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AWARENESS OF ELECTRONIC MEDIA (E-MEDIA) ON HIGHER SECONDARY STUDENTS AT SIVAGANGA DISTRICT

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ABSTRACT

Internet facilitates the teaching and learning process. Especially, the students are able to understand and grasp easily, when any subject taught by some audio-visual aids like Internet. The E-media is one of the powerful teaching aids which attracts more learners in learning. This study intends to investigate the awareness of students on e-media. For this study, the investigators have taken 200 sample by employing Stratified Random Sampling technique. Survey method has been adopted to collect data and found that there is a moderate level of awareness on electronic media among the higher secondary school students.

KEYWORDS: Electronic Media , teaching and learning process.



INTRODUCTION:

Man is an individual born with innate qualities which when fully developed will enable him to interact effectively and successfully with his environment to fulfill his needs and to make his life worth living. Education provides the individuals with ample opportunities to develop their inborn, physical, mental and emotional qualities to the full, so that they can achieve cosmic unity by their action, thought and feelings. Education has to provide the individuals with appropriate social

environment to develop them physically, mentally and emotionally to fulfill their social obligations. Art, literature, science, tradition, custom, etc., of the society are rich in this social environment for the educant which has a right to derive the maximum from the social environment then he can effectively play his role as a useful member of the society and fulfill his obligations.

NEED AND SIGNIFICANCE OF THE STUDY

Generally teaching is being offered in schools

and colleges through chalk and talk method and rarely it has been given by using new techniques such as internet. The internet helps not only teach the subject but also helps to collect material and information for the subject and also internet facilitates teaching-learning process like e-learning, online learning, etc, Electronic media also helps the learners to get clarifications for their doubts in their subjects. Now-a-days electronic media are very much influencing the life-style of the people. People are using not only the books but also the other materials like Radio, TV, and Computer, Internet etc for developing their life style. It influences the lives of both young and old. The rise of electronic media has created a new cultural force where educational functions rival those of the school. It becomes a

necessity in almost all field of life including education, family, recreation etc.,

In modern society, the electronic media are very much impacting the adolescent. The present day children are living in an altogether different world than that of their parents. There is a big gulf separating the previous generation from the present living conditions. The electronic media emerged as a prominent and influence component of the modern society. Since the electronic media is an essential component of the life of everyone, there is a need to have awareness among students towards electronic media. Therefore through this study the investigators have made an attempt to find out the awareness of higher secondary students towards electronic media.

OBJECTIVES OF THE STUDY

For this study, the investigator have formulated the following objectives

- 1.To find out the level of awareness among higher secondary school students on electronic media.
- 2.To find out whether there is any significant difference between male and female higher secondary school students in their awareness on electronic media.
- 3.To find out whether there is any significant difference between rural and urban higher secondary school students in their awareness on electronic media.
- 4.To find out whether there is any significant difference between boys and girls higher secondary school students in their awareness on electronic media.
- 5.To find out whether there is any significant difference between government and aided higher secondary school students in their awareness on electronic media.

HYPOTHESES OF THE STUDY

The following are the hypotheses formulated for the study

- 1.The level of awareness among higher secondary school students on electronic media is high.
- 2.There is no significant difference between male and female higher secondary school students in their awareness on electronic media.
- 3.There is no significant difference between rural and urban higher secondary school students in their awareness on electronic media
- 4.There is no significant difference between Tamil and English medium higher secondary school students in their awareness on electronic media.
- 5.There is no significant difference between government and aided higher secondary school students in their awareness on electronic media.

SAMPLE AND SAMPLING TECHNIQUE

Sample is a representative proportion of a population, selected for observation and analysis. From the total population, the investigator have selected 200 higher secondary school students from ten schools located in and around Sivagangabiy employing Stratified Random Sampling Technique.

LIMITATIONS OF THE STUDY

- 1.The study deals with only students studying in XI and XII standards.
- 2.The investigator have included only 10 schools for this study.
- 3.Only 200 students were taken from ten higher secondary schools located in Sivaganga District.

RESEARCH TOOL

To collect data from the student respondents, the investigators have developed and validated a Questionnaire.

ADMINISTRATION OF THE TOOL

The investigators personally visited the schools with the permission of the concerned heads of the

schools. The personal data form and the questionnaire were administered to 200, XI standard and XII standard students in higher secondary schools of Sivaganga Educational district. The time allotted to complete the questionnaire was about one hour. Doubts raised by the respondents regarding certain terms were cleared.

STATISTICAL TECHNIQUES USED

- (i) Arithmetic Mean
- (ii) Standard Deviation
- (iii) 't' test
- (iv) Anova test

DATA ANALYSIS

The collected data have been analysed by the investigators. The percentage, mean, standard deviation and 't' value have been calculated. After calculating the 't' values, the hypothesis are tested for significance at 5% level of significance.

TESTING OF HYPOTHESES

HYPOTHESIS 1

The level of awareness among higher secondary school students on electronic media is high.

Table – 1
LEVEL OF AWARENESS OF HIGHER SECONDARY STUDENTS ON ELECTRONIC MEDIA

| No of Sample | Low | Average | High |
|--------------|---------|---------|---------|
| 200 | 17.25 % | 67 % | 15.75 % |

Since the percentage of average level of awareness on electronic media is more than 50%, the hypothesis is rejected. The result shows that the higher secondary students have average level of awareness on electronic media.

HYPOTHESIS 2

There is no significant difference between male and female higher secondary school students in their awareness on electronic media.

Table – 2
COMPARISON OF MALE AND FEMALE HIGHER SECONDARY SCHOOL STUDENTS IN THEIR AWARENESS ON ELECTRONIC MEDIA.

| Variable | Sample | Mean | | Calculated 't' value | Remark at 5% level |
|----------|--------|-------|-------|----------------------|--------------------|
| | | Mean | SD | | |
| Male | 93 | 50.48 | 10.12 | 0.63 | NS |
| Female | 107 | 49.58 | 9.93 | | |

(At 5% level of significance, 't' value for df= 198 is 1.96)

Since the calculated 't' value is less than the table value (1.96) for 198 degrees of freedom at 5% level of significance, there is no significant difference between male and female higher secondary school students in their level of awareness on electronic media.

Since the calculated 't' value is less than the table value (1.96) for 198 degrees of freedom at 5% level of significance, the null hypothesis is accepted.

HYPOTHESIS 3

There is no significant difference between rural and urban higher secondary school students in their

awareness on electronic media

Table –3

COMPARISON OF RURAL AND URBAN HIGHER SECONDARY SCHOOL STUDENTS IN THEIR AWARENESS ON ELECTRONIC MEDIA

| Variable | Sample | Mean | | Calculated 't' value | Remark at 5% level |
|----------|--------|-------|-------|-------------------------|-----------------------|
| | | Mean | SD | | |
| Rural | 78 | 51.62 | 10.30 | 1.82 | NS |
| Urban | 122 | 48.97 | 9.70 | | |

(At 5% level of significance, 't' value for df=198 is 1.96)

Since the calculated 't' value is less than the table value (1.96) for 198 degrees of freedom at 5% level of significance, there is no significant difference between rural and urban higher secondary students in their level of exposure to T.V., Computer and electronic media.

Since the calculated 't' value is less than the table value (1.96) for 198 degrees of freedom at 5% level of significance, the null hypothesis is accepted.

HYPOTHESIS 4

There is no significant difference between Tamil and English medium higher secondary school students in their awareness on electronic media.

Table – 1.4

COMPARISON OF TAMIL AND ENGLISH MEDIUM HIGHER SECONDARY SCHOOL STUDENTS IN THEIR AWARENESS ON ELECTRONIC MEDIA.

| Variable | Sample | Mean | | Calculated 't' value | Remark at 5% level |
|----------|--------|-------|-------|-------------------------|-----------------------|
| | | Mean | SD | | |
| Tamil | 100 | 49.20 | 11.44 | 1.14 | NS |
| English | 100 | 50.80 | 8.30 | | |

(At 5% level of significance, 't' value for df=198 is 1.96)

Since the calculated 't' value is less than the table value (1.96) for 198 degrees of freedom at 5% level of significance, there is no significant difference between Tamil and English medium higher secondary school students in their level of exposure to Radio, T.V. and electronic media.

Since the calculated 't' value is less than the table value (1.96) for 198 degrees of freedom at 5% level of significance, the null hypothesis is accepted.

HYPOTHESIS 5

There is no significant difference between government and aided higher secondary school students in their awareness on electronic media.

Table – 1.5

COMPARISON OF GOVERNMENT AND AIDED HIGHER SECONDARY SCHOOL STUDENTS IN THEIR AWARENESS ON ELECTRONIC MEDIA.

| Variable | Sample | Mean | | Calculated 't' value | Remark at 5% level |
|------------|--------|-------|------|-------------------------|-----------------------|
| | | Mean | SD | | |
| Government | 97 | 42.23 | 9.47 | 2.14 | S |
| Aided | 103 | 51.89 | 7.70 | | |

(At 5% level of significance, 't' value for df=198 is 1.96)

(At 5% level of significance, 'F' value for 2, 197 is 3.04)

Since the calculated 't' value is greater than the table value (1.96) for 198 degrees of freedom at 5% level of significance, there is significant difference between Government and Aided higher secondary school students in their level of exposure to Radio, T.V. and electronic media.

Since the calculated 't' value is greater than the table value (1.96) for 198 degrees of freedom at 5% level of significance, the null hypothesis is rejected.

FINDINGS

1. Higher secondary students have average level of awareness on electronic media.
2. There is no significant difference between male and female higher secondary school students in their level of awareness on electronic media.
3. There is no significant difference between rural and urban higher secondary students in their level of exposure to T.V., Computer and electronic media.
4. There is no significant difference between Tamil and English medium higher secondary school students in their level of exposure to Radio, T.V. and electronic media.
5. There is significant difference between Government and Aided higher secondary school students in their level of exposure to Radio, T.V. and electronic media. Aided school students have more awareness than that of the Government school students.

CONCLUSION

This study is an attempt to investigate the awareness on electronic media among higher secondary school students and found that the level of awareness is average and found that no significance difference due to gender, locality of school, medium of instruction and type of school.

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