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Impact of Social Media as an Educational Tool for Media Students

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Abstract- Social media is a large resource of authentic data of written, audio, video materials with that each receptive and productive skills could also be practiced by media students. Students are supplied with new learning experiences synchronously and asynchronously to possess a lot of depth and direction in their media learning method. Students are ready to share the resources quickly and gain the maximum amount of media educational information. Instructions are more practical and economical as social media provide the users gain in several advantages. Social media offers the foremost important feature for communication that's giving and receiving feedback. Social media are ready to offer the chance for online live lecturers. Through this active participation and interaction among media students and subject experts are altogether concerned within the learning method.

Index Terms - Social media learning, 21st century Media education, E-learning

1. INTRODUCTION

The fast explosion and intensive adoption of social media has created and it possible for one person to another chat with thousands individuals worldwide. Today, social media become unstoppable and important for content sharing. Its large benefits like simple to use, low cost, quick and simply reached all. Additionally, social media has penetrated today's society with large individuals engaged within the latest updates in media educational happenings via several social media applications. As such, the chances for social media in media education are equally exciting because it could be a platform to support media education. Therefore, the challenge to media educators is a way to bind the identical options of social media for their academic functions.

1.1. Theoretical Frame Work

The researcher has adapted cognitive load theory, because the implications of social media in media education from cognitive load perspective can be bridged by working memory and long term memory. When social media is utilizing in media learning, the design of the interface could constitute a wellspring of multitasking to the learners. This imposes cognitive load on the working memory system as the extraneous processing for the utilization of cognitive resources. This can increase the concentration and engagement within learning. In

simple, working memory is what a teacher teaches which is not expected to last long whereas long term memory is what we visually see and learn by ourselves through social media (Sweller, 1998).

1.2. Need and significance of the study

In India, NPTEL and E-learning courses were viewed and learned by 110 million people through YouTube in the 2014. So, it is worthwhile researching the impact of social media among media learners.

1.3. Statement of the problem

The Statement of the Problem selected for the present study is "Advantages and disadvantages of social media in media students". The present study intends to find out and analyze the access, usage and impact of social media in media education students.

1.4. Scope of the study

The research was conducted using Google form questionnaires were circulated through social media and data was collected from media students in Tamilnadu.

1.5. Objectives

The main objective of the study is to access, acceptance and perception of social media and its effects on media learners. The research was conducted with the following objectives.

- To study the reach and accessibility of media educational content in social media.
- To study impact of social media among media students.
- To study positive and negative perception of social media among media students.
- To study the relationship between teacher and learner in social media.
- To analyze the effectiveness of social media



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Fake news and Fraudulent News-Manipulation: Media Ethics at Crossroads!

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ABSTRACT

We live in an age where a few cliques in our society have been caught in flagrant delicto passing off old videos, alien photographs, and non-existent data presenting one faction as killers and the others as patriots of the nation. Fake News and Fraudulent News have become a symptom of greater social ills. Modern Social Media are vulnerable to manipulation by slough of a few élites. All operating under varying motives but with similar techniques. No wonder media today are being leveraged to enable, breed polarisation by countless actors who can leverage those systems for personal, political, economic, and ideological gain. Sometimes, the goals are much more disturbing. In short, common people are being used. In this sense, the relevance of media ethics is the longer-term problem. But if we are not able to grapple with the immediate and alarming problem of news-manipulation through fake news the media sources may not live to earn the public trust back with greater inclusion, values, equity, transparency, ethical integrity and honesty.

This paper seeks to examine the serious ethical issues of fake news and fraudulent news – manipulation with a call to state how common populace is being manipulated and become manipulators' agent.

Keywords: Social media, Media ethics, Fake news, Fraudulent news, News-manipulation, Polarisation.

1. INTRODUCTION

In this post-truth age, Fake News and Fraudulent Mediation rule the roast. Media is among the prime factors influencing world affairs and the relations between states, peoples and cultures in the 'information age'. The mass media is influenced by many duplicitous forces, among them politics, the legal system, the market, and last but not the least, by the motivation of the journalists. Fake News and Fraudulent manipulation alter reality and polarises the national landscape into various divisions. Consequently, the ethics of the journalistic profession are responsible for a great part of the journalist's work, for her or his orientation towards or neglect of different