

Effect of media on the learning attitude of students at higher level

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The present study attempts to investigate the effect of media on the learning attitude of students at higher level and to explore the enhancement of learning level through media. For the study 225 students as a sample had been randomly selected from 9 departments of Bahauddin Zakaria University, Multan. To collect the data a 5 point Likert type questionnaire was used. Collected data were analyzed using descriptive and inferential statistics. The results of the study concluded that majority of the students agreed to the positive effect of media on the learning attitude of students and with the help of media students can enhance their leaning level. Another finding lead to the conclusion that there is no significant difference in the perceptions of male and female students about the media effects on students learning.

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