

# The Role of Educational Media in Teaching - Learning Process

Noshin Farhadi

Department of Humanities, Yazd Branch, Islamic Azad University, Yazd, Iran.  
E-mail: [farhadinooshin@yahoo.com](mailto:farhadinooshin@yahoo.com)

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**Abstract:** Today, due to the severe resource constraints in the world, on one hand, and the rejection of other consumer's populations on the other hand, the issues related to increasing productivity and efficiency in all areas of human life has become the topic of debate and discussions, and the efforts of many individuals and organizations focused on ways to realize it. Educational system has become one of the most used social organization based on the millions of students, teachers, and other related people; which is in urgent need for plans and methods to increase their productivity, hoping that increased efficiency in education is equal to better learning, better retention of learning and deeper learning and prosperity of their talents in exchange for lower financial and human resources expenditures. The teaching-learning opportunities were designed, implemented and evaluated in more systematic approaches. In this process, the role of educational media as one of the system components, and as a facilitator of communication between teachers and students is very significant and fundamental. Based on a system approach to curriculum design, decisions about how to select each elements including educational media are linked to other elements in the system, therefore, it is very important and essential to pay special care and attention in the selection of instructional media.

**Keywords:** Education, Learning Process, Media in Teaching, Teaching-Learning

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## 1. Introduction

**Learning:** Learning is a desirable educational change in learners, and the efficiency of each educational system would be measured and evaluated based on this behavior change(s).

**Educational Media:** Educational media is defined terminologically as medium, device, the intermediate material, linkage between two interface, median, and finally the transmission route. All these meanings correspond with what so-called educational medium. "Educational medium is a tool for teaching and learning, and naturally is a parts of the learning process and technology, not all of it."

**Masal:** let view the learner as consumer and teaching as a consuming good. The media is a device that bring the good form production or distribution point to the consumer point. Media is the tool for conveyance and delivery of the good to the consumer or teaching to the learner. Thus, teaching media is a device or factor that we use for delivering the teaching to the learner through it.

**Educational technology:** is a regular and systematic approach to the design, implementation and evaluation of the whole teaching and learning process through the use of specific purposes, and application of research findings in psychology and human relations, and utilization of human and non-human resources in order to create deeper, more effective and more sustainable learning experience.

Educational technology is a systematic approach to teaching-learning processes in which the findings of basic sciences

will be used as principles and strategies for practical application. The word technology perceived differently among individuals with various social context, academic background, knowledge, and experience, and results in the diverse and sometimes contradictory meanings based on their level of familiarity with subject matter [1] [2].

In other words, educational technology includes the principles, rules, and procedures for the implementation of teaching and learning programs; and depends on the findings of basic science such as cognitive science, noetic and linguistic science, developmental psychology, sociology, educational and systems theory [3].

## 2. The significance of educational medium

Teacher is the educational agent in the classroom, so, he is the teaching medium, or if the learner receive all the learning material form the TV, then the TV is the learning medium. Teaching mediums turned back to the beginning of learning and one of the first teaching mediums was teachers. Teaching mediums are essential for effective communication of teaching material in the classroom, a place that learning happens individually and in groups [4].

Nowadays, teaching media are indispensable parts of teaching learning process. Other instructional mediums are not just some equipment and materials in support of education, but also, they are teaching data. Thus, "educational media refers to all the facilities available in the classroom which can create learning condition, the condition under which students are able to attain new information, behaviors and skills with a full understanding" [5].

Numerous experiments have shown that the use of different media were effective on the student learning and reduces the time required for teaching.

Teacher is an educational media. As the textbook or printed text books are teaching mediums and not the non-printed books. Today, the teacher is not only responsible for teaching and classroom management. Today, the teacher assumes the role of a leader. Perhaps he has to be a manager and teaches but in fact plays the role of a conductor. Conductor led the show with full knowledge of the songs, playing different instruments, and capabilities of the singers [6]. Now, this teacher could use a TV, books, movies, the Internet or any other educational material and mediums to motivate students with any possible means. So here, instructional television will contribute with the teachers in the improvement and promotion of instructional purposes. In other words, educational television can complement the teacher's endeavor. Television as an educational medium could transform the teaching experiences from a strict and formal teaching to an exciting learning process [7].

Nowadays, the importance of investment in education system in order to enhancing personal and social skills is obvious especially improving life and job skills of human resources. Moreover, improving educational system is one of the important indexes of any country's development, because the base and foundation of human resources are the presence of healthy, conscientious individuals with high self-esteem, discipline, clarity, nationalism and other personal and social values which is acquired through the academic endeavors of the education system.

According to previous research findings and different countries' experiences, in addition to being the foundation of human resource development, education is considered the basis for growth and development of other related resources (health and nutrition, environmental conservation, improvement and development of labor reserve, protecting and promoting economic and political accountability) [8].

Since the establishment of public education system in the 1290 as the beginning of the public education in Iran, the government responsibility and involvement have been increased tremendously. The educational funds is limited by quantitative increase in students number every year. On the other hand, the rapid changes and accelerated human knowledge development, and therefore skills needed for live, work, achieve, and compete in today's interconnected world require more and more investments in the education system, in order to make their efforts more effective and efficient. As matter of fact, the realization of invaluable goals of education system are largely depends on the teacher teaching effectiveness[9]. In this respect the design, implementation and evaluation of teaching - learning process by the teacher is confirmed more than the other variables of interest. The active participation of learner in the teaching-learning process and the teacher guidance and facilitator role could enhance the quality of learning; according to new approaches and findings about the effectiveness of teaching and learning. Educational media can be used for optimization of teaching - learning process' effectiveness in

order to increase the efficiency of education, especially to enhance the quality of education [10].

There are many evidence for supporting the importance of media role on the learner's outcome, specially the role of various sensory characteristics in the learning. It is well known that different sensory organs have different role in the learning as follows:

- \* 75% of learning takes place through the use of visual perception.
- \* 13% of learning takes place through the use of hearing sensory organ.
- \* 6% of learning takes place through the use of touch.
- \* 3% of learning takes place through the smelling.
- \* 3% of learning takes place through the taste and tongue.

Most of the human learnings happened through the visual perceptions. The smelling, taste, and touch are contribute to 12% of learning, but teachers insisting on using the 13% learning through the listening. Research shows that almost 60% of the time that learners spent in primary schools and 90 of academic time in high schools and universities were used for listening.

Research shown that only 30% of teaches material were learned, while using proper teaching medium led to around 75% learning. There are many commercial and handmade educational medium for teaching mathematic, and the failure of application of these media will contribute with the student's lower academic achievement and lower grades in the math.

### **3. The effect of educational medium on student's learning**

Educational media has a great impact on student learning, the most important ones are:

1. Provision of a rich environment for students creativity
2. Creating a new learning environments with various factors and sources
3. Motivating and encouraging the student's self-learning
4. Greater emphasis on interdisciplinary teaching and promoting it among students
5. Simulating real social situations for problem solving practice and research about various issues, "further encouragement of teamwork"
6. Providing readiness for facing the rapidly changing, complex and uncertain environment
7. Increased capabilities to acquire new knowledge
8. Developing new skills through the development of technological literacy
9. Offering a new approach to dealing with social and cultural issues in a complex situation

These educational mediums have many unexpected results too. The overall attitudes and thinking paradigm made

popular through these media would lead to a new vision and perspective in the social and cultural foundation of society, and pose them with new questions and challenges.

Thus, according to the opinion of some scholars, social and cultural implications of the wide spread use of ICT in education is more important for developing countries and possible social consequences are more important and effective than individual achievements which is achieved through different ways.

#### 4. The process of teaching-learning

The teaching - learning approach is the deliberate exposure of a teacher and student in an educational environment in order to fulfill a certain purpose(s) and the key elements of this approach include:

1 - The sequence or steps of teacher and student activities 2 – teacher's role , 3- student's role, 4- The route of communication between teacher and student

#### 5. Determination of the learning strategies

Strategy or strategies means "acting method in certain situation" terminologically. Learning strategies are methods and techniques that students used in their learning endeavors in order to achieve the desired educational goals; for example, a student who repeats two times or more after reading a text is using a learning strategy.

The instructional technologists and curriculum designers are required to predict the necessary learning methods based on the educational content for students; and as part of the teaching tasks, include it in their proper place. People often think that providing educational materials to students are their sole responsibility, while this assumption is not correct, and lecturer, teacher, or educational authorities should learn the ways of better providing the learning materials and teach them to students too.

In the classroom and during teaching, a lot of homework are assigned to students, but almost never told them how to perform these tasks. For example, the learner is asked to classify, understand concepts and explain the relationships between them, but he was never provided with any instruction about the conceptual learning styles and this methods were not taught before the assignment of homework.

#### 6. Conclusion

It is obvious for all the education system's authorities that application of educational mediums has great deal of impacts on the students learning, although the methods of their application and also preparing a suitable background for using them are all in the urgent side of educational requirements. Teachers' familiarity and adaptation to educational technology and its exploitation requires training. More important than learning is how to use these technologies, how to adopt them based on different teaching goals, programs and educational content, which is very essential.

If teachers feel comfortable in using these instructional technologies, and receive support from different sources in order to reinforce their teaching through these promising methods and technologies; they will become a valuable source for distribution and advertising these techniques in the education system. The most important strategy for publicizing this methods in the educational system is teacher's re-assuring and contribution. The curriculum must planned in a manner that teachers and principals wouldn't feel endangered by these information technology and communication approaches; they must provide with assurance that using these technologies never replaced them, only help them in providing better and effective teaching. We hope that our schools could equipped with the latest technology like schools in developed countries, and out teachers could become the forefront of modern education, along with preserving Iranian culture, and to refresh their knowledge with the world of updated science, in an effort to made the future of the country bright.

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