Full Length Research

Impact of Information Technology and Multimedia on Aesthetic and Social Values

Javed Khan

Department of Library and Information Science, Swami Vivekanand Subharti University Meerut.
Email. javedsaim@gmail.com

Education is an engine for the growth and progress of any society. Education is not only responsible to impart knowledge but also inculcate skills and values. There are many types of values but this paper highlights the Impact of Information Technology and Multimedia on Aesthetic and Social Values. And discuss about the meaning of ICT, ICT in classrooms, for entertainment.

Key words: Information Technology, Multimedia, Aesthetic and Social Values.

Cite This Article As: Khan J (2015). Impact of Information Technology and Multimedia on Aesthetic and Social Values. Inter. J. Acad. Lib. Info. Sci. 3(2): 50-52.

INTRODUCTION

Our nation is one of the marches towards a bright and prosperous tomorrow. The social organ to play the most important role in this aspect of education. Education is an engine for the growth and progress of any society. It not only imparts knowledge, skill and inculcate values, but is also responsible for building human capital which breeds and drives and sets technological innovation and economic growth. In today's era, information and knowledge stand out as very important and critical input for growth and survival. Rather looking at education simply as a means of achieving social up liftman, the society must view education also an engine of advancement in an information era propelled by its wheels of knowledge and research leading to development.

Emile Durkin first wrote about education as the institution through which values are transmitted and internationalized by societal members and, in this sense,

is morale, in nature and intent.

What are values?

In our general life, we see that the things, which are wrathful at present time, become decorated in worth after a period of time. Values are those entities which are worth full forever in same extent.

(a) Education Values:- Any or every thing which for instant, is of significance and importance for education, has bearing an education contribution to its constructive side, serve as unit in its formative aspect is of value.
There are many type of values, aesthetic, theoretical, religious, political, social, economic and hedonistic values. Each value has its own importance. This paper highlights the influence of information technology and mass media on values, (aesthetic and social).

(b) Aesthetic Values: Aesthetic values are those which provide pleasure and happiness to the individual.

(c) Social Values: Individual constitutes society which has certain ideas, models and norms in general in respect of behavior, conduct, duties and responsibilities towards one another. Love humanity, universal, brotherhood, sincerity, honesty and integrity of character, firm attitude of rendering help and doing actions and works in general benefit etc. are constituent of healthy social life. True education aims at developing individuals into social being having these virtues.

Man has entered the information age from an industrial age that prevailed till a few years ago. This change is expected to have profound effect on the way live, make money and deals with wars. It would therefore be useful to examine the nature of information and information technology that is at the root of future opportunities, challenges and competition. Information has there since beginning. Information technology was also there. But it is computer, which has made technology so popular.

Meaning of ICT:-

Information technology (IT) as the name suggests deals with the technology that is used to handle information. It concerns with the storage, communication and processing of information. Technology in its fully convergent form, encompassing various modes of information delivering, such as printed media, radio and television, computer and internet, into one integrated environment provides an unique opportunity to touch the lives of every one, over coming earlier divisions. Computer is one of the major components information technologies; its application has penetrated every sphere of existence of modern man: airlines, railways, weather, forecast, medical diagnostic, entertainment, classroom, banking etc.

Information Technology in Classroom:-

Classroom computers are envisioned as a technology compare able to fires; just by sitting near these devices, student get benefited from them, as knowledge and skills radiates from the monitors in their minds. As computers and telecommunication infrastructure become available in school, technology can be used to improve communication between ministers and local educators, to efficiently handle and communicate data in a timely fashion, and to access support resources and professional communities. Giving all students continuous access to multimedia capable, internet connected computers is currently quite fashionable.

Every invention have both advantage and disadvantages, on one side students benefited with new technology in classroom which help them together latest information, on the other side students decorated the social contacts among the peer group.

Schooling is preparatory stages for cultivating the sense of social values. The parents send their children to school, not only to get quality education, but also to socialize a child. In school a child comes into contact and interacts with other children and came to know about and interact with idea, ideals, culture values and patterns of behavior. In this way he develops himself socially and culturally. The development of technology in school and classroom abolished the ultimate aim of education, when enhances their knowledge. Student likes to play computer games instead of play on playground with their peer group. In this way they are unable to develop social and aesthetic values.

ICT for Entertainment:-

Computers have also entered in home in large numbers. Home computers are mainly for entertainment but they have great potential for education. Radio, television, cable, news papers are the part of ICT and provide latest sets of information to the audiences. Many people like science fiction or action movies, especially the one with special effects, will graphics are mostly made by computers. Most of the movies today's use computers graphics to make things more realistic. People spent their free time by watching movies and T.V. serials. These things become hindrances to develop social contacts with your neighborhoods and community.

Neighborhood also like a wider and enlarged family. The same process of interaction in the members of family continues its operation in the persons living together as neighbors. People living in the same locality interact among themselves and gain norms of the behavior habits, of living and co-operative attitude to solve their immediate simple problems of day to day living. People are unaware about their next door person. They don't know about them, their culture, behavior etc. Whether he is in good or in bad condition etc. because they don't have time due to their busy schedule and free time they spent watching movies and T.V serials instead of develop social contacts.

Internet

The internet is a world wide computer network through which you can send a letter, chat to people electronically or search for information on almost any subject you care to think of information on almost any subject you care to think of. Online newspapers are also available on internet. It provides online chatting all over the world.

People can spend 3 or 4 hrs. Continuously on internet. On one side it provides information of all over the world with a few second, but the habit f reading and writing can be abolished. ICT provides social mobility means the movement of an individual I a social structure. It may horizontal as well as vertical. Education plays an important role in social mobility. When person move vertically in educational status, sometime he do not care about those who lies below him, this is due to lack of social contact.

Teacher plays a prominent role in teaching learning process. A teacher is a central figure in the formal teaching learning set up. He is the ultimate agents who dispense knowledge, frames the times schedule, selects reading materials evaluate learning outcomes, and personal problems. He is who sets the standards builds up desirable attitude and approves or disapproves pupil's behavior. ICT brings a drastic change in the role and status of the teacher, in teaching learning process. In the era, of ICT teacher plays a secondary role in classroom, because all the material related to subject are present on internet. Due to this there is back of face to face communication and social contact with teacher.

In distance education there is no role of teacher, because online study material is provided for the student. Although they get degree and certificate but they do not acquire proper etiquettes, values, and social environment.

CONCLUSION

After independence India has progressed a lot. Tremendous progress is shown in the field of agriculture, business, industry etc. in the field of education, her technical and professional manpower bank is the second largest on in the world. With all these process, India lost some thing ethical front. In today's era, information technology plays an important role for growth and survival. Like every coin have two sides, every discovery and invention have both side advantages and dis-advantages. As the ICT brings revolutionary change in making teaching learning more effective. On the other side it is responsible to change the status of teacher and

became a great hindrance to develop social values among the students/person. In the field of education, through (internet, computer) ICT engages every student or a person, and in ordinary life through mass media person entertain their life. That they do not have care about others. At the end it is concluded in spite of lots of advantages and progress through ICT, in every field, it also demolished and decorates the values.

SUGGESTION

•   Regular subjects of the school curriculum are the first source of value education. Whatever subjects we teach, there is a set of values, which is hidden in structure and methodology.
•   Co-curriculum activities are the important sources for the development of values in school children. So that co-curricular activities should be included in school curriculum.
•   Instead of develop computer graphic movies to make things more realistic. It is better to exposure to work of art, beauty in nature, action of moral work.
•   Providing situations and opportunities to practice aesthetic values.
•   Campaigns against diseases are arranged by the students of higher education.
•   Programs of manual as cleanliness of neglected localities etc. picnic, excursion etc be arranged to give opportunities to the students for moving among different people.

REFERENCES

MOHAMMAD (P) (2007). Professional development of teachers in higher education. Miracle of teaching Quarterly journal of the Teaching Professions. (3):121-122.

STINNETT TM (1965). The Profession of teaching. 1965. Prentice Hall; New Delhi.

RAMESH C (2003). Universal education and technology in 21th century. 2003. Kalpaz Publications; New Delhi.

SHARMA SR (2007). Education and democratic values. 2007. Cosmo Publications; New Delhi.

SHARMA RA (2007). Human values and education. 2007. Surya Publication; Meerut.