

## **ROLE OF MEDIA, INFORMATION AND COMMUNICATION TECHNOLOGY IN EDUCATION**

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### **ABSTRACT**

History of communication exhibits the facts as to whenever and wherever any new medium comes into the picture; it affects the communication patterns of the society. When telegram was invented, the significance of pigeon-courier started to decline. Similarly, when television arrived in communication expedition, radio went to the back stage.

The present article deals with recent developments in communication technology and their applications in social use and education for achieving wider social goals and research agendas embodied in theories of communication and development. Understanding the relationship between communication and development, the mass media helps to boost education event to the unfortunate. The first part the study deals with a short literature on modernization and its challenges. Promoting change in attitudes and behavior is one of the key elements of modernization that would be more consistent with those of persons in a modern society. The second part deals with dependency and active participation models applied to the development of communication system in education sector, media culture, the cultural environment prospective, role of telecommunication in development. The third part of the article deals with electronic media and open and distance education and issues and challenges related with them.

The Information and Communication Technologies (ICT) have become inevitable part of our life and plays a crucial role in education today. Due to the advent of technology in the rural areas, this technology can be used in spreading education. Methods of schooling and teaching are transforming with this new context. In spite of all the objectives and strategies that are focused on education, there are still some problems like teachers being indispensable part of our education system and needs to be trained with all the required skills.

**KEYWORDS:** Role of Media