

By The Media as a Way of Streamlining The Process of Education in Secondary Schools

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Abstract

The media not only surround us at every step, but the development of science and technology is heading forward so that the development of information technology is incredibly fast and we often have no choice but just adjusting to this trend. Otherwise, we find ourselves somewhere out of the loop and children, it would have been in if not the most modern telephone, computer and had not followed the program you are flying and which all classmates having fun. Whether we like it or not, the media there are and will be, watching news, sports, weather and advertisements that make us even though we often do not realize so much influence.

Keywords:

Mass media

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Negative and positive impacts media

1 Introduction

Mass media has recently become an integral part of our lives, part of every area - in private, at work, in education. An integral part of our daily lives, and therefore it is understandable that they have become one of the main themes in the politics, psychologists and the majority of the population.

Agreeing with the view Remišová (2011), according to which the media represent a public form of communication that is directed from one information source to a large number of recipients, the purpose of the mass media dissemination of information and entertainment on the great diffuse public, respectively to a number of individuals who are not concentrated in one place.

The media significantly affect our daily lives. Daily inform us about different events or reports of political, public and cultural life. They tender to us lots of opportunities for entertainment (movies, games, music ...), but also cultural events (concerts, theater ...). Electronic media also allows us to look for information from various areas of our interests, communicate with friends, or just be in touch and the like. Through them we learn about the major scientific discoveries, attractions and curiosities in the world. An important feature is also by educational function. Teaching materials processed in multimedia form, are an indispensable means of education, contribute to the clarity of teaching, become the means for activating and motivating pupils (e.g. Electronic textbook Hlásna, 2014; Porubčanová 2014 and others). Depends on society, social, or economical conditions are changing media features. We define five basic functions of the media, which are continuity, connection, information, mobilization and fun. Each function is explained opposing views that show a particular function in practice. These views can be considered as dysfunction of the media.

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Mass media are important source of information, experience or experiences that affect a growing group of people, not excluding pupils. The media certainly affect the whole society. Preferred values of the individual may, or may not, approaches the value of the company. This distance or proximity is considered a measure of socialization (Geršičová, 2013). This is an important tool of socialization of the individual from the earliest age. Impact in shaping opinions, attitudes and personalities of people. Probably the most numerous and most active group are young people, whom media give access to huge amount of information. They have several tasks. Firstly they must identify the information that will help them integrate into society, but also the study and, finally, working life (Pasternáková, Lajčin, 2010) A survey conducted by Porubčanová, Verbovanec 2012 confirmed that the impact of information technology, media significantly affect the value preferences of youth.

Teachers as multipliers in relation to information resources and their hidden values, has a unique opportunity to operate and communicate their own internalized preferences for the next generation. Except teacher positions, information technology significantly affect the value of pupil's personality. They take personal values from the values that prefers the society as a whole.

In this context is also hard to distinguish true from false information. As the latter is necessary to mention and prove defense against manipulation by the media. With countless theories, hypotheses and research on the effects of media could be different impacts characterized and divided into a plurality of groups. From the available literature on the impact of the media, we divide the effects of media effects on short-term and long-term, direct and indirect, planned and unplanned, and many others.

The media, therefore, their essential content, have an undeniable impact on students, based on the assumption that the media are able to cultivate attitudes, thinking, or behavior of the company. Students are exposed to certain types of media content that has an impact on their emotional and physiological development. E.g. romantic film evoke the love, the action again tension, horror anxiety etc. From one side of media influence on the individual, on the other side, however, the individual and society impact and influence the media. It is a relationship communicator and recipient sharing in the process of mass communication. People choose contents of media that match their interests, mood or lifestyle. Each individual has their opinions and thought processes that significantly influenced the media.

That the media significantly contribute to inclusion and socialization of the individual in society, the media are building a form of power. And that become interest of individuals and various organizations often seek their use for domination and exploitation. E.g. governmental organizations in each country, not excluding here in which we live affect a wide range of activities throughout our society. The government has a significant and demonstrable impact on the functioning of the mass media.

The media go through our lives at all levels and in all forms. They influence our behavior, attitudes, opinions, expand our horizons, educate us, help us in deciding influence on our lifestyle, they bring us into mistakes, raises the tension and incite us to unwanted procedures. Some media is attributable for increase of crime, and others in helping to expose corruption, entertain us, inform about events at home also abroad.

According to another division can be the planned and unplanned effects, they may have cognitive, attitudinal, emotional, physiological, constructive, destructive, weak or strong action on the individual dimension (Kratochvílová, 2008). This means that the importance of communication in human life never not appreciate enough. Without communication can any society exist and develop. Communication is an essential and vital processes. Power of the media therefore lies in the fact that they participate in shaping the individuals and incorporating them into society. In addition to media and information technologies have a great impact on children and young people who have not yet formed opinions and views on life.

The influence of media on society and on the life of the individual is one of the central topics of interest not only professional field that media studies, as well as the general public. Effect of the media are also included in the legislation, as evidenced by the ban inserted between the 6 a.m. and 10 p.m. such programs, which could jeopardize the healthy physical and mental development of the child, which actually believes that there are programs that can threaten the development of the child.

2 Education, media coverage, impact

In high school, however, no one is a child. Parents should be aware that if their children are exposed to the media long term, it has health effects on brain development, obesity, increased aggression, premature sexual activity, drug and alcohol abuse, or poor school attendance and thus poor results at school. Children should learn the correct choice of programs and know what values are hiding in their contents. Help in doing so they have parents who should monitor media information, evaluation of video games, books, or music you listen to their children. Children today perceive information primarily via phone, tablet or computer so parents should supervise what their children afterwards pursue.

In recent years already beginning to excel media produced by children and young people in order to inform each other of different spheres of life. It is essential that in these children and youth (under adult supervision) become correspondents, reporters, editors, reporters, presenters and technical staff has a positive effect on their development and helping adult such. career choice.

The new online world also brings many pitfalls. Compared with the real world it is not significantly more or less dangerous. But it brings other ways and new risks. It is necessary to know about them and learn how to properly behave and react. Regarding the Internet itself is used mainly to "surf" to find new information in online shopping and downloading music and movies.

Benefits of the media certainly can not be denied. Educates, expand horizons, move us on to places where only a few people were, on the other hand, deprive us of time, creativity, health or reality.

From one point of view help us, to expand our horizons and offer us a wide range of information and knowledge, but from the other point, in some way may adversely affect our mental and physical development. That is why we should know certain limits, how long to spend time with the mass medial sources and how long spend time by ordinary things such going out with friends, do sports or go to the countryside for hiking.

It should be noted that mass media brings positive stimuli, as it help of spread information and communication on a wider scale. And communication assists in the understanding of the situation, understanding and building trust (Mařovčiková, 2013). Subsequently, the mass media can create momentum for charitable feeling, spreading knowledge, relax.

The media offer us daily information of various kinds and types. We know from experience that such information is targeted to a large group of members of the media. What the pupils concerned, media have influence on them through a wide range of educational supply, entertainment, or just simply communicating with related parties such as Facebook or Twitter. Although in this part I write about the positive impact of the media, it should not forget the fact that this is also necessary to direct, as by parents, as well as by the educators.

It should be remembered that if the parents decide to ban or "unduly" restrict the child's contact with the media, risking his "rejection" from the collective, and it most likely is not solely a school. The reference group with whom the child often comes into contact puts pressure which is from year to year stronger. Who has not seen the last episode reality show, is impossible, at least a video invitation for illegal content is becoming common as well as an invitation for a drink or a cigarette. If the family wants to get out of consume lifestyle it must be prepared to swim against the flow. Intensity of flow can indeed pull down with them very many children (McQuail. 1999).

Use of media by the pupil is mainly associated with leisure activities, which is especially interested in communication. For several years outlast tend where, it may not be a face to face communication, but the use of electronic devices in the form of computers or mobile phones connected to Internet. Monotony of use of free time "no thrills" seduces to seek adventure in the media. Such media activity has negative impacts. Misuse user and viewer access and viewing at the expense of its own activities is often promoted violence, spreading pornography and other and other negative phenomena.

The media gradually absorb the lives of people, children included, from which step by step disappear sports, cultural and other activities. Gradually it leads to health problems such as obesity, back problems or eyesight. Furthermore, it can be: the result of one-way communication can be worsen expressing of the pupils, problem establish ordinary social relationships, or an immediate desire to possess everything that is offered in television

advertising. However alarming is addiction to computer games, social networks and the Internet (Bieliková, 2010).

Professionals and the general public is unclear about what role the school has actually perform. One group retain the view that its primary role is to provide the education needed for life and application in society. Other group think that in addition to the family also school should fulfill upbringing function (Balogová, 2014). And it does perform so, even if that function was not strictly set. In addition to pre-school and primary schools which we will not mention in this work, this function is fulfill also in secondary schools. Although pupils are not organized in a variety of school clubs or leisure centers, but in the afternoon many of them spend time in school circles as well as dormitories activities. In addition to the school there are just used different types of mass media.

Based on the above, we can conclude that the media are part of our everyday life, we use them at home, at work. Become our companions at the free time. Bring us not only information about events at home and in the world, but also fun and distraction. Television should expand our horizons, however it settled in our own bedroom, kitchen and even in children's bedrooms. Media and especially the mass media have for many years a major impact on shaping opinions, attitudes and personalities of people. Decide how we behave, whom we worship, what we buy and who we will vote. The last few years have developed techniques of media manipulation that are difficult to defend. However, the media can not be denied dynamics and the ability to take so that it goes to the top of not only the whole society and the pupils themselves.

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