



ICOGE 2023 1st International Conference on Global Education: Educational Trends, Issues & Innovations

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“Education is the most powerful weapon which you can use to change the world.” — Nelson Mandela



Aims and objectives of education and media

- One sees the two institutions as having complementary roles, and yet another sees their roles are in contradiction.
- The media as an institution can complement the functions of education, education can add to the greater understanding of media.
- The functions of both institutions are not complementary but are at odds with one another.
- A third role sees it as regressive. What one learns from one institution must be regressed to a proper level for the proper functioning of society.

Role of education and media

- The role of education is to **educate**.
- The teachers will decide what students should learn and what they should not learn.
- The role of media is to **inform and entertain**.
- Different consumers stroll along on different media platforms to get what they want

Role of education and media

- Education is a powerful driver of development.
- One of the strongest instruments for **reducing poverty and improving health, gender equality, peace, and stability**.
- Education is a sector that is of critical importance to the government when it provides the necessary allocation and attention

Role of education and media

- In many countries, the mass media is owned by private companies, although there are countries where the mass media is under government control.
- In Malaysia, the picture is mixed.
- The Government owns part of the broadcasting but allows the print media to be under private ownership.
- Government media do face challenges at present when the ownership of the media is not monopolistic.

Current scenario

- The current picture of education the world over is not that promising.
- The infrastructure and the facilities available to the schools are poor or inadequate to allow for a decent standard level of education to be given to the students.
- Given the importance of education, governments would attempt their best to provide rudimentary forms of education to their citizens, but this is not the case in all societies.


Countries with the Lowest-Ranked Educational Systems (and their estimated adult literacy rates)

- ❑ Niger (28.7%)
- ❑ Burkina Faso (28.7%)
- ❑ Mali (31.1%)
- ❑ Central African Republic (56%)
- ❑ Ethiopia (39%)
- ❑ Eritrea (67.8%)
- ❑ Guinea (41%)
- ❑ Pakistan (54.9%)
- ❑ Gambia (50%)
- ❑ Angola (70%)

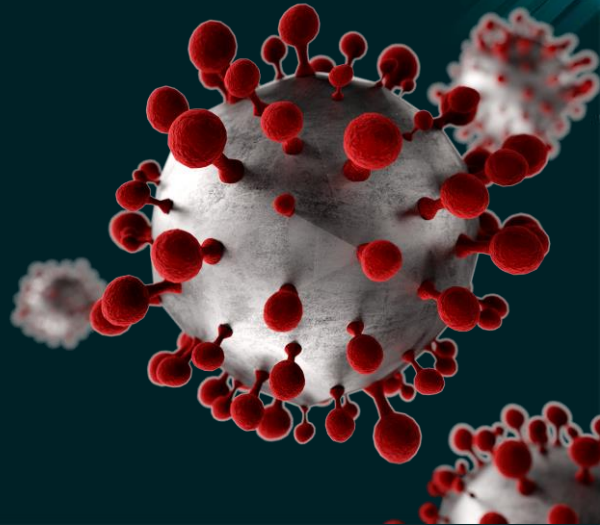


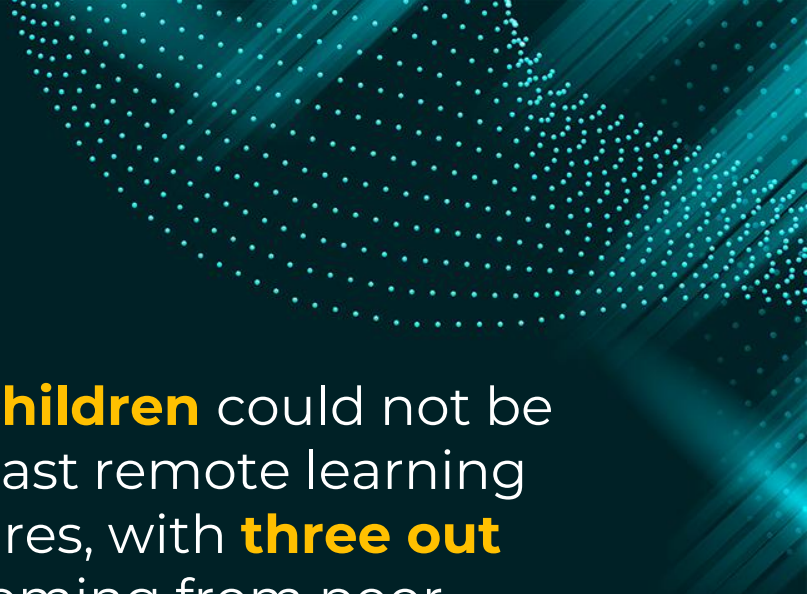
An abstract graphic on the left side of the slide. It features a dark teal background with a pattern of bright blue and white dots. The dots are arranged in a series of curved, overlapping lines that create a sense of depth and movement, resembling a stylized wave or a digital signal. The overall effect is futuristic and high-tech.


**How do you
compare this
situation with the
mass media in
society?**

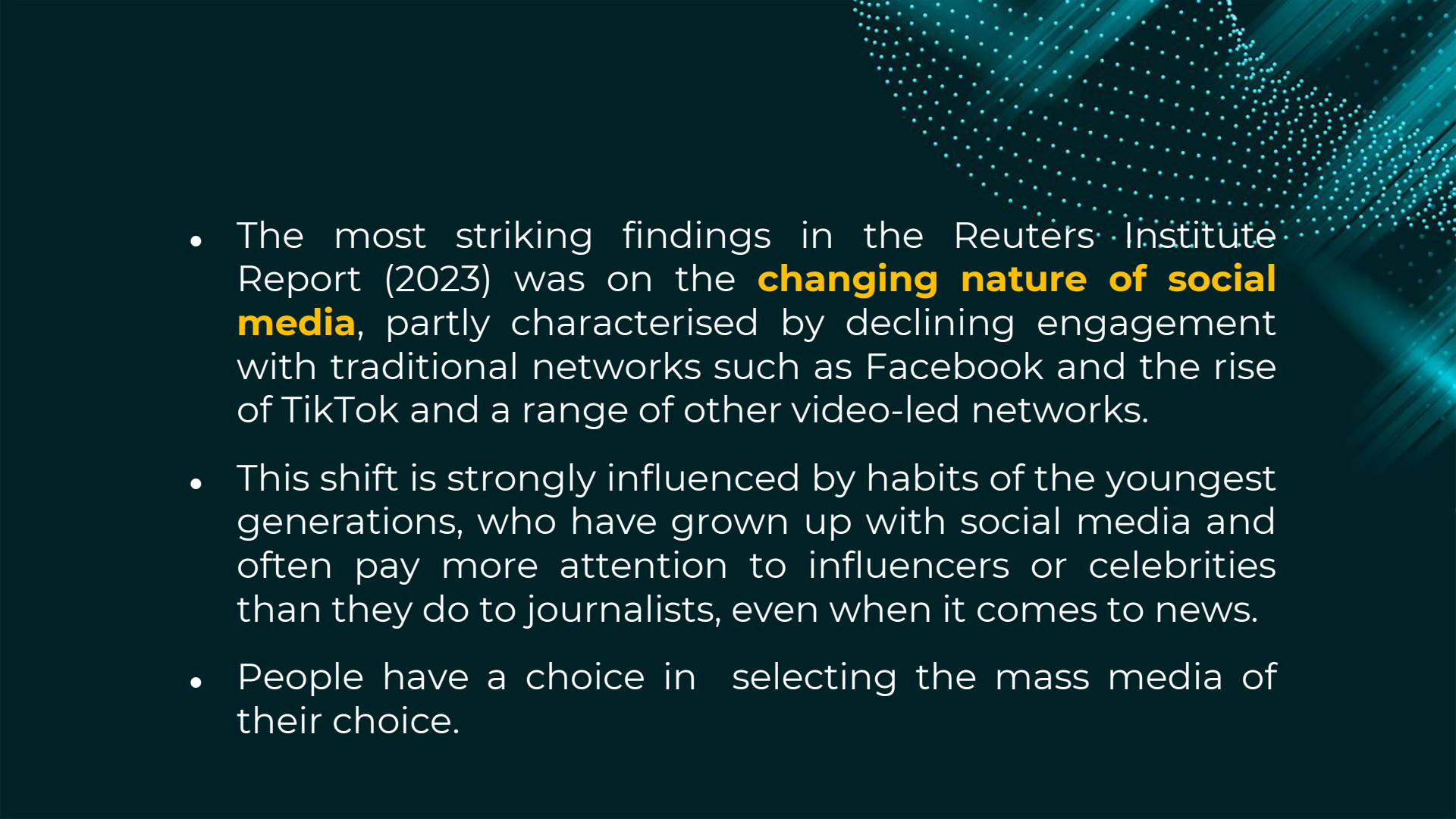
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- Mass media that are government-owned will depend on the budget, but the privately-owned mass media will be managed by the private sector.
 - Mass media depend on the facilities made available by the government to the people such as electricity, good transport system, good banking system and good economy.


- A good education is vital as it allows readers to be educated and thus able to read and think of the news items.
- There are circumstances that would pose threats to the running of schools.
- Some of the threats are war conditions, natural calamities like flood, droughts and among the factors one can include the recent threat of COVID-19.

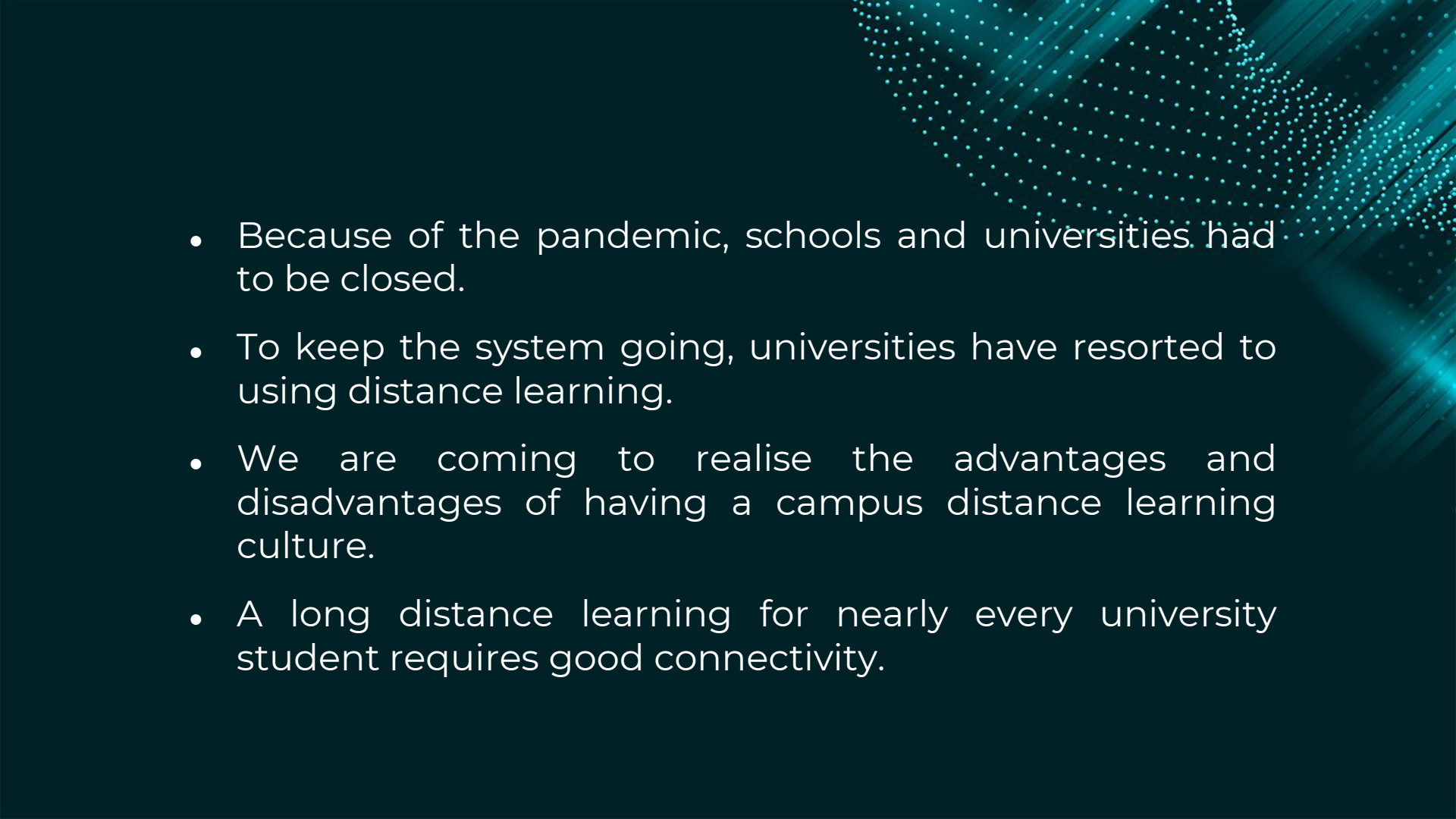



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- Globally, at least **463 million children** could not be reached by digital and broadcast remote learning programs amidst school closures, with **three out of four** unreached students coming from poor households or rural areas.


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- Previously people would obtain information from the newspapers, radio and television, with the poor depending on radio and from television.
 - With the advent of the new media, society has been exposed to fragmentation of the media.
 - They are now able to have access to more than the old traditional media.

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- The most striking findings in the Reuters Institute Report (2023) was on the **changing nature of social media**, partly characterised by declining engagement with traditional networks such as Facebook and the rise of TikTok and a range of other video-led networks.
 - This shift is strongly influenced by habits of the youngest generations, who have grown up with social media and often pay more attention to influencers or celebrities than they do to journalists, even when it comes to news.
 - People have a choice in selecting the mass media of their choice.

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- Events over the past few years have affected both the education sector and the mass media.
 - Massive unemployment, shut-downs of companies, deaths and governments became uncertain in the running of their administration.

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- Because of the pandemic, schools and universities had to be closed.
 - To keep the system going, universities have resorted to using distance learning.
 - We are coming to realise the advantages and disadvantages of having a campus distance learning culture.
 - A long distance learning for nearly every university student requires good connectivity.

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- Experience has also shown that distance learning is not the same as face-to-face learning in the acquisition of knowledge.
 - Face to face **invites interactions** with other fellow students.
 - Lecturers are able to see the students as persons and not as “pictures” on the zoom screen.

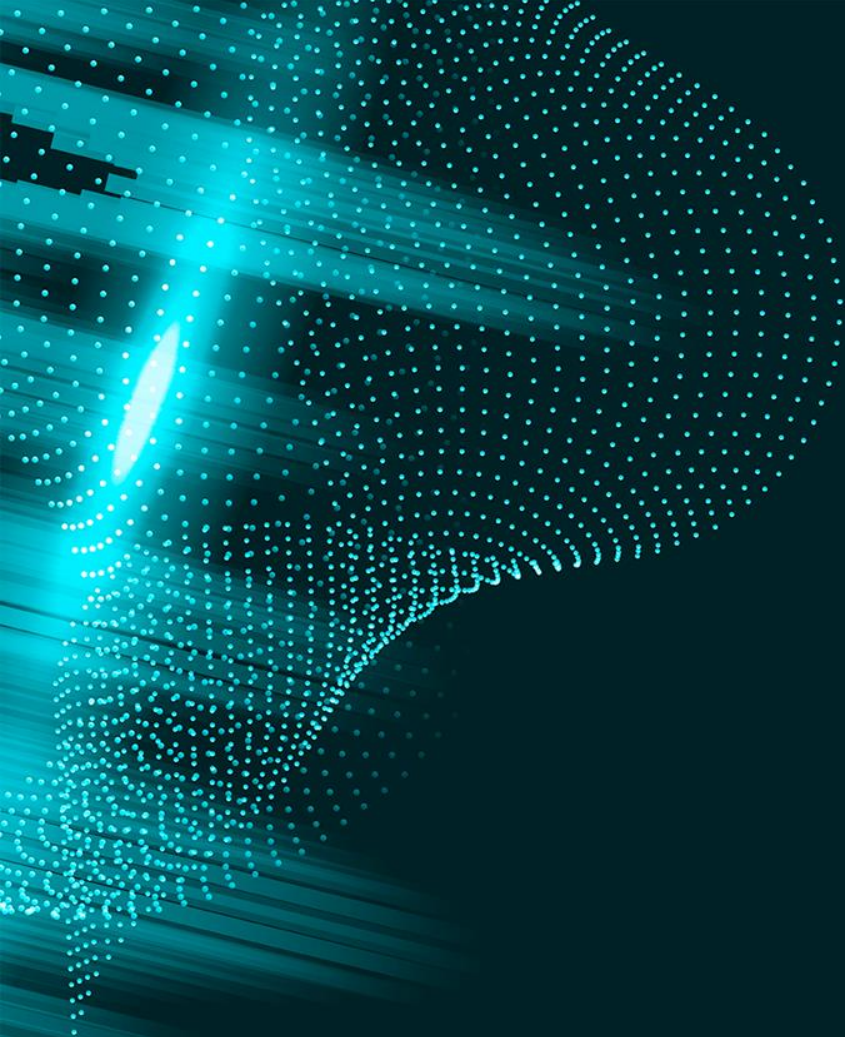
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- Decades ago the media functioned as the transmitters of information.
 - The news in the social media is fast, though at times not accurate, to supply the audience with the latest information.
 - It requires some imagination and hard work from the audience to ascertain the accuracy of the information.
 - But society has to live with the new media scenario, a fragmented media and a fragmented media audience.

Concluding

1. We can understand better the roles and functions of Education and Mass Media if we study them together instead of seeing them in isolation. Both contribute to the well-being of the other.
2. The role of Education is to provide knowledge, develop the manpower and resources for the citizens of the country.
3. Education is an important sector valued by the government and society.

Concluding – cont.

4. The Mass Media is regarded as important but its role is not well regarded as the role of Education.
5. Education is mainly Government owned and mainly Government supervised, this is not so with the mass media which in many countries remain in the hands of the private sector.
6. Many factors intervene posing challenges and threats to the development of Education and the Mass Media.
7. The Pandemic has caused Government to respond to enable Education to be revived.



**THANK
YOU!**

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