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Role of Online Media in the Teaching Learning Process of BAMMC Students in Mumbai Region

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ABSTRACT

In the period of constant transformation of technology, online media in the teaching and learning process has increased its demand and has modified the scenario from working in our universities to working from home. And now the pattern of teaching has changed the approach to delivering the content to the students. The change can be seen in all the levels i.e. school level, college level and university level.

This pandemic gave the opportunity to all the teachers, mentors and instructors who have become tech-savvy due to the shift to online education. Students are getting diverse learning culture through various online tools such as online quiz, videos, relatable images and digital diagrams. Students find it more convenient and flexible to attend classes from remote areas and places, especially during lockdown. This research shows that the BAMMC Bachelor of multimedia and mass communication students are learning about the usage of ample online software such as Photoshop, Corel Draw, Illustrator etc. This covers plenty of online mediums and giving an introduction to multimedia.

This paper displays to describe the changing role of teachers and learners in the digital age. The paper also highlights on the learning process of students in allowing them to engage with various online activities which enlighten them and give the various exposure in terms of gaining knowledge.

INTRODUCTION

Online media is a convenient industry that has changed the face of publishing and advertising over the years, and taken the world by storm. Below is an explanation of what online media is, offering insight into why it has achieved immense success worldwide (Linked.in, 2014) .Online media is known for multiple purposes through the use of software and applications. It gives a chance to all students to get more accurate details and teaches them to properly use browsers. Online media allows the participants to connect from any part of the city, village and country. Students get to learn various activities such as drawing, writing, speaking, presenting the screen and showing presentations of various things related to the powerpoint presentation, images, videos, graphics and overall artwork created by them. To this reference, a teacher can guide and correct them immediately to make the changes and proceed further. This process becomes quick and easy to get an instant solution to a problem. It shows more engagement in the online class as some students hesitate to open up in offline class. Online media is a medium that provides the major advanced techniques to teach and to provide the students high tech experience. Virtual technology helps them remember it for a long time, clearly showing a particular example. Online browsing helps students use technology correctly and get ample results on Google in the form of images, PDF, PPT, links of authors, varieties of e-books and written articles. Different types of online media is shown to all the students to understand the reach, frequency and connection to the topics such as advertisement, multimedia, channels and vehicles used for the promotion. The benefits students

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receive is knowing many communication channels such as Zoom, Google Meet, Microsoft teams etc. Globalization has a major impact on networking for the teaching and learning process, leading to culture shift in today's scenario. This expands the connection with students and opens the way to reach out for many people from other countries.

LITERATURE REVIEW

The schooling system does not give essential abilities to understudies to prepare for their future. At the point when we discuss the present age the information is limitless. In this 21st century, when the whole world is, changing, there is a requirement for educators' learning-helping examples to be changed. As there are different gatherings of understudies which an instructor experiences, they must be in areas of strength for fact center around an understudy-loped learning climate. Advanced education foundations are confronting difficulties because of the computerized transformation. The job of educator has changed from only a teacher to a facilitator, inspiration and organizer. In the 21st century, everybody requirements to foster their abilities and information. To further develop the educating growing experience, techno-wise educators ought to utilize themselves and the students the apparatuses and innovation. The evaluation of the student ought to be finished according to the changes. The educator's job is to figure out a profound way of behaving, be a tutor, inspire slow students, largely turn of events and be a quick student in a computerized climate. The educator is not rivaling the web yet assisting understudies with learning, think with cooperative instructing while at the same time learning on the Web (Amin, 2016).

Advanced Time has changed our day-to-day schedules, our getting the hang of, relearning and forgetting, our correspondence, getting to of data, and so forth. At the point when we discuss our School system Intuitive brilliant sheets, advanced libraries are utilized for Instructing. Students have vote based or participative way of learning. The educators need to adjust hypothesis and functional information. Presently, understudies are more inquisitive and educated as they have gigantic amounts of information through the Web and cell phones. The instructor who is not well informed does not get regard from the understudies as the understudies come from different foundations. Government bodies have fixed 1:40 as understudy instructor proportion. Decisive reasoning, critical thinking has become vital. The instructor has an unselfish methodology where she utilizes Sustaining way to deal with satisfy the necessities and requests of the understudies. An educator's obligation is to sustain the people in the public's future by utilizing ICT (Sharma, 2017).

Presently there is an instructing learning climate, which is understudy focused, cooperative and helpful where the educator's job in web-based training is evolving.

At the point when we discuss online settings, there are numerous imperceptible teachers. Because of innovation, there is independent learning, various methods of appraisal, and so forth. The internet-based students have great intelligent abilities. Some of the time, understudies disregard the teacher's headings, criticism, demands, explanations, and so forth. The reviewing situation is unbending in web-based courses so when an educator grades the understudies according to his solidarity and shortcoming an inquiry is presented on the instructor to follow a specific example. The instructors cannot see the understudies what they want, as they will be viewed as dictatorial. On the off chance that functioning grown-up students are accomplishing average scholastic work, educators could give liberal grades for their work. The instructors now and again act as mentors instead of tutors where they continue to applaud them rather than giving them basic criticism. For progress in web, based learning, understudies have self-inspiration, using time productively, which relies upon students' attributes and ways of behaving, as opposed to learning climate. The student's perspectives and ways of behaving greatly affect their internet-based investigations instead of programming and staff. In this advanced period online training requires staff who are coaches, sympathetic of heart and focused on scholastics, who go about as accomplices with understudies in this educating educational experience (Beaudoin).

Over the most recent fifty years media innovation like Web and Portable innovation has affected the school system. An analysis in 2008 showed that understudies utilize the Web more contrasted with the overall population. Understudies learn more through this innovation because they are less interested in the study hall. Media advancements have helped us through balanced PC instruction, mixed learning, and so forth. The educational program must be planned so that it is understudy driven. The three important issues to learning are mechanical, mental and correspondence capacities. The youngsters can participate in specialized devices for messing around and other according to individual interest. The test for educators is to stay up with the latest. When understudies read internet-based books and printed books, there is a contention that in some cases it's something similar and once in a while it's unique. Occasionally there is a mental over-burden of data. Eye to eye, correspondence is significant however, understudies are taken part in web-based correspondence. The Web is a significant medium both in Formal and Casual schooling. In customary conventional schooling books were utilized yet presently, the Web is utilized for additional complex types of Data handling. Online instruction is perhaps of the most well known medium. Miniature learning pushes data to the students like understanding sites, following feeds, and so forth. Students gather, notice and join information. In corporate and proficient preparation, it is extremely

helpful. Virtual entertainment prompts interruption, which implies less concentrating on time. Indeed, even computerized games and TV have affected understudy's grades (Muhammad Ammad-ud-din1).

RESEARCH DESIGN AND METHODOLOGY

Objectives

To study the impact of online education on BAMMC students and teachers

To know the effect of online media for the BAMMC students

To study the roles and responsibilities of teachers as well as students

Hypothesis

H0 – Online media is a well-developed technology that may not be making maximum utilization for teaching.

H1 – Online media is the well-developed technology that may be making maximum utilization for teaching.

METHODOLOGY

The Cause and effect Research Design is used in this research work where journal articles, newspapers, surveys, etc. are used. Quantitative method that is the survey method has been used so that can test the hypothesis statistically and to get accurate results. Google forms were used a platform for the survey technique for collecting primary data. This method will enable a researcher to understand people's viewpoints and attitudes about the overall impact in the teaching and learning process. Even Case study method was used.

First hand data and second hand data both are used in this research paper. In first hand data freshly composed samples are taken and tried to understand the teaching and learning experience in the pandemic from the BAMMC UG students. The secondary data is used where the information is collected from various articles, journals, books, websites, etc. and proper references are given for the same.

Sampling Technique

A Probability sampling method is used in which the researcher has opted simple random sample for this study. The main aim of this sampling is to put a highlight on that part of students and teachers experience with online media usage. The sample size taken for this research work is 111.

Limitations of the study

Due to time constraints, a small sampling size of 110 students has been used in the study; results can vary if a larger population is taken for the study. This paper covers only Mumbai University, particularly the Bachelors of multimedia and mass communication (BAMMC) field.

FINDINGS AND OBSERVATION

In this chapter the answers received through survey has been taken for the purpose of analysis.
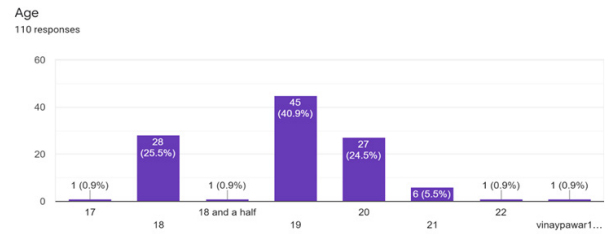
Age

Figure 1:

The survey was conducted on 111 students from Mumbai suburb. From the total count, 1 student is 17 years old. 28 students are 18, 1 student is 18 and half. 45 students are 19, 27 students are 21, 1 student is 22, and the remaining respondents are above 22.
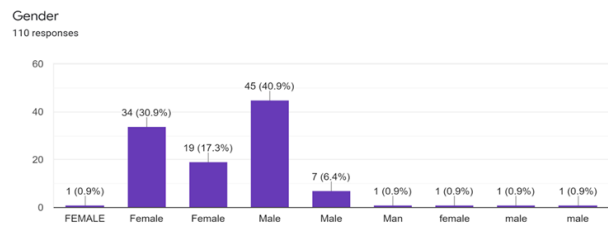
Gender

Figure 2:

In gender out of 110 there is 1 female of 17 years old, 34 females of 18 years old, 19 females 18 and half, 45 males are 19 then 7 males are 20, 6 females are 21, one student is 22.
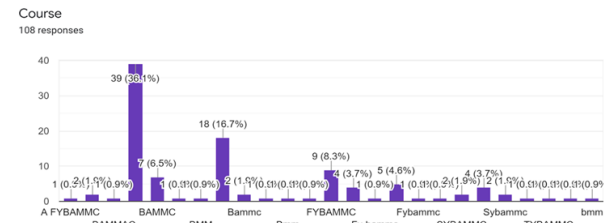

Figure 3:

In this course, 108 have responded in which all are from BAMMC course and from different years such as FYBAMMC, SYBAMMC, and TYBAMMC.
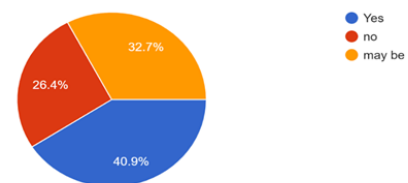

Figure 4:

According to the data 45 students have responded yes it is effective. 36 students have responded may be and remaining 29 have responded no.

Regarding the use of technology in education, are there any particular technologies you feel excited about?
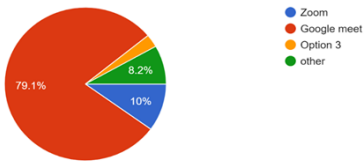110 responses

Figure 5:

According to the data 87 students have responded Google meet is existing to learn. 11 students found zoom interesting. 9 students have responded other.

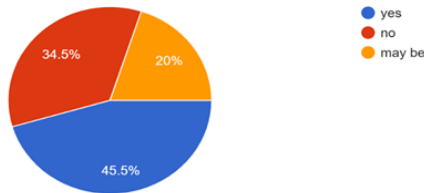Do you prefer virtual class for education ?
110 responses

Figure 6:

According to the data 50 students have responded yes for the virtual class education. 22 have responded may be for the virtual class. 38 students do not prefer virtual class.

Does online teaching convey quality content which is better than offline?
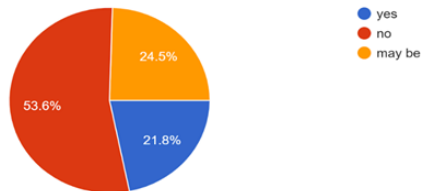110 responses

Figure 7:

59 students have responded online teaching do not convey quality content. 24 students have responded yes they get the good quality content. And remaining 27 students have responded may be.

As a student are you able to overcome all your doubts during online class in terms of learning?
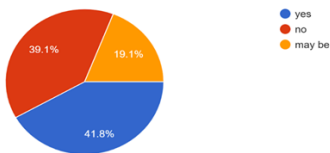110 responses

Figure 8:

According to the findings, 46 students have responded yes and believe they can overcome their doubts during online class. 43 students have responded that they cannot

overcome their doubts and the remaining 21 responded that they may be able to overcome.

Has online education made you more confident to communicate in front of everyone?
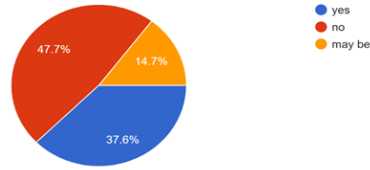109 responses

Figure 9:

According to the findings 52 students have said no the education has not given them confidence to communicate. 41 students have responded yes, which is boosting their confidence in online classes, and remaining 16 have responded may be.

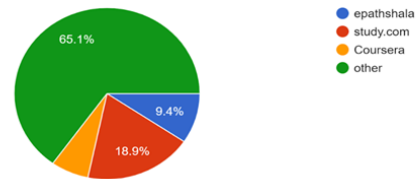Which is your favourite platform in e-learning?
106 responses

Figure 10:

According to the findings 69 have selected some other e-learning platform. 20 students selected the study.com option. 10 students have selected epathshala. Rest of the 7 prefer courser platform for e-learning.

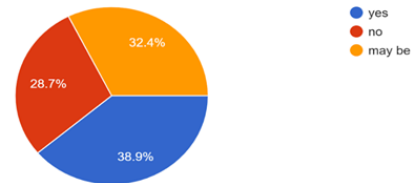Are you satisfied with online teaching methods?
108 responses

Figure 11:

According to the data 42 students have responded that they are satisfied with the online teaching method. 35 students have responded that they are satisfied and the remaining 31 students have selected that they are not satisfied with the online teaching method.

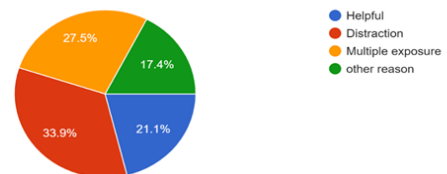What is the effect of online learning?
109 responses

Figure 12:

According to the data the effect of online learning 37 students have responded that it is distraction. 37

students found it that online learning gives them multiple exposures. 23 students found it helpful and rest 19 selected some other reason.

Does online education gives you time to do more courses?
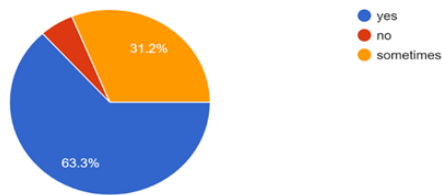109 responses

Figure 13:

According to the data, 69 students have responded that yes the online education allows them to do more courses. 34 responded may be it allows them to do. And remaining 6 have responded no.

Case study

The case study was done on the Role of online media in the teaching learning process of BAMMC students in Mumbai region.

For the particular case study three teachers were interviewed.

The questions asked in the interview are as follows:
What are the ways of using social media and the internet for education?

How online the students and teachers use platforms? What is the implication of social media for education? What do you prefer, online or offline lectures?

Prof. Shruti Rao

According to her, the online platform is not good enough as you don't know whether students are listening to us; whether they understand the concepts or not, there is no interpersonal communication happening in the online medium of education.

Samay Jadhav

According to her, online media is good enough as individual attention is not paid to the students in the class but in online platforms students are engrossed in it. According to her, the students below 18 years of age should keep an eye on what they are doing on the Internet. If the student is above 18, he should be cautious of the time he spends on the Internet. As per her online lectures are always preferable then offline lectures

Harshita Suthar

According to her, social media has a good impact and positive impact on education. Social media gives a huge range of mediums to communicate with the students.

Communication becomes easier and faster through social media. There are different ways of using social media. Connecting with them personally becomes easy. According to her online lectures are positive if used properly.

CONCLUSION

The data and findings show that online learning is helpful for BAMMC students. It shows that students are able to resolve the issues without any hesitation during the online class. It saves travelling time and gives an opportunity to learn more courses along with the main course. The findings display it is helpful and effective for BAMMC students. Online education reaches maximum students and allows them to access any part of the city, even in rural areas. The case study shows that online medium is effective and students can view the screen and pay full attention towards it. It makes the students to learn about various platforms. The researcher is able to agree with the hypothesis that Online media is well developed technology which is making maximum utilization for teaching.

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