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IMPLEMENTATION OF THE STUDY PROGRAMME "MEDIA IN EDUCATION" AT FACULTY OF EDUCATION IN SOMBOR

REALIZACIJA NASTAVNOG PROGRAMA „MEDIJI U OBRAZOVANJU" NA PEDAGOŠKOM FAKULTETU U SOMBORU

Vukan Popović

Faculty of Education, University of Novi Sad, Novi Sad, Yugoslavia
Pedagoški fakultet, Sveučilište u Novom Sadu, Novi Sad, Jugoslavija

Sažetak

Posljednje desetljeće 20. i početak 21. stoljeća obilježeni su tzv. digitalnom revolucijom koja je napravila velike promjene u društvu. Ove su promjene posljedica tehnološkog napretka. Tehnološki napredak uvelike utječe na obrazovanje i radikalno mijenja postojeći proces učenja i podučavanja. Mnoge su države prihvatile novonastalu situaciju i promijenile obrazovne sustave te prešle na obrazovanje za nova zanimanja čiji je nastanak posljedica tehnološkog napretka. Na Pedagoškom fakultetu u Somboru obrazuju se stručnjaci za dizajniranje medija u obrazovanju. Nova obrazovna paradigma zahtijeva i novu tehnologiju, koja obuhvaća multimedijalne programe i internet, nameće upotrebu novih nastavnih sredstava, a time i metoda u nastavnom procesu. Proces obrazovanja za društvo znanja trajat će tijekom cijelog života. Nužno je na vrijeme pripremiti mlade ljude za ovakve promjene, odnosno na vrijeme ih osposobiti za korištenje svih tehnoloških inovacija i kreativno djelovanje u područjima rada za koja su se opredijelili. Cilj ovog rada je prezentacija iskustava stečenih realizacijom nastavnih sadržaja na vježbama na kolegiju Mediji u obrazovanju, te stvaranje izvora znanja nužnih za obrazovanje nastavnika za novo stoljeće.

Abstract

The last decade of the 20th century and the beginning of the 21st century have been marked by the so-called "digital revolution" bringing epoch-making changes in society. These changes are the result of the technological progress which has had a considerable impact on the education and has been radically changing present learning and teaching processes. Many countries have accepted the newly appearing situation, altered their educational systems, and switched to education for new professions emerging as a result of the technological progress. Faculty of Education in Sombor provides education for experts in designing media in education. A new educational paradigm, implying the transition from offer to demand schooling as well as new technologies such as multimedia and the Internet, imposes the use of new teaching facilities and, consequently, new methods in teaching procedures. The process of education for a society of knowledge shall be a life-long one. It is necessary to prepare young people for these changes and train them in due time to use all technological innovations and work creatively in the areas of specialisation they have chosen. The aim of this paper is to present the experiences acquired through the implementation of teaching matter in exercises being part of the course of Media in education, and the formation of learning resources that are indispensable for training teachers for the new age.

Introduction

The end of previous century was denoted with brisk development of information-communication technologies. This development induced large and radical social and economical changes in Europe and worldwide. Effects of technological development did not omit the area of education, and therefore affected educational systems in the world. Information is exchanged at enormously high speed. Yesterday's rivals work on joint projects. Syntagm that the world has become "a global village" is more accurate than ever before. More and more it becomes obvious that information is the first line of society's wealth and that the world is governed by those with the information.

The process of obsolescence of the knowledge is constantly reduced, which practically means that the quantum of knowledge in each area is increasing at high speed. In this altered conditions, experts of all profiles are enforced to permanently improve, expend and update their knowledge.

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It is the fact that a book or a textbook is no longer dominant source of knowledge. Other medium emerge as the transfers of knowledge. Emergence and more extensive usage of new media in education require new knowledge of the teaching staff.

Essential challenges that enforce universities throughout the world to evaluate and adapt to altered conditions their strategic policies are: constant expansion of higher education, financing crisis and globalization process.

Developed countries are carrying out the reforms in education that are, among others, based on achievements in communication, media, cybernetics, informatics, computer and educational technology.

Emergence of new media in education stipulates new competencies of the teaching staff. Based on several years of research in application of new media and technologies in education and at the same time following-up world trends in education, Faculty of Education in Sombor, for three years now, provides education for a new profile – media designer in education.

Due to the fact that technology develops much faster than we could adapt to that development, there are several different titles for the person that works on designing educational media: media pedagogue, media didactian, instruction designer, education technologist, educational expert, teaching development expert, project manager, expert for development of educational media and many others.

Each of these titles is accurate since the profession of media designer in education includes all those assignments, and quite often more than that. Tasks of the experts for media design are: development, projection, creation, maintenance and presentation of medium contents for the purposes of educational institution where he/she is employed.

Range of assignments and work tasks of the media designer in education is wide. It includes assignments and tasks from development and creation of educational software, presentation technologies such as microfilm, video media, photography, diafilms, films, foils, multimedia, contents in connection to virtual reality, internet, school radio and TV program and appliances.

That expert profile is currently in great demand in the world as well as in our schools, and in the future that demand will grow.

Alternation of educational paradigm

Fast development of science and technology, especially computer and communication technology, initiated the development of new relations as well as new approaches in understanding and responding to those changes. The most significant consequences of that development are visible in the area of education, where the quality of teaching and learning are stipulated by good interaction with educational media, communication with others through those media.

Currently, world trend in educational system are changes that are opening the space for media education. Classical school, created after Komensky's model, is outdated and inadequate for aimed knowledge-based society. Learning and teaching where lecturer states and presents the knowledge to students, who are more or less passive in that process, is being replaced with learning model where students are becoming active and their demands and interests are guiding the learning and teaching process in the direction of their interest. Dynamics of society development requires more dynamic changes in educational system because market acquires professionals that can follow-up technological development and qualitatively and efficiently put it into the function of accomplishing the profile. In order to achieve this it is necessary to carry out education or professional training throughout the life.

It is hard today to imagine the person that is comprehensive in many scientific areas and successfully operates with different knowledge. Knowledge pools that are being enlarged at enormous speed require specialization in specific area. Need for permanent development or education requires alternations in paradigms of education, which means transfer from offered learning to learning according to demands.

This new system of education opens the space for new learning methods and mostly for distance learning. Distance learning actually presents new approach in distribution of educational materials to participants and students who are spatially distanced from the lecturer.

Central place in new educational system belongs to the students, or that person that is being educated. His or her needs and demands are becoming determining for the teacher in the sense that the number of lecturers and students is changing. Earlier situation where there was one lecturer and larger number of attendants alters to situation where one student receives knowledge from several lecturers, in several ways, using larger number of different media.

New educational paradigm should answer to global challenges of information society by:

Forming data base and motivating for constant improvement of knowledge and skills;

Forming moral principles and co-existence in open information society;

Setting up lifelong learning models.

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Media designer in education

Present days are characterized by discourse on necessity of media education or education for the media. There are more and more authors that talk about media culture, media competence, media pedagogy, media didactics, media ethics, media critique and similar. The foundation for introducing the reforms in education is based on media and technology.

Media, that gradually but indisputably are conquering almost all areas of life, find larger space in education as well. It is necessary to implement new media and technologies in the teaching. Application of media in education is determined by educational technology that is being applied in educational institutions, although the educational technology itself is stipulated with the type of approach in education.

In order to qualitatively implement media in education it is necessary to educate adequate staff for that implementation. Faculty of Education in Sombor for three years now educates students at program for Media designer in education. The purpose of educating media designers is to provide young people with adequate knowledge and skills for knowledge-based society. Knowledge-based society, towards which humanity is progressing, requires new educational system based mostly on self-education, criticism and creativity.

Media in education imply mediating school contents that engenders from educational aims. Media enable teaching process and learning process for students, so they are being characterized as "the learning power (strength)" and denote educational process.

Now it is the time when students must be provided with orientation, desirably critical in terms of media (film, television, video, internet and other), to use media in certain courses functionally and sensibly and in the future to create and produce appropriate media materials (textbooks, guidebooks, film, CDs, DVDs, web-pages and other).

The future are media educated and informed teachers or to use more appropriate term media pedagogues.

In their education during regular studies, certain specialization or bachelor studies, in the terms of new organization of teaching in higher education, it is needed to obtain thorough knowledge about media, communicology and informational - technical area. It is necessary to have good knowledge of classical as well as modern media. That educated professional must critically and constructively observe media development and their possible application in education.

All this must be observed in the terms of development of new culture of education.

It should be known how to attract students to education through media, enable them coping in rich media world that they must observe critically but also individually participate in production of some media contents (taking photographs, films in video societies, creation of web page and similar).

Along with that, it is necessary to look after the fact that children, while forming their identities, should not succumb to the media fascination but they should be encouraged to develop critical and creative spirit regarding the richness and complexity of media culture.

Media in teaching

Media in teaching are being used as working and supporting aid, as tools and they could be teaching unit as well.

In media designer education, there are three areas that encompass media and information technologies in education and teaching, and those are:

General media competence

Media-didactical competence and

Competence in the area of media education.

Teaching contents that are being taught at the course Media in education are:

Basics of media science (concept and the essence of media, media as phenomenon, definition and classification of media, media in theory and practice).

Media production

Area of typography

Audio

Graphics

Image – Photography

Video

Multimedia

Internet

Printing

Presentation

Media product

The goal of educating media designer is to create media product. In that way, media designer will be able to prove how he or she was qualified to transfer obtained knowledge into the practice and to apply media to certain teaching contents, therefore contributing to updating and modernizing the teaching process.

It is certain that education of media designers (professionals for the area of media in education) includes knowledge and acquaintance with these media: photography, film, video and computer.

Furthermore, media designer based on obtained knowledge, and according to focus and possibilities, should teach about media, apply media in teaching, produce media contents, also practically work with students and pupils in the area of media culture (from filming to creating the web-page of the school, the courses and similar).

Conclusion

New professions, among which, the profession of new profile – media designer in education, emerged as the consequence of the need to achieve easier and less painful transfer from traditional educational environment to online environment.

New educational paradigm incorporated into appropriate methodological approach in cooperative learning model consists on team work of the students, and implementation of new media should lead to enlargement and widening the knowledge.

Implementation of new media in the schools must be part of basic educational policy of the society. New type of education unavoidably requires application. Its goal is to provide young person with the knowledge and skills in order to be prepared and capable to actively participate in modern society.

Media and its application in education are being actively explored at Faculty of Education in Sombor. Justification for exploring media and setting up new educational profile – media designer in education, can be found in the knowledge that students are gaining as well as in their results.

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