

The Role of Media Management in the Higher Education System and Institutions

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Abstract

In recent years, one of the concerns of the education system of every country is to change teaching and learning approaches using New technologies are in different dimensions of life. As a suitable platform for the growth and excellence of the thought of any society be created to provide the possibility of continuous learning and training. Given that technological knowledge among humans from It has a growing speed and in some cases it has become a necessity, all-round development in this field Especially social media in order to enrich experiences and interactions between students, teachers and families will be It is necessary to realize this in the family and the school, but in the school as an educational institution of every society, It will be more practical.

Keywords: Educational Technology, The Higher Education System, Management, Media, Educational Mission, Institutions.

1. Introduction

Media literacy seeks to teach a person the necessary ability to use the media so that the person can While understanding and analyzing and evaluating different media messages, positive, useful and constructive messages and programs from negative messages and recognize it as meaningless. It means that the person is consciously exposed to the media and the ability to access the desired messages is lost Find the mass of the message, analysis and analysis, evaluation and sending of messages in different types.

Here it should be clear to some extent why we need media literacy. Today we live in a world where you want Unwittingly, we are in a situation of media saturation. The space around us is full of information. For example, when a mobile phone A person calls, it is the information in the space that has become the bridge of communication with the caller; Or when a modem can Bringing people to the world of Internet expressions are other signs of this condition of media saturation rule over the world; Or now that Millions of newspapers, magazines, books, news agencies, and television networks are falling on earth and time.

One of the harms of the Internet is the disruption in planning and addiction to it; so that "out of 47 million users of Internet in America, 2 to 5 million people are addicted to the Internet and are struggling with many problems [1].

The three elements of identity, i.e. person, culture and society, each play an important role in the development of a person's personality. identity A person is a unique feature of a person. Social identity is linked with different groups and communities

Its formation is influenced by them; And finally, the cultural identity is derived from the beliefs that are in the depth of a person's existence interaction with the surrounding environment and its teachings has taken place from birth to old age. Because the cyberspace, It is cultural and social that places a person in various situations, roles and lifestyles, it is the land itself. For the vulnerability of the user's personality, which will cause the user to have multiple personalities. In cyberspace more than When the external identity of a person is brought up, the internal themes of people appear.

Everyone wants to express their thoughts and interests Is. Not bringing up personal identity and personal characteristics on the Internet strengthens multiple personalities and its growth and strength can be Young people are more vulnerable in this environment and especially in the era when their identity is formed, this danger It becomes bolder. With the many possibilities and options that the public media, including the Internet, provide to young people, they constantly They become familiar with new stimuli and different types of behavior. Such a space creates an uncertain and continuously changing identity; that's mean "The Internet is a social scene that puts a person in various positions, roles and lifestyles, and is influenced by it accepts.

Crisis creation and de-crisis is one of the functions of the media with the help of tools and levers It is new. By using strategies and meta-strategies, the media can create crisis situations New political-social and cultural developments play a role in a wide scope and Shaping public opinion. Because he is a media emperor by taking advantage of the many positive possibilities

The formation of a type of information tyranny through the selection and dissemination of information and exclusive news. News and information trusts and media cartels have become informational in the light of the revolution. Also The tyranny of the media, which has become widespread.

Using tools and levers and relying on Technology has attracted the public opinion of the world and presented distorted faces of some of them Political systems, cultures, nations or competing religions have been discussed. Such media in a way Systematic extra effort towards the direction of public opinion, tendencies, opinions and attitudes and behaviors is used.

The void of global research on the role of communication and culture in issues related to peace and war It seems surprising. Even among scientific and specialized publications such as "Peace Research" magazine. that One of the important scientific and specialized publications in the field of peace is the role of communication and culture in Global security has not been given the necessary attention [2].

Most of the content of the world's media is such that they pay more attention to war and conflict than to deal with it to peace and security. The most important reason is the importance of "collision" among the seven values It is news. in between News values are one of the obvious reasons for proving the claim of the importance of the media's role in It is warfare. Therefore, during war and crisis, the media are not only unable to stop it. Rather, in addition to depending on one of the parties, due to the news value of the encounter, the war and the spread of the crisis will increase. They skirt As the supporters of security believe, the existence of the encounter as a news value is the reason It has been that their efforts to achieve security and peace - due to lack of news value - in the media not reflect.

Controlling and guiding public opinion is one of the important functions of the media. In general, the media in In order to de-crisis or create a crisis, they need public affairs management. In cases such as trust building, The importance of the matter was discussed, giving hope. The growth and expansion of modern communication technologies with incredible speed affects all economic, cultural, social and political fields of the world.

It has undergone fundamental changes. The development of satellite and cable technologies, in addition to the needs of production and distribution of programs increased the world; The economic justification made it more attractive. Changing the regime of industrial economy to information economy and service economy in Developed countries brought about special developments in the principles of world trade. And as a result, it causes the expansion of media organizations in The dimensions became foreign and the development of economic investments in many Asian countries along with the global demand for consumption of media goods. It created new markets.

2. Materials and Methods

The method of this research is the descriptive-analytical analysis, In this research, the method of which provides the possibility of

obtaining implicit, has been used to discover textual concepts. The collection of research studies is a library method using the texts of articles and magazines.

3. Result

The questions of this research They are:

1. What is the appropriate model for the transfer of new technology in the higher education system?
2. Degree of appropriateness of the model for technology transfer What is new in the higher education system?

Media: The means of communication has no restrictions and is permanent Technology changes. The message maker does not have to be professional. This is the definition Journalists includes professions, as well as journalists the citizen It is also not necessary to be in large numbers. Message It can be one person.

3.1 Mass Media

It is the same media as defined in its traditional form It has appeared in the form of radio and television and newspapers Its most important feature is mass and collective messengers.

3.2 Social Media

The basic difference between mass media and social media, Define the term social media. Barrett was a distinguished professor at MIT in the early decade 1990 raised. Barth means this word to refer to a type It is from the media and a type of knowledge that is based on interactions that the computer comes from information and resources Information through interactions of power networks over time they take.

It is a new concept of today's modern media It can be said that tomorrow is the media, both in terms of form and content Commenting on the content. Combining traditional mass media with mass media Modern is social. Of course, this new combination also includes the concept of media The traditional community expands, as does the concept of media Modern social is expanding day by day and examples of form and Finds new content. Of course, this new combination also includes the concept of media The traditional community expands, as does the concept of media Modern social is expanding day by day and examples of form and Finds new content.

Effective ability to transfer educational technology For the transfer of educational technology, a suitable platform is needed in the environment It is educational. In this regard.

the effective organizational abilities of the case The review includes the following:

1: The ability of Organizational Absorption Capacity

The ability to understand and absorb New information and knowledge and its application in service development And new productions are from the opportunities available in the environment to benefit In this regard, absorption capacity according to change Educational technology is looking for new technological knowledge [3].

2: Knowledge Base Ability:

Sourcing information and knowledge from It is through

interaction with different internal and external departments [4].

3: Organizational Learning Ability:

That new knowledge and information on existing knowledge in the established organization: learning is a dynamic process [5].

4: Organizational Delearning Ability

Organizational knowledge. Causes change in awareness, wisdom, insight: the process of change in The strategy is organized [6].

5: The ability to care Individual differences in views and observations and allowing: Caring in the organization means respecting The development of the skills of others [7].

Building and managing relationships is based on communication and mutual commitment: the voluntary ability of employees for.

6: Networking Ability [8].

It expresses the relationships between people and the methods they use through: social networks theory All types of social relations are related. [Barbasi 2002 and Libiskind et al.: 2007, 428].

7: Coalition ability: It has coordination and collaboration between companies. In this process: refers to managing and directing the activities of Opportunities are created that coalition partners can get benefits from their joint investment [9].

8: Combined Ability: Combining types of specialized knowledge that It causes synergy and innovation and creation of new knowledge Be [10].

Building and managing relationships is based on communication and mutual commitment: the voluntary ability of employees for.

The skill of using computers and virtual spaces is a kind of media literacy. can benefit us from Internet slows down more. By implementing a regular program, such as a special diet, which protects people against some diseases media literacy can also provide maximum benefit and health by educating different strata of any society The public should reduce the damage caused by this space. Which, of course, requires regimes such as studying and analyzing the findings And it is the messages that are received through different media. With a careful and deep look and correct interpretation, it is possible Received maximum use with minimum damage.

Educational technology is a systematic method of designing, implementing and evaluating the entire learning process based on special goals to create education It is set more effectively in the direction of knowledge creation. And using this technology in a place other than the original place is technology transfer.

The realization of a knowledge-based society requires the existence of organizations which continuously recreates and innovates in the whole process use their own; As a result, it is important to be new at the moment, Continuous renewal requires involvement in the process of knowledge creation The use of new technology. The amazing ability of the modern world In order to create simultaneous communication, it has caused time and space New platforms can be defined, this evolution to some

extent its tomorrow from today's narrow apertures.

But what Certainly and without a doubt, the effect is due to the current conditions Human societies are widely accepting of these conditions and changes which can be used in economic, political, social, cultural, educational to be manifested. There is no doubt that it is beneficial Becoming one of the benefits of educational technology and new methods of the platform It is suitable for the creation of knowledge and its development Therefore, according to the existing fields in each country, the transfer of educational technology effective on the creation and development of knowledge is a priority Is

3.3 Educational Technology

Educational technology is a systematic method Design, implementation and evaluation of the entire learning and teaching process According to certain objectives and based on research in the field Learning and human communication and the use of human resources and non-human in order to provide more effective learning and training, more stable and deeper. In fact, to transform the knowledge of the phenomenon stage or transforming the discovery of existing relationships between phenomena and Instructions is called applied knowledge of technology When this technology is in the direction of better learning and education It is called educational technology.

4. Discussion

4.1 The Role of Institutions

The main concern of the present article is the worry of The delay in the implementation of the document transformation. education system And official training is the most important and effective actor Policy making and implementation of educational programs And it is considered the education of the country.

Institutions are pervasive phenomena and because of dimensions Various human interactions are affected, from the basics Diversity also originates. Therefore Various definitions and interpretations of the concept of institution have been presented which reflects different horizons of vision Different scientific disciplines as well as theoretical traditions are different But behind this diversity, a kind of convergence There is an implication about the general meaning and purpose of institutions. Institutions form the rules of the game of society, Because Limits set by humans themselves for coordinating human actions are.

Institutional environment and institutional structure of the institutional environment based on a set of fundamental political rules, Social and legal is defined as the basis of production. constitute exchange and distribution. institutional arrangements, They create a structure that the members of the society in Within it individually or collectively to cooperate or They compete with each other. Observing institutional environment It is based on the rules of the game; While institutional arrangements Governance structure and its evolution from within and its interaction They include the institutional environment. governance structure It includes economic and political organizations.

On the nature of hierarchy and nesting that form part of

institutional arrangements. Institutions are also emphasized. The theory of approach institutionalism Follows pluralism in institutional analysis. Another point is the separation of institutions in the analysis of institutionalism [11].

In the theory of institutionalism, serious attention is paid to the concept Institutional convergence occurs which ironically in The present study has an important role. In this context And by emphasizing the necessity of examining judgments, ideals, etc Expectations of stakeholders (or effective institutions) From the analysis to reach the perceptual convergence of the sets From institutions, organizations and influential and beneficial people that the way to measure it is to refer to the mentality Institutions know. He states that institutions They are nothing but mentalities and therefore refer to The individual perceptions of the people present in the institutions are mandatory.

The approach of good governance is rooted in thought Institutionalism means understanding the government The title is a system of rules that act on the actors It is formed [12]. It should be added Multimodality, complexity and non-linearity of problems which is one of the emerging features in today's societies, It is necessary to adopt new solutions, including Governance is a network.

In addition to the governance of networks of actors' participation Guardaran comes up. Participation of creditors to The form of intervention of all mortgage holders related to the issue, including Formal and informal institutions in the decision making process And the implementation of integrated management not only in line with the increase Information, awareness and consultation, but ultimately in the direction Increasing the role of creditors in cooperative management Taken. The term Guadar determines people Involved in the identified problem is; So Gruddar. It refers to any official or unofficial institution which is influenced by decisions made and actions taken has been placed in the project, or on these actions and effective decisions, or specific interest to interfere in these processes. These mortgagors They can be individuals, general public, groups, organizations be governmental and non-governmental, private sector, etc. In line with the use of public participation, the need to Understanding and evaluating the current situation of borrowers. this Evaluation in the form of analysis of creditor or introduction actors has been.

Another important theoretical concept of field approach is a politician. In the framework of the institutional theory one Decision, superior document or regulation (law). and so on (by sets of forces and factors that surrounded and surrounded by them, It is guided and formed, and in the stage of execution, it is also great It is affected by it. In other words, when the action and the reactions in the field and the relations between the actors It is repeated and takes an institutional form, a pattern An institution is formed that can be geometrically It's a square.

A policy field is a collection forces and how they are arranged in relation to a law, Strategy and policy. In other words, compiling and implementing a Politics is formed in an atmosphere of power relations in which the field of forces is decisive and that Politics

in the conflicting framework and conditions of the development field Finds; So here with a strong political network We are facing that based on our interests How the policy is implemented has an effect. field, arena or The playground, the presence and activism of activists It is the battlefield of powers and pressure and the use of force between the activists and the conflict zone It is among them.

Characteristics of the media industry The following are presented as the main features of the media industry transparency:

- 1: independence and policies
- 2: Ethical principles and cultural
- 3: Proximity to identities audience satisfaction
- 4: Ability to access media
- 5: your creativity
- 6: quality of information
- 7: social connection
- 8: content quality
- 9: diversity of content
- 10: empowering citizens
- 11: educational mission
- 12: Interaction
- 13: participation and pluralism
- 14: open attitude to the world
- 15: Competence of media workers
- 16: joint social investments
- 17: Religion
- 18: schedule of programs
- 19: Equipment quality

5. Conclusion

The higher education system is a social institution that has been open since late to fulfill the three missions of education. Research and services have emerged, and in recent years, new missions, including entrepreneurship, have also been introduced It has been added. Among all elements and subsystems of higher education, from curricula to It is called as the most important element and as the heart of this system; Because the most fundamental means of providing Knowledge, experience and skills of students to provide services to society.

Therefore, education is a lifelong process. As usually understood What learners learn in schools, colleges and universities only includes reading Books and concepts are not all, but all the learning experiences that are possible throughout life to have themselves, they also include. Based on this, in today's era, preparing young people for employment is always one of the goals of the system Education has been excellent, which can be said to be its most important goal. The impressiveness of universities and higher education centers, as well as its output means a huge amount of knowledge Learners, higher education institutions in recent decades towards conceptualization and measurement of dimensions has focused on different quality in higher education.

The outcome-based curriculum is an inclusive approach in curriculum design that Based on what learners need to know, understand, demonstrate and what needs to go beyond teaching

official and in relation to how to adapt to earn, they emphasize.

The outcome-based planning perspective is a subtle difference from the determination-based planning perspective. It has educational goals and a kind of general and more realistic view based on what the student finally, he must have achieved them in his real work in the future and as a general guide. The governing spirit of educational planning and all its components such as specific goals, methods, educational and evaluation effects. In practice, in traditional planning, goals are written by those few people interested in this topic and other trainers in the process of the program are not involved.

While in outcome-based planning, due to the overall concrete concept and more practical, it is easier to use the opinions of all the people involved in education and therefore the possibility of applying and considering these concepts in the actual course of education will also increase. Overall, the result-based program helps the student to better evaluate himself and progress. Correct your learning and the teacher will use it in all stages of education and evaluation. In fact, attention to the expected capabilities of the program, student learning and teacher training and creates a more purposeful educational environment as a whole.

On the other hand, people with this mental model link learning and the changes created in people are considered very important and necessary for the practical application of these changes. Ability to use knowledge in objective situations is a very important requirement and necessity for the effectiveness and desirability of a program. It is a result-based lesson, because if learning takes place in a complete and effective way, but if it lacks a goal and destination for objective implementation and application, it can be said that it has less value because learning changes should lead to valuable results in an objective situation. The principles of consequences and results of a curriculum in order to improve conditions and quality. A special situation is designed that may occur in the form of production, services and other forms to find. Therefore, the link between higher education and society is very important.

It is important that higher education to see university courses from the perspective of society and its needs, this is the need for universities in issues. Society and its solution should contribute, get involved and play a role, on the other hand, society also needs issues and look at their needs in a scientific and logical way, in order to progress and deal with rapid changes. Especially in the field of technologies and knowledge production, scientific researches and cultivation of required expertise rely on higher education; Therefore, the connection of learning and the resulting changes with the application of its results in objective situations to realize a very vital and important result-based curriculum is.

In addition, what is very effective in learning and the quality of the results obtained. Thinking skills are from the beneficiaries of the curriculum. The power of thinking causes the appearance of many humans have potential skills that may not be directly measurable, therefore the growth and cultivation of thinking, since it increases the quality of learning in people, is a very

important requirement. It is important for the implementation of outcome-oriented curricula. Learning in its original form based on the connection of new knowledge with previous knowledge is created in the comprehensive mind.

5.1 Suggestions for Managers of Educational Centers

1. Making changes in traditional ways by using leadership styles and using them
2. New methods to speed up the achievement of your educational organization towards lofty goals
3. Make the training of skills related to responsibility a priority of school activity.
4. Persuading and encouraging teachers to use the teaching model of education management and the conditions for implementation. Facilitate the model by the teachers.
5. Measuring the components related to responsibility in the evaluations in addition to measuring academic progress. Effectiveness of E5 teaching method in the cognitive field of learning biology put
6. In school entrance exams, they can be used to select and identify students with abilities. High academic progress was identified from questionnaires measuring their responsibility put
7. By giving awareness to the parents to increase the responsibility components of their children on behalf of the family encourage and explain to parents that increased responsibility can increase progress lead to education.

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