

## **Role of Media in Increasing Educational Experiences and Islamic Attitudes (Students, Teachers) to Support Teaching – Learning Process and Character Building in the Light of Islam**

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### **ABSTRACT**

*Educational Experiences of both students and teachers plays an important role in acquiring and transferring the knowledge. Experiences expands and attitudes refined as people come to interact with different environments. Nowadays, everyone has a lack of time and resources to interact and enhance their experiences and refine their attitudes. Media playing an important role to display variety of programs' categorized as news, entertainment, plays, documentaries and informational. This study was going to conduct to identify the impact of media on students' and teachers' educational experiences expansion and refining the Islamic attitudes, to suggest the ideas for the use of media information in increasing educational experiences and refining Islamic attitude. The objectives of the study were achieved through the research questions: what is the role of media in increasing the educational experiences and refining Islamic attitudes, what category of media programs can support in increasing the educational experiences and refining the Islamic attitudes and how the media can play its role in increasing educational experiences and refining Islamic attitude, for students and teachers. Data was collected through observation of the different programs on media and interviewing the educational expert. A survey questionnaire developed on a 5 point Likert scale was also used to identify the impact of media in increasing the educational experiences for both teachers and students. The results of the study highlights that media is an important agent for enhancing the experiences and refining religious attitudes, as different plays, documentaries and news broaden the outlook. But it does not systematically focused on increasing educational experiences and Islamic attitudes of the students and the teachers to support the teaching-learning process and Islamic character in the classrooms.*

**Key words:** Educational Experiences, Teachers, Students, Teaching-Learning Process, Media.

### **Introduction**

The teaching-learning process depends upon the educational backgrounds of the students and teachers. Educational backgrounds are the educational experiences, which are achieved in interaction with the environment and society. Moreover, character building of the students in the light of Islam is an important objective of

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our education system. In this modern era, knowledge has been increasing with an alarming pace and good character formation is becoming a crucial issue to use this knowledge in a right way. So it is a need of the time, to transfer this knowledge to the youth by attracting their interest towards acquiring knowledge and its use for the betterment of Islamic societies. Interest provide a motivation to the students for understanding, comprehension and retention of the knowledge. Motivation provokes the students on cooperating with their teachers in getting knowledge and refining their Islamic attitudes with the help of their educational experiences<sup>1</sup>.

Transferring knowledge, acquiring knowledge and character building in the light of Islam is a difficult task, teacher and students may lose interest if they don't have a strong educational background. Experiences play an important role in strengthening the educational background and refining attitudes. Experiences built when people move in their surroundings and interact with the society, but today's majority of the people has no enough time and resources to move in their surroundings and interact with the society, instead they pass their time on watching or reading the media information. Media is an important source for extending and enriching the educational experiences for both teachers and the students. A variety of programs and information is delivered on media. Media' programs may assist the teachers and students in broadening the outlook. The teaching-learning and character building process became easy and interesting, if both teachers and students relate the information with their experiences. Students of secondary schools don't' know how to acquire knowledge of their social environment and how to use this knowledge in an Islamic way. Media assist them in making and clarifying their personal ideas and attitudes. Media also support them to remove their ambiguities and enhance the level of understanding regarding Islam. Advanced teaching now based on knowledge of applicable media, recorded programs on media provoke internal and external stimuli for learning the content<sup>2</sup>.

This research study aimed to find out the impact of media in increasing educational experiences and refining Islamic attitudes, the assumption behind conducting this study is that media can play an important role in increasing the educational experiences and refining the Islamic attitudes. This research study not only focused on finding out the impact, but also this study highlights the categories of media program which can support the teaching-learning process and character building in the light of Islam. Moreover the suggestions are also identified for making the media program specifically in relation to increasing the educational experiences and refining Islamic attitudes of both teachers and students. This study is beneficial for teachers, parents, students, administrators and policy makers. The results of this study assist all the stakeholders in managing the teaching-learning process as an enjoy a full activity and reining students and teachers' Islamic attitudes.

## **Objectives**

This research study was conducted to achieve the following objectives.

- To identify the impact of media on students' and teachers' educational experiences and refining Islamic attitudes.
- To suggest the ideas to guide the media information to increase educational experiences and refine the Islamic attitude.

## **Research Questions**

Above stated objectives were achieved by formulating the following questions:

1. What is the role of media in increasing the educational experiences and refining the Islamic attitudes?
2. What category of media programs can support in increasing the educational experiences and refining the Islamic attitudes?
3. How the media can play its role in increasing educational experiences and refining the Islamic attitudes for students and teachers?

## **LITERATURE REVIEW**

### **What is Media?**

Business Dictionary defines media as “the channels of communication through which data, news, messages, entertainment and education are disseminated”<sup>3</sup>.

### **Media and Education**

Media is an excellent source of increasing learning experiences. Media can assist the transfer and acquiring of knowledge in any discipline to enhance learning in classrooms and out of classrooms. The media programs such as, dramas, short films, documentaries can be used to reinforce concepts and to initiate discussion. Even written articles in print media, songs and music audios and videos can also be used for the same purpose. Media is very important for bridging up the gap of communication by explaining the concepts in an effective way during the teaching – learning process<sup>4</sup>.

Jeanne and Elisabeth<sup>5</sup> described the role of media in education system can play many roles:

- i) It can assist in clarifying the difficult concepts
- ii) It can shape the students' behavior in a positive way
- iii) It can assist the teachers in their professional development
- iv) It can help the teachers to explain difficult concepts by relating it to the media programs.

The advancement of media knowledge and devices to display the media programs and information are now available at every place, even in rural areas.

This facilitates the teachers in delivering of complex information in an understood, easy and appreciated manner<sup>6</sup>.

### **Media and Islamic attitudes**

Media influence the opinions in a rapid way. Media is a powerful tool in creating the global awareness and removing cultural misconceptions<sup>7</sup>. One of the major qualities of Islam is to respect all the religions and cultures. Media support in bringing the different cultures closer to each other, thus help in refining the challenging attitudes towards different religions and cultures. Impact of news in refining Islamic attitude is very limited<sup>8</sup>.

Majority of the news and entertainment channels of western media showing disrespectful attitudes towards Islam and Muslims. This will result in creating hating attitudes towards religion other than Islam. On the other hand news and entertainment program do not reach to the western media markets in an efficient way<sup>9</sup>. Media can affect the attitudes at a greater pace, so it is the responsibility of the media controller to focus just on positive aspects of different religions and cultures. Ethic guidelines should be developed to produce different media program, to prevent the negative attitudes towards different religions<sup>10</sup>.

### **Major Types of Media**

There are so any types and sub-types of media. But electronic social and print media are more popular among the masses. All the different types of media, interpret the instructions even outside the classrooms and they are very important tool to attract the students' interest in making them an active and participative learner. Media present the different types of information in an exciting way, this format support the students in assimilation and digestion of the taught material<sup>11</sup>.

### **Electronic Media**

Electronic media present its information both in visual and verbal form, which support the students and even teachers to learn and understand the novel, new and abstract concepts in an easy way<sup>12</sup>. Visual media are more helpful for understanding of the knowledge than text media<sup>13</sup>. Television, internet and radio are the most common and well known electronic media. Television provides a wide variety of visual programs (documentaries, entertainment, news, etc.), Radio is the source of audios programs (music, dramas, news etc.) and internet. Willingham's<sup>14</sup> conduct a research to find out the reasons of retention of a television program as compared to the lectures in classrooms. He found that the visual media is very helpful in retaining the different types of information. Electronic media programs, documentaries, movies, television shows and music shows increase the possibilities of interactive learning and creating new areas of content<sup>15</sup>.

Internet plays a major role in student's life. Students use it inside or outside the classroom, according to their interest it provides digital information. Information is available online also, at every time. It is communication in distance education<sup>16</sup>. The internet has many information which enhances our knowledge. In low cost student can get information and develop their skills. The internet provides us new way to communicate. They are connected with new information. Students can talk live with teachers and take guidance<sup>17</sup>, Its use in education can change the lifestyle of society and help to develop the country<sup>18</sup>.

### **Social Media**

Social media is very popular among the students, because it assists them in exchange of their ideas and information at every time and from every place<sup>19</sup>.

Social media includes Facebook, Twitter, Google and Instagram. All types of social media may be helpful in increasing the educational experiences as a game on social media "Words with Friends assist the students in solving different problems, Twitter provide new perspectives of learned information, Facebook provides a lot of cultural variations, ideas and interaction for enhancing the social experiences, Google is enriched in video lectures which provide more educational experiences than traditional lectures. Moreover, teachers also enhance their teaching and assessing skills through social media sources. Wikis and Google Docs (collaborative software) provide opportunity of project works, which make teaching & the learning process as an enjoy full activity. Social networks also provide a platform to the teachers for sharing curriculum and ideas e.g. Wiki-style. This platform resulted in increasing educational experiences in a little time<sup>20</sup>.

### **Print Media**

Print media is the oldest media for sharing and communicating the information. Stones, leaves and barks were used in the past for sharing the knowledge. With the passage of time print media has the shape of books, magazines, newspapers etc.

Print media assist the teachers to plan their instructions in an organized way. It assists the teachers and students to save their energy and time during the teaching-learning process. It also helps the students to become an individual learner<sup>21</sup>. Print media also support the students to acquire knowledge at anytime and anywhere.

Print media is the only source which provides the same information to the later generation, which assist them to increase their knowledge through the intellectual achievements of the early scholars, not only this, but also enable them to compare the current and past views<sup>22</sup>. An analysis of printing pages in 2015 showed the 45 trillion pages annually<sup>23</sup>.

## Methods

A mixed method approach was used for data collection:

- Observation of the different programs on media, to identify the category of media programs which can support the increase in educational experiences and refining the Islamic attitudes .
- A survey questionnaire developed on a 5 point Likert scale was also used to identify the impact of media in increasing the educational experiences and refining the Islamic attitudes for both teachers and students.
- Interview with the education experts, to explore the ways through which media can support for increasing educational experiences and refining the Islamic attitudes of teachers and students.

A survey questionnaire was administered to the 150 students of different disciplines, Medical, Engineers, Sociology, English, Education, Pakistan Studies, Islamiat, Urdu, Psychology, Mathematics, Botany, zoology, Chemistry, Biochemistry and Physics. (10 students from each discipline). 60 teachers were selected through purposive sampling technique from each discipline (3 from each discipline). The interview was conducted with 30 education experts. Total sample for conducting this research study was 240.

## Results

- Data analysis of observation indicates that a variety of programs are displayed through different types of media. Television is the major electronic media, which is basically focused on the displaying of the following categories of the program:

**Drama:** It emphasized on some messages of ethics, social norms, discipline trainings etc.

**Documentary:** Documentaries exhibits the facts about some phenomena, things or peoples.

Emphasized on display a variety of geographical locations with its cultural explanation, historical places with its timeline history, different types of ecosystems with the detail of biotic and abiotic factors etc.

**Information:** Majority of the information displayed is about scientific and religious concepts. It also provides a wide variety of different cooking recipes of different countries.

**News:** It focused to provide information about different incidents and political issues all over the world

**Entertainment:** It focused on programs including games, sports, quizzes, music, funny dramas, funny clips etc.

**Advertisement:** Highlights the new products in market, mobiles, juices, clothes, electronic appliances, food restaurants etc.

### **Social media**

It is also a very observable media. It emphasized on providing the opportunity of interactive sharing of ideas and knowledge.

### **Printmedia**

Print media are another common media, which focused on providing intellectual information of different scholars. The newspaper focused on providing local news and issues.

- Survey data analysis indicates that media is an important agent for enhancing the experiences and refining the attitudes, as different plays, documentaries, information and news broaden the outlook and equipped the viewer with a lot of and variety of information, which are the excellent source of enriching the experiences and influencing the attitudes. But it is not systematically focused on increasing educational experiences and refining the Islamic attitudes of the students and teachers to support the teaching-learning process and character building process in classrooms. Data analysis also indicates that no program is specifically produced by keeping in view the educational support to the teachers and students. Just social media and some of the print media little bit doing some efforts in this regard.
- Data through interviews with the educational experts were generated the following major themes:

### **Encounter all discipline' information and Islamic values**

The majority of the experts responded that television is more watching media now a days. It delivers a wide variety of programs, which may be helpful in increasing the educational experiences and refining the Islamic attitudes of the teachers and students, but it's not specifically encounter the knowledge of different disciplines of our educational institution. It should deliver the informative programs by considering all disciplines, e.g. Urdu, English, Social Studies, Islamiyat, Physics, Chemistry, Biology, Computer, Mathematics, Science, Medical, Engineering etc. and should deliver the programs which influence and refine their Islamic attitudes, as media can affect the attitudes to a greater extent as compared to do it in classroom practices.

### **Production of programs in relation to different age and difficulty levels.**

Some respondents responded that different informative programs should be organized with different level of difficulty and age of the students. If different

documentaries, information about different knowledge areas, plays are produced by considering students age and difficulty level, media become an effective source for enriching the students' learning experiences, which will assist in improving the teaching-learning process. Islamic values that are easily acquireable by the different age group should be produced by considering the age.

### **Modifications for Use of Internet**

The internet has become an important electronic medium in the 21<sup>st</sup> century. Which also support different types of social media and even display television programs. Majority of the youth is using it 3-5 hours/day. But they not use it for educational purposes. But still interacting with others, sharing their photos, comments, watching different videos, searching out different information is contributing in increasing their educational experiences and refining their Islamic attitudes, teachers can easily give examples to support communication of any difficult concepts and good Islamic values. If some websites are specially designed for the different classes according to the syllabus, the internet may become an important agent for improving teaching learning process.

### **Conclusion and Recommendations**

Data analysis indicates that media is playing its role in acquainting the masses with a variety of experiences. People who cannot move to different locations and can meet with different peoples, having different cultural backgrounds, religion, languages, personality traits, etc. become aware all about them. Even because of inspiring attitude, they can acquire good aspects/qualities of others. They can change their own lifestyles, their views, their Islamic attitudes and aptitudes. But the media are not specifically focused on displaying of educational programs in an organized and systematic way. Following ways are recommended to make the media as an important agent in increasing the educational experiences and refining Islamic attitudes to ultimately improve teaching-learning process and character building in the light of Islam, and make this process as easy as possible.

### **Special corner for educational assistance and character building in the light of Islam**

There should be a special committee on regional, national and international basis for producing the programs which resulted in increasing the educational/learning experiences of both the teachers and students, not only this but also support in refining constructing the Islamic attitudes. This committee should identify the categories of media programs which can enrich the students' and teachers' educational experiences and Islamic values. This committee recommend the programs which encounter the whole scheme of studies at different levels of education.

## **Scholars should take part in the Production of Informative and ethical Programs**

Producers of different programs should take guidelines from regional, national and international educational scholars and experts. This guideline will assist in the production of the programs which will be full of experiences and Islamic Values which support the teaching-learning process and character building.

### **Survey before producing any program:**

Before producing any documentary, educational drama, informative discussion, etc., a survey should be administered to the teachers, parents and the students. This survey should focus on finding out the existing educational level, interest, attitude and aptitude of the respondents. The results of the survey will provide a theme for the production, which really meant for increasing the educational experiences and refining Islamic attitudes of the teachers and the students.

### **Duration and time of the programs**

Duration of different programs should manage in this way that it will not lose the interest of the viewer. The program should not be on air on the sleeping or working time on them.

Furthermore, it will not allow the students do not do their educational tasks, assigned by their teachers.

### **Teachers and use of Media information**

Students use media just for entertainment. They can't be able to identify the actual purpose. It is the duty of the teacher to use media information to engage the students in critical thinking, project working, developing, analyzing skills, shaping disciplined and Islamic attitude, clarifying difficult concepts, explaining abstract ideas and refreshing the students.

### **Use of newspapers, computers, internet in the educational institution**

Administration of the educational institution should arrange, daily newspapers, computers and internet facilities at their institution. Newspapers are enriched with local issues and current affairs. Newspaper reading in the classrooms may be helpful in developing and improving reading skills as compared to the reading of books, because students will take this activity as informal reading.

Computers and the internet can be used to show videos and animation of any abstract phenomena. Moreover, any television program can be exemplified by displaying it on the internet before the students and students will learn a lot by watching and understanding the programs with their peers.

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