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Methods of applying media education in general education schools from perspective of educational media professional

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Abstract

The study sought to identify the vision of methods of applying media education in general education schools from perspective of the educational media specialist, by applying to a random sample of students of specific colleges of education, the fourth group consisting of 300 singular from colleges of specific education in Ain Shams and Mansoura universities, as well as investigating a sample of specialists In the field of educational media from the educational media specialist in general education schools and a group of school press directors in the educational departments in the governorates of Cairo and Dakahlia, using two questionnaires from 15/2/2020 to 4/15/2020, and the most important results as following:

- 1- The study concluded that there is an agreement on the urgent need for media education and the necessity of activating the school role in achieving media education for students in order to develop their ability to think critically, research, and investigate, and to address the cultural media invasion.
- 2- The results of the study indicated that there is no consensus among specialists in educational media in schools on a unified definition of media education, and that their instability is due to the difference in goal that he wants to achieve by applying those concepts in teaching.
- 3- The study sample's suggestions came about applying media education in general education schools, where the sample sees that one of the most important ways to apply media education in schools is need to pay attention to the educational role of the media and focus on the positives and warning of negatives as the study sample believes that the media should focus on supervisory models, Good role models in presenting their contents promise to focus on the negatives that would harm society.

Key words: media education - educational media - technological means - media awareness.