M'sila University
faculty of Humanities and Social SciencesLanguage
Department of Psychology

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Specialization: Guidance and Counseling.

Types of educational media

Prepared by:

Pr. Khatout Ramdhane
ramdane.khatout@univ-msila.dz

INTRODUCTION

Use of Educational Media is essential for teaching and learning process. Media can be utilized in almost every discipline to enhance learning in class and out of class. Research suggests that people learn more easily when they are presented in both verbal and visual form **(Salomon, 1979).** Other empirical research shows that visual media make concepts more accessible to a person than text media and help with later recall **(Cowen, 1984).** These media is helpful to all types of learners having different Learning Styles-visual, auditory and kinesthetic. It keeps the learner focused and actively engaged in teaching learning process in classroom.

1- What is Media?

➢ **Media itself means a method of communication.**

➢ Media is a plural form of medium.

➢ Media can be defined as means through which information is shared or communicated among people. E.g; language, newspapers, radio, TV, and internet.

2-What is Educational media?

➢ **Educational media:** **refers to channels of communication that carry messages with an instructional purpose. They are usually utilised for the sole purpose of learning and teaching** (Webcrawler, 2013).

- These are any means of communication between the teacher and learner that allow interaction and feedback between the two parties (Angelo et.al,1993).

3-What is Educational media and Technology?

- Rowtree (1990) says EMT is the development (process involving learners from start to evaluation) and evaluation (how much has the learners achieved given the applied media and technology) of system of techniques (technology) and aids (media) so as to improve the teaching – learning in conveying the content (message) to learners.

- Coffey (1977) defines the concept as a systematic way of designing, implementing and evaluating the total teaching-learning process **by employing a combination of human and scientific equipments** to bring about effective instruction.

4-Examples of EMT:

Examples of EMT may include

- All books and their illustrations,
- Magazine/Newspaper,
- Documents,
- Programmed Materials,
- Pictures,
- Films, Strips,
- Sliders,
- Projectors Of All Kinds,
- Charts/Graphs/Maps/Drawing,

- Writing Boards And Board Materials,
- Tape Recorders,
- Radio
- Cameras,
- Videos,
- Televisions Computers,
- Models Etc.

4-Examples of EMT:

- **Hardware**

✓ Hardware is the physical equipment or mechanical/electrical that make for a medium system operate e.g. a central pressing unit (CPU), mouse and keyboard.

✓ The hardware is used to run devices e.g motion pictures, video tapes, DVD players, radio TV, tape recorder, projectors, cameras and laptops. The hardware enables teacher to deal with more learners at least cost.

4-Examples of EMT:

- ## Software

Software refers to data or programs not forming part of the hardware but used when operating the hardware eg a film in a camera, a transparency in an OHP, a cassette in a tape recorder or a program in a computer. It controls the computer's operation.

- ## Courseware

✓ The courseware is specific instructional software that addresses the content eg specific films used in teaching environment.

4-Examples of EMT:

(i). Motivational media

- These are media that are meant to arouse the interest of the learner

  Example: Computer, Tv, etc

(j). Informational media

- These are kind of media that are mainly aimed at giving information without an opportunity of interaction; they are one way traffic eg TV, newspaper or books. However behind these media there must be a hidden message.

(k). Instructional media

These are kind of media intended to change a learner's behavior in a classroom setting and the learners can interact with them eg photos, models, projectors and regalia.

5-Classification of Educational Media:

1. Printed Materials:

➢ **Textbooks:** Traditional printed books designed for educational purposes.

➢ **Workbooks:** Exercises and activities to complement textbooks.

➢ **Reference Materials:** Encyclopedias, dictionaries, and other reference books.

5-Classification of Educational Media:

2. Visual Aids:

➢ **Charts and Graphs: Visual representations of data or concepts.**

➢ **Maps: Geographical representations for subjects like geography and history.**

➢ **Posters and Infographics: Visual summaries of information.**

5-Classification of Educational Media:

3. Audio-based Media:

➢ **Podcasts:** Educational content delivered in audio format.

➢ **Lectures and Speeches:** Audio recordings of educational talks.

➢ **Audiobooks:** Narrated versions of books for learning.

5-Classification of Educational Media:

4. Video-based Media:

➤ **Educational Videos: Instructional content covering various subjects.**

➤ **Documentaries: In-depth explorations of real-world topics.**

➤ **Animations and Simulations: Visualizations to explain complex concepts.**

5-Classification of Educational Media:

5- Interactive Media:

- ➤ **Educational Software:** Interactive programs designed for learning.

- ➤ **Educational Games:** Games with educational objectives.

- ➤ **Simulations:** Virtual models of real-world processes.

5-Classification of Educational Media:

6. Online Resources:

➢ **E-learning Courses:** Online courses covering a variety of subjects.

➢ **Webinars:** Online seminars or workshops.

➢ **Blogs and Articles:** Educational content published on the internet.

5-Classification of Educational Media:

7. Social Media:

➢ **Educational Social Media Groups:** Platforms where learners can share and discuss information.

➢ **Live Streaming:** Real-time educational content delivery.

5-Classification of Educational Media:

8. Virtual Reality (VR) and Augmented Reality (AR):

➢ **Virtual Tours: Simulated tours of real or imaginary places.**

➢ **AR Applications: Overlaying digital information onto the real world for educational purposes.**

5-Classification of Educational Media:

9-Broadcast Media:

➢ **Educational TV Programs:** TV shows designed for learning.

➢ **Educational Radio Programs:** Radio shows with educational content.

5-Classification of Educational Media:

10. Teaching Aids:

➢ **Models and Props: Physical objects used to illustrate concepts.**

➢ **Manipulatives: Hands-on objects to aid understanding in subjects like mathematics**

5-Classification of Educational Media:

11- Educational Apps:

Mobile Applications: Apps designed for learning on smartphones and tablets.

5-Classification of Educational Media:

12-Learning Management Systems (LMS):

Online Platforms: Systems that manage and deliver educational content in a structured way.

5-Classification of Educational Media:

13- Open Educational Resources (OER):

Free and Open Content: Educational materials available for free use and adaptation.

5-Classification of Educational Media:

These types of educational media can be used individually or in combination to create diverse and engaging learning experiences. The choice of media often depends on the subject matter, learning objectives, and the preferences of both educators and learners.