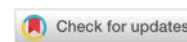


BASIC PARADIGMS OF IMPLEMENTATION OF MASS MEDIA IN EDUCATION

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Abstract: The current development of science has influenced technology to reach all segments of life. Namely, the media plays a big role in human development. At the very mention of mass media, we mean a whole treasury of technologies that transmit information and send certain messages. Classical mass media include: print (books, newspapers, posters, leaflets, comics), film, television and media of new information and communication technologies. Multimedia content animates children so much that they spend most of their time with the Internet and television, which confirms their enormous influence on shaping their lives. Although it covers all age groups, scientists are most interested in the impact of mass communication tools on children. Most of them believe that the means of mass communication are dangerous for children, that they leave a deep mark, because children are more prone to be blinded by negative influences. The expansion in the development of the media triggers new dilemmas, which are related to the impact on young people, which depends above all on the content which is plasira, and then and types of media, can be positive, and also negative.

However, knowing that films, television, the Internet or the press are the fastest means of influencing children and even the elderly, we cannot view the mass media only as a possibility of negative action, but how to achieve positive, cultural and educational influences on the media with the same intensity. children's attitudes and behavior. The modern way of teaching is most effective by using a wide range of teaching tools that motivate students to learn the teaching material. From the point of view of Gogo, the competence of teachers is also necessary for their implementation in teaching with the aim of meeting educational needs.

The intention of the work is to train students for the rational application and adoption of appropriate educational content through means of mass communication.

Keywords: media, educational influence, teaching aids, competence, implementation.

Field: Social and humanistic sciences

1. INTRODUCTION

Every day, information is distributed through the means of mass communication that portrays our situation in the world. In this way, a picture is formed in our head that dictates the way of thinking, the way of dressing, the way of acting, the way of living.

One of the main roles of the mass media is the transmission of mass culture. This is achieved through television and the Internet, which influence people's opinions in an incredible way and are crucial for the formation of value systems, and their peak action is reflected on the most sensitive category, namely children. Many sociologists believe that everything that fills a child's time has an educational effect on him, affects the development of his personality, and audio-visual means are called "parallel school" (Zindović-Vukadinović, 2000: 119). Today., new media have become part of children's everyday life and as such set an imperative for their use in educational practice in a way that supports children's learning and development (Mijajlović, D., & Todosijević, M. 2021:97).

The very term media is of Latin origin, derived from the word *medius*, which means middle or between. In general, media can be a material means through which something can be broadcast or sent. In communication, media are means by which various contents and messages can be broadcast, sent or received. The media represent a set of instruments that act as mediators in communication between people (Jurčić, 2017).

Mass communication includes institutions and techniques. Institutions provide information to a wide audience and it is necessary that they are under the supervision of the authorities so that the contents that are placed are useful, informative and that people form the right opinion. McLuhan defines the medium as a "message", and every medium contains another medium. The media differ from each other in the strength of their influence on the audience, so we have radio that has surpassed newspapers, we have television that has surpassed radio and the Internet that has surpassed television. None of these media

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have been forgotten or neglected, and each is useful in its own way, while television still remains the most popular and influential (McLuhan, 2008).

Seen from today's point of view, newspapers represent the first medium of mass communication, which includes books, comics, posters, etc. They represent consumer goods and are intended mainly for the urban part of society. There is disagreement between countries about the date of origin of newspapers, and they have in common that they define them as letters imprinted on paper with the aim of spreading information and advertisements. The book is the first medium among all mentioned media. Regardless of the fact that she is not as popular as before, what is characteristic of her is the exclusivity and specialness of the moment when we hang out with her intimately.

Today, we also encounter an electronic book, which is at the same time a negation of the book as a medium, because only the letter is retained in it, and everything else is an electronic equivalent. The book is a medium that can never and will never be surpassed. Therefore, the book cannot be replaced by any digital tool from today, it can only be neglected due to the laziness and lack of curiosity of individuals.

2. THE IMPACT OF TELEVISION AND THE INTERNET IN EDUCATION

The name television is derived from the Greek word tele- far and the Latin verb video, videre-to see, to watch, which would mean to look at a distance. This name, mentioned in the distant 1900s, has remained established and unchanged, although it is not literally correct, because in addition to the placement of the image, there is also the transmission of the word. In the 1950s, television became the main medium for informing the masses, and in the 1960s it became the most popular in the USA, from where its popularity spread to all other countries. With the advancement of technology, it is possible to store different content on DVD, on various discs, and later on, smart television appeared, then Internet television, which means that today no household can be imagined without it. Carpenter (1991:2019) says that "television is a little box with a bunch of people who have to live!". Research conducted during this period proved that "transmitting educational instructions via television is equally effective as learning in a traditional classroom environment, in which the teacher is in direct contact with the students" (LINKgroup, 2012:89).

The Internet is a global network that has the fastest flow of information. It is a connection of computer networks from all over the world. With the emergence of this medium, a change in people's lifestyle occurred, which would mean that the emergence of each new medium also represents the emergence of a new human consciousness. With its help, today billions of computers are connected, which operate in a non-hierarchical manner. It is not only a product of some political processes, but penetrates into all pores of society, including trade, business, education, entertainment, and education. The first network was created in 1983. The Internet as a large network is made up of countless small networks that do not have censorship and is accessible to anyone, anywhere in the world. The life of today's man cannot be imagined without the Internet, which has become so established and has become closer to him than the nearest. How much and how it will be consumed depends on many factors. There is no doubt that its importance is great because only the transmission of data over long distances testifies to it (see Joseph Turow, 2012). The Internet in education has provided every student with a lot of positive aspects. Taking tests online is much more efficient than in schools because it saves time, the student gets immediate feedback on points, reduces costs and what is most important is self-evaluation, mutual evaluation, summative and formative evaluation. When it comes to self-evaluation, it means that the student himself evaluates his abilities and work. In mutual evaluation, we have students evaluate each other's work. In the case of summative, we have an evaluation at the end of the semester, and in the case of formative, evaluation during schooling in order to have an insight into the work. The special importance of using the Internet in the educational process is reflected in the work with gifted students. Only through multimedia resources, teachers have the ability to adjust the difficulty of tasks to students, to introduce new technologies and to evaluate the work of each gifted student individually. This is possible with the help of interactive tests that provide automatic evaluation.

The presence of modern information technology in the educational process arose: because there was a desire for teamwork between students and teachers, because the position of the student in the modern school has changed in relation to his position in the traditional one, when he was an object in teaching, and therefore team and the role of the teacher today when he is not only a lecturer but also an organizer, animator, actor, partner in pedagogical communication, an expert in his field.

3. THE IMPORTANCE OF MASSMEDIA IN EDUCATION

There are many opinions and discussions about the influence of the media on people. Those discussions are divided into scientific and common sense. In scientific discussions, there is no agreement whether the influence of the media is negative or positive. Among the authors, there are those who believe that television content is useful for children. While, opposite to them, there are those who believe that television has a negative character and that it harms children and society as a whole, that it creates from an active person an individual incapable of thinking abstractly and understanding concepts in a realistic way and not just reading pictures. Media can educate, entertain, feel, media content also affects physiological reactions, causing: joy, sadness, fear, heart palpitations, secretion of adrenaline, especially in children. Throughout the history of the media, many questions have been asked regarding the influence of the media on adults and children, and many studies have shown that it is a "slippery terrain" and have come to the conclusion that only the effects can be divided into short-term and long-term ones (Jurčić, 2017). Therefore, all forms of media (speech, letter, telephone, radio, television) according to Marshall McLuhan enable the extension of the human being and human capacities, increasing the speed and scale of communication and moving the limits that a person can reach. Radio and telephone are extensions of the sense of hearing, television is an extension of sight and hearing (more in McLuhan, 2008)

The speed of technology development has also increased the development of students' interest and desire to learn. What was interesting in the past is not now, appetites have grown and students demand much more from teachers. The teacher is an indispensable factor and will always be so, regardless of the development of technology, but in addition to the living word, student animation is also necessary. Today, this is achieved with the help of various media, using computers, Power Point presentations, and, as the most popular, the Internet. The Internet has also enabled distance learning, which has many more advantages compared to traditional school.

Considering the development of technology, many countries have come to the conclusion that they should find all the positive aspects that are found in media content, and this would mean hiring experts for insight into the content and training teachers for media literacy. The task of scientists would be to analyze the content of movies, video games, various national television shows and how children participate in these programs, accessibility to pornographic content on the Internet and pedophilia, the way adults and children use media and how they value content on television, etc. In this way, children would be protected from potential negative consequences (Marić-Jurišin, Marković, 2011).

We have witnessed that during the pandemic caused by the Covid 19 virus, the only solution for teaching was online teaching, for which the Internet was necessary. The main advantage of the Internet is that it enables unhindered communication between teachers and students even though they are located in distant, different locations. Like any type of teaching, this one also requires the teacher's methodical literacy because there is no face-to-face communication here. In order to achieve and fulfill the goals that the institution seeks, it is necessary to train teachers for the use of the Internet in teaching. Only through additional education will teachers learn what opportunities the internet provides, what useful information it is, how to send material via e-mail and how to evaluate student results.

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In modern society, organization and systematicity are the keys to success. Modern society, among other things, is characterized by rapid changes and sudden upheavals, a large number of collaborators and the availability of all information. If we are not well organized, work suffers and success is absent. The teacher must always be ready to find an adequate solution in emergency situations. In this way,

he motivates students by his example to successfully organize their time (Živković, 2022:60). Modern teaching requires the teacher to be intelligent and a wise organizer and implementer of teaching activities, a researcher, to know his students well and to be their intellectual leader (Halilović, 2020: 49). In fact, for the educational process to be successful and high-quality: the teacher is expected to be an expert in his field, to follow, know and use new technology and to have a good pedagogical background in order to know how to implement it in the educational process (Kucina- Softić, 2020:18). In short, the mass media represent an important instrument for improving the education process by marketing educational content.

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