ raised the voice of Tawheed from the same platform, the platform on which plans for war and conflict were made, the Prophet ﷺ called for peace on the same platform. Due to the importance and speed of this platform, the call reached every person and household in Makkah within weeks instead of months and years.

Use of modern technology:

The use of technology plays an important role in improving the academic ability of students and achieving success in the field of education. Modern devices such as computers, mobile phones, iPads, internet, blogs and other social sites have solved the problems faced by students in acquiring knowledge. Students can easily store articles published in journals and information obtained from the Internet in files and folders that serve as reference materials.

Modern Technology Total Sources of Knowledge:

In the schools of Pakistan, technology, modern media and internet etc. are widely used for educational purposes and students are exposed to various public websites and several interesting educational apps such as: YouTube, Google. "Facebook", Plant Net, "Plant Net", "Picture This", "Doulingo", "Bird Net", "Bird Net" etc. and many other small and large educational apps provide education as well as academic research. In terms of learning, students are taught to use a wide range of internet websites.

Therefore, Pakistani students can complete various academic assignments and projects through mobiles, tablets, laptops, etc., using innumerable internet public websites and modern technological means, including the following modern technological apps. "Projects". In addition, in every Pakistani class, there is a "White Or Black Board" for the students, as well as a large screen "LCDS & Projectors" with the help of the Pakistani teachers. During the speech, the images and words reflecting the understanding of his speech are projected on the black screen and danced on the screen.

Television :

The main purpose of education and training is to train the collective minds of any society and to enable them to cope with the demands of the present era. The role of media especially TV cannot be ignored. Several media groups have played an important role in spreading education, in which topics such as the improvement of schools and the promotion of higher education have been given a special place.²²

Radio:

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The importance and usefulness of radio in today's times cannot be denied. Every media has its own circle or circle. Radio has the widest reach among all mediums. It is more important and effective than other media because education, information and entertainment are delivered in such a way that listeners can benefit from it anywhere and in any situation. Besides, literacy is a condition for using print media. While uneducated people can also benefit from radio. That is why radio is the most popular medium of communication in villages and remote areas where education is very low.²³

Internet:

Education is the basic right of every human being, which no rich, poor or ruler can ever take away from their people. The role of education in the progress and decline of nations and the rise and fall of nations is of fundamental importance. It has become easier to acquire any field of education, a person may be living in any corner of the world, he can easily get education about his field or hobbies through the Internet.²⁴

Social media or apps help in education:

Today, no country can imagine development without social media. The importance of social media to keep pace with the times, whether domestically or internationally, cannot be overlooked. If considered, unlike the prevailing methods in the present era, media is also a modern and important medium of education which is widely accepted all over the world.²⁵

Results Discussion

The impact of media on education has been significant and far reaching, both positive and negative. With the proliferation of media sources and ease of access to information, media has the potential to enhance the learning experience and extend knowledge beyond the classroom.

Also, the influence of media on education can lead to distraction and distraction from the learning process, as well as the potential for biased or misleading information to be disseminated.

One of the most important ways in which media has influenced education is through the use of technology.

The use of computers, tablets, and other devices in the classroom has become increasingly common, and has allowed greater access to information and more interactive learning experiences. For example, students use the Internet to research topics, on Students can access online learning resources, and participate in virtual discussions with their classmates and teachers.

Media has also influenced education through the use of social media and other online platforms. These platforms can be used to connect with other students and teachers, share ideas and resources, and collaborate on projects. However, they can also cause distractions and lead to a lack of focus on the learning process.

The impact of media on education extends beyond the classroom. Television, radio, and print media can all provide educational content and resources, allowing students to learn outside of the traditional classroom setting. However, these sources can also present biased or misleading information, leading to a lack of critical thinking and the potential for misinformation.

One of the most controversial ways in which the media has influenced education is through the use of advertising. Many schools and universities rely on funding from corporate sponsors, which can lead to the incorporation of corporate messages and branding into the educational experience. This can be seen in the use of branded content.

Such as textbooks and educational software, as well as the presence of corporate logos and advertisements on campus.

Overall, the influence of media on education is complex and multifaceted. Although it has the potential to enhance the learning experience and enhance knowledge, it can also lead to distraction and the spread of biased or misleading information.

It is important for educators, policy makers and students to be aware of the potential risks and benefits of media in education and to use it responsibly and critically.

Recommendations:

Generations, children and adults should be directed towards the positive use of mass media and the following issues should be kept in mind.

1. Children should get used to sleeping early at night, TV and computer should be turned off at the appointed time.

1. Show selected programs.

2. It should be taught at home not to neglect religious duties i.e. prayer and focus on your education and development and your school work.

3. Teach people to distinguish between halal and haram so that they can distinguish between good and bad and they have awareness that the programs being shown on the media are according to Islam or not.

4. Parents should teach children from childhood not to watch obscene songs, music, programs with obscene scenes and silly dramas, on the contrary, watch information-based programs so that they keep these things in mind even in the absence of adults. Follow them.

5. Train according to the teachings of the Qur'an and Sunnah so that one can avoid the deluge of obscenity and nudity and walk easily on the path of guidance.

6. Parents should give their children as much time as possible so that they are not exposed to the media and their minds remain innocent.

There should be a ban on showing programs in which various moral vices such as lying, backbiting, plagiarism, theft, cheating, bribery, fraud and hypocrisy are shown. In addition, there should be a ban on putting up signboards anywhere. Indecent images and signboards of products used in private life should not only be banned but penalized to encourage films and dramas based on reform and national themes, dish antenna for research only. should be allowed to use, the business of Indian and English films

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should be strictly banned in the country. The government should ban and filter immoral sexual websites on the Internet like Saudi Arabia has done.

The Islamic Ideological Council should prepare comprehensive recommendations and action plans for the media in the light of Quran and Sunnah and implement them strictly. Parents also have the responsibility to train their children well so that they use these media. Don't misuse it, give children plenty of time so that they don't waste their time in pointless activities. Keep an eye on the use of the net, let the children's friends know about it so that wrong habits and behaviors can be corrected in time. can go.

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