

# Importance of Educational Technology and Mass Media for Enhancing Teaching-Learning Processes in Agricultural Education

L. Muralikrishnan

Education Systems Management Division, ICAR-NAARM, Hyderabad

Corresponding Author: [Muralikrishnan@naarm.org.in](mailto:Muralikrishnan@naarm.org.in)

## Introduction

Agricultural Education is playing very important role in professionalizing the sector from the traditional farming to advanced practices through the process of learning and doing practices; further, it is not restricted to text-books now. The recent educational technology tools and mass media penetration plays very important role to enhance the knowledge in a holistic manner. Recent education technology based online and mass media platforms can be facilitated to provide information support and technology dissemination in a wider perspective. Previously, the mass media usage in villages were less. But, after liberalization, it penetrated well. Hence, in Agricultural sector, it is true that media is playing an outstanding role in strengthening the society through education and extension perspectives. The media has a strong social and cultural impact upon society and agriculture is connected with socio-cultural aspects of life and livelihoods of people and in India, agricultural livelihood spread across the country. Because of its inherent ability to reach large number of public, the recent Educational Technology-led Mass Media platforms Enhancing Teaching-Learning Processes not only in used to convey message to build public opinion and awareness also in Agricultural Education through online educational channels, Social media platforms and massive open online courses.

### Principles of using education technology led Mass Media:

- **Planning:** The education technology based Mass media should have planned with respect to the knowledge level of students/ trainers
- **Organization:** Mass media content and program should be organized with respect to the need of the educational programmes
- **Selection:** Mass media should be properly selected and used as per the needs of the students.
- **Preparation:** the educational material preparation needs adequate preparation in agricultural education
- **Evaluation:** Mass media educational programs should be evaluated at consistent intervals in regards to their use, effect on learning and their functions.

### Education Technology based mass media usage in Agricultural Education

1. Blogs: It plays important role in agricultural education to deal both theory and practical aspects.

2. The mobile apps based interactive tools plays very important role in Agricultural Education
3. The Online Magazine/ Journals are published in online platforms and easily accessible by the students and scholars across the countries through the respective online web based sources.
4. Online newspaper can be anywhere and anytime accessible for the readers
5. Social media and its role in Agricultural Education: There are several social media used for class room situation in Agricultural Education like googledoc, Moodle, Wikipedia, youtube, facebook, twitters, whatsapp etc.

### Importance of education technology led Mass Media in Agricultural Education

1. Wide coverage: the education technology led educational Media provide information and give education to the more number of students within a less time.
2. The trainer or instructor can communicate rapidly to the large mass to trainee.
3. Real time updated information flow can be possible in global perspectives
4. Creates an Authentic Learning Experience
5. This educational technology led media enhances critical-thinking skills and boost up personality
6. Teachers/Instructor can use education technology led media to hone critical-thinking skills to facilitate social and cultural change
7. Mass media also plays important role in social change.
8. After information and knowledge support, the Educational Technology based media assist to change desirable way of behavior with respect to Agricultural students, professional and farmers

### Conclusion

The Educational Technology based Mass Media has the power of educating people. According to Edgar Dale's Cone of Experience, the memory retention of educational media is more and Enhancing Teaching-Learning Processes in Agricultural Education. The use of audio and video aids

plays important role reflective teaching and learning process, in analyzing and synthesizing and tracking students' progress over time, etc.

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