

The Role of Visual and Audio Media in Dealing with Her Majesty Queen Rania Al Abdullah's Initiative in Education: A Field Study

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The present study aims at identifying the role of the visual and audio media in dealing with "Her Majesty Queen Rania Al Abdullah's Initiative in Education". The study sample consisted of 25 faculty members; the study also used the descriptive analytical method. The study results concluded that the responses of the arithmetic mean of (the sample) the faculty members, for the items in the visual and audio media role in dealing with "Her Majesty Queen Rania Al Abdullah's initiative in Education", was 3.66 which is in a high level, and the items means related to the role of the media ranged between (3.39 - 4.97), between the highest and the lowest arithmetic mean. The sample's responses were within a percentage of 68% to 84%. As indicated by the results of the study, there were no differences that were statistically significant among the faculty members' responses ascribed to the academic rank variable towards the visual and audio media's role of the in dealing with "Her Majesty Queen Rania Al Abdullah's Initiative in Education". Finally, the study recommended preparing training programs to raise the level of media professionals to deal with the educational problems and issues related to the Jordanian Education Initiative, and adopting the criteria and mechanisms of "Her Majesty Queen Rania Al Abdullah's initiative" in development and education and using them effectively to reach a knowledgeable society.

Key words: *Role, Visual and Audio Media, Initiative Education, and "Her Majesty Queen Rania Al Abdullah's".*



Introduction

Due to the distinguished status given by states to the educational institution, the academic studies related to the Visual and Audio Media have taken a prominent place in the fields of educational media. The most important of these is the role of the educational institution in the generation of knowledge and spreading it; then using it in various fields in the context of competition on the local and global educational scene (Saradqa, 2016).

It should be noted that it is essential that the Visual and Audio Media develop scientific thinking and skills, which requires thinking about the development of the system of development of the educational institution to keep pace with everything that is new, in order to move towards a Knowledge society (Abidine, 2012).

In this regard, it was the duty of the Visual and Audio Media to focus on raising the level of education, encouraging creativity and developing the abilities of students and teachers to reach the knowledge society. Several studies have also pointed to the importance of focusing on exploratory schools, where the aim of the study Al-zuboun and Dorso (2013) is to know the points of view of the exploratory schools' teachers in the program "Towards new school trends" in Jordan. The study also aimed at Al-Hamran (2009) to identify the reality of ICT in the Jordanian exploratory schools.

Finally, the study of both Uline & Tschannen-Moran (2008) examined the "interaction's degree between facility quality management in the school building and achievement level of student".

In this context, the Jordan Education Initiative encourages the effective use of technology to transform schools into a place of discovery, creativity and skills development, allowing Jordanian students access to educational opportunities by creating an interactive school environment based on knowledge. It also enhances the 21st-century skills among students to become the centre of the educational learning process, through the effective use of technology in education, and enabling the teacher to manage the available resources efficiently to make a quantum leap in education towards the knowledge society. The Jordanian education initiative has been working since 2003 to bring the latest teaching methods and techniques to be implemented in public schools, and assess their impact on the educational environment (Jordan Education Initiative, 2003).

A belief in the role of the Visual and Audio Media in promoting that initiative, by providing an interactive school environment, was confirmed by Queen Rania Al Abdullah. In her speech on the initiative, Her Majesty said: "The initiative is to equip our youth with the skills that enable them to succeed in their lives, such as leadership, self-confidence, creativity,

ambition and willingness to communicate with and influence the outside world " (Ministry of Education, 2007). Her Majesty also confirmed through her visit to the exploratory schools the true meaning of "Markel Barguest's statement that the journey of exploration is not to reach new places, but to find new ways to reach them" (Jordan Education Initiative).

From this perspective, the Visual and Audio Media, in the light of the requirements of the Jordanian Education Initiative, is one of the most modern communication tools that meets the necessary requirements to employ the initiative in the field of education in the exploratory schools in Jordan (Hussein, 2011). The Visual and Audio Media has also played an important role in explaining the issues to the public in order to prepare them for the initiative (Ahmadi, 2005).

Based on the above, the research of the role of the Visual and Audio Media in dealing with the initiative "Her Majesty Queen Rania Al Abdullah" in education is explained, taking into account what is presented in the Jordanian media arena of policies, related to the need to modernise and develop the educational institution in Jordan so that its outputs are capable of innovation and keep pace with scientific developments.

Problem of the Study

The media in Jordan have the responsibility to prepare journalists who are able to keep abreast of what is new in the Jordanian Education Initiative, so that they have the ability and knowledge to acquire and analyse the concepts related to the operations of that initiative which seeks to develop education according to the global concept.

Hence, the researcher calls upon the media to considering the role of the Visual and Audio Media in dealing with the initiative of "Her Majesty Queen Rania Al Abdullah in education". The researcher will analyse and provide logical explanations for the answer to the following main question:

What is the Role the Visual and Audio Media in dealing with "Her Majesty Queen Rania Al Abdullah's Initiative in Education"?

Research Questions

1. What is the Visual and Audio Media's Role in dealing with of "Her Majesty Queen Rania Al Abdullah's Initiative in Education"?
2. Are there differences that are significant at the significance level ($\alpha = 0.05$) with regard to the respondents' views about the Role of Visual and Audio Media in dealing with of "Her Majesty Queen Rania Al Abdullah's Initiative in Education", due to the variables?

Research Objectives

The present study has three main Objectives:

1. Disclosure of the Role of Visual and Audio Media in dealing with of "Her Majesty Queen Rania Al Abdullah's Initiative in Education".
2. A statement of operations that could be used to help implement the education initiative in Jordan.
3. Present recommendations about the Role of Visual and Audio Media, which would help to spread the Jordan Education Initiative.

Significance of the Study

The importance of the research is summarised as follows:

1. This study may help to discover the importance of the Jordanian Education Initiative, which is based on modern techniques in education, in addition to what can contribute to those who develop the methods of teaching used.
2. To highlight the importance of the visual and audio media in dealing with "Her Majesty Queen Rania Al Abdullah's Initiative in Education".

Delimitation of the Study

The present study is limited to identifying the following:

- ❖ Spatial delamination: The study tools were applied in the colleges of media and journalism at the universities of (Zarqa, Yarmouk, Middle East, and Petra).
- ❖ Time delamination: 2017/2018
- ❖ Human delamination: Members of the Teaching Staff.
- ❖ Limitations of the subject: The study was limited to knowing the Visual and Audio Media's Role in dealing with of "Her Majesty Queen Rania Al Abdullah's Initiative in Education".

Terms of the Study

Role: The expected behaviour, that considers the prevailing social norms, in addition to its social organisation, requirements and aspirations (Spooner, 2000).

Media: Dissemination, processing and storage of data and news, facts, and photos, and covering events credibly, accurately and impartially, to gain the public respect (Gavrilos, 2008).



The Role of Media: It is best known as the employment of essential issues, knowledge and events of surrounding current events, and the content of the media is especially the main ratio prevailing today in the media, which is expected to involve events credibly, impartially and accurately (Ahmadi, 2005).

The Role of Visual and Audio Media: Employment of important issues and events and the follow-up of their advancements. So, as to know what happens in the world, media content is the dominant factor in today's media coverage of events with impartiality (Alrawi, 2012).

Jordanian Education Initiative: It's function is to evoke the education's development via the integration of technology and innovation in education, thus giving a share in the qualitative addition of the educational system, teachers and students to building the knowledge economy (Jordan Education Initiative, 2003).

Exploratory Schools: They are schools that are affiliated to the Ministry of Education in Amman; these schools are equipped with computer labs to apply the computerised curricula implementation (Jordan Education Initiative, 2003).

Field Study Procedures

Methodology

Method of Study

The descriptive analytical method was used by the researcher.

The Study Sample

The sample of the present study consisted of 22 Members of the Teaching Staff in the colleges of media and journalism at the universities of (Zarqa, Yarmouk, Middle East, and Petra). As presented in Table (1).

Table 1: The Sample of the Study and the Variables

Variable	Category	Number	Percentage
Academic rank	Prof	4	18%
	Associate Prof	3	13%
	Assistant Prof	15	69%
	Total	22	100%

Due to the academic rank variable, it is obviously shown in the table that the sample who are faculty members are 15 Assistant Professors, 3 Associate Professors and 4 Professors.

The Study Instrument

The questionnaire was divided into two parts: the first was dedicated to the introduction in which the researcher briefly explained the aim and the variables of the present study, while the second one was dedicated to the questionnaire's items with a total number of 21 items.

Questionnaire Validity

❖ Face Validity

The questionnaire in its initial version was presented to 5 arbitrators. The minimum percentage for agreement between the arbitrators as a condition for each item to be accepted was 80%. All the suggested modifications have been performed by the researcher. After that, the questionnaire reached its final form with 12 items and is ready for application.

❖ Internal validity

Correlation coefficients of the questionnaire were calculated; as shown in the following table:

Table 2: Pearson's Correlation coefficients of the questionnaire

The questionnaire	Correlation coefficients	Value of Significance
Role of the Visual and Audio Media	0.791**	0.000

It is obviously shown in Table 2 in which the questionnaire's Correlation coefficients was 0.791 and it is statistically significant at 0.000; which means that the questionnaire is internally valid.

Questionnaire Reliability

❖ Cronbach's Alpha

Cronbach's Alpha is a method that requires the items' correlation calculation with one another. (Michael, 2006) The next table presents the questionnaire's reliability by using Cronbach's alpha coefficients equation:

Table 3: Cronbach's Alpha questionnaire's coefficients

The Questionnaire	Cronbach's Alpha
The Visual and Audio Media's Role	0.783
Total Reliability	0.857

The Instrument Correction Method

The items of the questionnaire were given an evaluation judgment, according to the following correction equation: $\text{length} = \frac{\text{the number of categories}}{\text{range}}$ (Salamah, 2002).

Table 4: The adopted criterion in the study

Degree of Acceptance	Relative Weight (%)	Length of Cell
Very High	More than 84-100	More than 4.20 -5
High	More than 68-84	More than 3.40 - 4.20
Medium	More than 52-68	More than 2.60 - 3.40
Low	More than 36-52	More than 1.8 - 2.60
Very Low	20- 36	1 - 1.8

Results and Discussion

Question Number One: What is the Role of Visual and Audio Media in dealing with of Her Majesty Queen Rania Al Abdullah's Initiative in Education?

The sample responses' standard deviations and means on the items of the questionnaire were calculated in a descending order, as shown in the table (5):

Table 5: The sample responses' standard deviations and means on the items of the questionnaire

No	Item	Means	Standard Deviations	Rank	Value of Influence
11	Visual and Audio Media give importance to the Jordanian Education Initiative.	3.97	1.443	1	High
6	Visual and Audio Media presents the strategies underlying the Jordanian Education Initiative.	3.95	1.268	2	High
3	Visual and Audio Media shows the laws and regulations of the Jordanian Education Initiative	3.92	1.288	3	High
10	Visual and Audio Media focus on information technology in exploratory schools.	3.87	1.325	4	High
1	.Visual and Audio Media highlight the educational situation in the exploratory schools.	3.72	1.278	5	High
2	Visual and Audio Media presents the administrative work focused on Jordanian Education Initiative.	3.64	1.448	6	High
12	Visual and Audio Media take care of the needs of teachers in exploratory schools.	3.57	1.126	7	High
8	Visual and Audio Media to instil positive trends towards the development of the Jordanian Education Initiative.	3.51	1.269	8	High
9	Visual and Audio Media focus on the centres of the exploratory schools.	3.49	1.454	9	High
4	Visual and audio media focus on foreign educational centres associated with the Jordanian Education Initiative.	3.46	1.723	10	High
5	Visual and audio media show scientific agreements between foreign schools and schools of education in Jordan.	3.41	1.719	11	High
7	Visual and audio media are field studies on the Jordanian Education Initiative.	3.39	1.903	12	High
Total Mean		3.66	1.782	-	High

From a deep study of Table 5, it is clearly shown that the faculty members (the sample) responses' arithmetic mean for the role of visual and audio media's items in dealing with "Her Majesty Queen Rania Al Abdullah's initiative in Education" was 3.66, that is in a level that is high in relation to the correction key, and the items means related to the media's role ranged between (3.39 - 4.97), between the highest and lowest arithmetic mean.. The sample's responses were within a percentage of 68% to 84%.

This can be explained by the respondent that the visual and audio media in the Jordan "Hashemite Kingdom of Jordan" give clear attention to the Jordanian Education Initiative, as it represents a scientific starting point for the development of students' abilities and skills, through advanced information technology in exploratory schools that are seeking to transform into a knowledge society, in terms of knowledge generation, production, employment and use in all fields.

This result is in line with the vision of the Jordanian Education Initiative under the patronage of "Her Majesty Queen Rania Al Abdullah", in encouraging her to take care of the knowledge work, in terms of preparing generations of students able to employ technological knowledge, in addition to enabling them to take responsibility in building the knowledge society, with the Jordanian Education Initiative keen on the continuous development of it's students and the development of their practical and productive capacities.

Question Number Two: Are there differences that are significant at the significance level ($\alpha = 0.05$) with regard to the respondents' views about the Visual and Audio Media's Role in dealing with "Her Majesty Queen Rania Al Abdullah's Initiative in Education", due to the variables?

In answering the present question, the null hypothesis test has been carried: there are no differences that are significant at the significance level ($\alpha = 0.05$) with regard to the respondents' views on the visual and audio media's role in dealing with "Her Majesty Queen Rania Al Abdullah's Initiative in Education", due to the Academic Rank variable, through using One Way Anova test, as clarified in table (6):

Table 6: The One Way Anova test results

Academic rank	N	Means	Standard deviation	F value	Value of Significance	Decision
Prof	4	141.90	14.138	2.502	0.391	Not Significant
Associate Prof	3	136.35	12.536			
Assistant Prof	15	142.37	11.524			

The results presented in Table (6), show that then (F) value was (2.502), which at the level of significance (0.05) is not statistically significant, where the significance value level is $(0.080) > (0.05)$. Accordingly this proves that there were no differences that are significant among the faculty members' responses, based on the academic rank variable towards the visual and audio media's role in dealing with "Her Majesty Queen Rania Al Abdullah's Initiative in Education", and this can be attributed to the fact that faculty members of different academic ranks have a general orientation towards the role of visual and audio media in dealing with "Her Majesty Queen Rania Al Abdullah's Initiative in Education".

This trend is the result of their teaching in the media colleges and their extensive knowledge of what the media is doing towards the Jordanian Education Initiative. It focuses on all aspects of the educational process, and also focuses on the information technology found in the exploratory schools. Therefore, there are no differences in their attitudes towards this role.

Recommendations

1. Preparing training programs with aim of raising the level of media professionals in dealing with the educational problems and the issues related to the Education Initiative in Jordan.
2. Adopting the criteria and techniques used by "Her Majesty Queen Rania Al Abdullah's initiative in education" and advancement and effectively enforcing them to attain a knowledge society.
3. Promote the exploratory schools role in Jordan via the optimal use of information technology.
4. Running workshops to equip school principals, their assistants and teachers with the techniques to manage school construction with the aim of preserving its sustainability.

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