

THE IMPACT OF VISUAL MEDIA ON CHILDREN BETWEEN AGE GROUP 3 TO 12 YEARS AT PUZHUDHIVAKKAM VILLAGE IN TAMILNADU

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ABSTRACT

This paper explores the impact of visual media on rural school children in age groups 3 to 12 years. It focuses on the quality of learning at the elementary school level by implementing newer methods like ABL (Activity Based Learning) and also analyses how effectively the children hone the reading, writing and other creative skills. This study was conducted in two schools in a rural area and the participants were interviewed by means of a questionnaire. The findings of this research will help in identifying the methods to enhance the quality of visual aids which, in turn, may improve the current educational system.

KEYWORDS: Activity Based Learning, Primary and Middle Schools, Visual Media Impact, Rural Education, Children and Media