

## Modern Communication Methods in Online Education

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### Abstract

*The aim of this paper is to compare the traditional methods of teaching as well as the new and modern methods such as: multimedia teaching. The use of internet is integrating the IT technology in the education process in order to help students develop their skills. A SWOT analysis of the multimedia learning method will emphasize the advantages and disadvantages of the multimedia learning process.*

*Moreover, the paper suggests other useful teaching methods that can be used in sharing knowledge to the students via online methods. In a modern society, with an expansive evolution, characterized by economic, political and cultural mobility, the future in teaching is delivering a dynamic, formative education. For this reason, the need for a reform of the theoretical pedagogical movement and also the educational practices must progress.*

*Modern methods of education coexist with traditional ones and strive to replace those imposed by the educational needs of the last century, hoping that, in this way, education will succeed in meeting the demands of society.*

**Key words:** online teaching, education, distance learning, multimedia process

**J.E.L. classification:** A20, I21, D83

### 1. Introduction

In the field of education, in the last ten years, the use of the Internet has experienced a phenomenal development, a number of factors influencing the adoption of web and multimedia technologies in curricula. Today, teachers who integrate IT technology into the education process help students develop their thinking and learning skills, and in a classroom where a variety of instructional strategies are used, students are deeply involved, challenged and learn more. good. . Teachers in such classes are aware of the benefits of using these strategies to make students responsible for their own learning (Keengwe et al., 2010, p.535).

The best way to teach a conceptual way of thinking, necessary for such tasks, is through a system of tests. In this system the student is subjected to concrete situations, of the world and forced to make real decisions. Interactive multimedia, with the ability to train a user, could be perfectly supported for such a process. Today, the use of the Internet and telecommunications brings important changes in the way we learn. Learning must go beyond the classroom and incorporate complex discipline and technology. Therefore, in today's education we move from training to learning, where the act of learning is placed before teaching, and the student is located at the center of the educational process.

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instructional strategies are used, students are deeply involved, challenged and learn more. good. (Anderson, 2008). Teachers in such classes are aware of the benefits of using these strategies to make students responsible for their own learning.

### **3. Research methodology**

The study was conducted based on the modern education literature review. The main sources for analysis are datas provided by the institutuons theat deliver online education, distance learning or teaching, multimedia techniques for education, national and international books and also articles from the international data bases. We compare the traditional methods with the modern ones in delivering a better education, online teaching methods for distance learning programmes and created a SWOT analysis of the multimedia learning process, as well as providing the strategies for online teaching/learning reviewing the specialized literature regarding the experiences of the modern communication methods in education.

### **4. Findings**

#### **4.1. Traditional methods vs. Modern methods**

Modern teaching involves the educational process that is intended to be focused on the interactive model, which requires the correlation and interaction of teaching-learning-assessment.

On one hand, the traditional teaching methods are concentrated on the teaching action, where the teacher/professor has the central role, the modern school places the student in the center, who enriches, consolidates, corrects and transforms the cognitive experience, in order to improve, while the teacher's role is to activate the cognitive, affective, motivational, attitudinal its students, thus creating a teaching-learning balance.

Teaching and learning cannot be treated separately, but as a unitary whole to which assessment is added, the three actions being complementary and thus capturing the entire cognitive and formative activity.

Modern didactics insists on perfecting the teaching-learning-assessment relationship because only in this way the relationship objectives-contents-methodology-results-regulation becomes logical, unitary and perfectible.

#### **4.2. Multimedia learning process**

In the instructive-educational process, multimedia technologies represent an important tool for the creation of modern instructional courses, virtual libraries and even virtual classrooms, thus forming a new space, the virtual instructive space (Evans et. all, 2007). An important step in defining this educational information space was the appearance on the market of interactive textbooks, developed in electronic format (e-textbooks or e-courses).

The use of multimedia technologies as learning resources is closely linked to constructivist learning theories, according to which in today's ever-changing world, the ability to analyze and solve a variety of problems quickly is far more important than pure application. of stored information (Mayer, 2014).

#### **4.3. SWOT analysis of the multimedia technologies in the educational process**

A SWOT analysis (fig. 1) of the influence of Computer Information Technology (CIT) media and multimedia technologies in the educational process can be represented as follows:

##### ***STRENGTHS***

- through the use of CIT and multimedia technologies an efficiency of the educational process is obtained;
- almost all schools/universities have computer labs, or at least a computer available for teachers;
- in-service teacher training programs include the use of new equipment, computers, familiarization with educational platforms (AEL, Moodle, Teams), which leads to the modernization of the way teachers work;
- the student is no longer limited to the knowledge that the teacher transmits to him; the student

- has the opportunity to find arguments to support his own ideas and opinions;
- knowledge and assimilation of knowledge in a much shorter period, than through ways that do not include the use of CIT.

### ***WEAKNESSES***

- most teachers and managers in the system do not have sufficient skills to use CIT resources in education;
- lack of motivation of teachers to use CIT in classes;
- the fear of the teachers refusing to replace their own traditional and conservative methods with modern ones, facilitated by CIT media;
- the impossibility of conducting lessons in the best conditions for various reasons (temporary lack of electricity, lack or insufficiency of technical means of training, etc.) –;
- the need to deepen theoretical notions in order to be able to use CIT and multimedia technologies correctly.

### ***OPPORTUNITIES***

- the increasing number of young Internet users, which will deliver a new generation initiated in the use of information and communication technologies. A favorable impact, in this sense, has the online training centers, the publication of digital books, the appearance of tablets;
- collaboration with other universities/schools in the country or even in other countries; establishing intercultural partnerships;
- the possibility of carrying out the teaching-learning process between several people from different locations (via Cisco WebEx or Zoom Meetings)
- conducting online courses, preparing the student, future adult, to become an individual who can easily integrate into society (obtaining scholarships after conducting online exams, conducting vocational training courses, training teachers);
- CIT enhances the freedom to be informed.

### ***THREATS***

- there are still large discrepancies between urban and rural areas, as well as between different social categories. Therefore, there is no access to information and communication technologies for the entire population of the country equally (especially rural environment);
- the price of these technologies is quite high compared to the salaries of the national economy, which leads to repairs to CIT media on the basis of high costs, which prevents the purchase of new media;
- lack of a computer to use at home (both the student and the teacher), or lack of Internet connection;
- often the funds allocated to the purchase of educational equipment and software necessary for the educational system are insufficient;
- if the same method is used too often, boredom, misunderstanding of notions, will hinder the teaching-learning process;
- poorer assessment results due to students' inability to use CIT properly;
- decreased ability to express orally for students.

Figure no.1 SWOT analysis



Source: Processed by authors

## 5. Strategies for distance teaching and learning

Distance learning is a modern form of training, which is used in universities for bachelor, master or postgraduate studies. It is used by millions of students around the world and has been present in Romanian universities for several years. This form of organizing the teaching process does not involve the student's daily attendance at classes, but involves participating in tutorial activities and performing control assignments.

The educational activities of distance learning programs are different from those traditional (with frequency) programs. Courses and seminars are replaced by tutorial activities, which are flexible forms of organizing the teaching process and involve active student involvement in deciphering the subject and solving specific problems (Yair, 2014, p.28)

Distance learning involves the full involvement of the student in their own learning process and requires the use of effective strategies for managing available resources (time, space, documentation, etc.) (Moore et. al, 2018, p. 23)

There are more strategies that can be implemented for distance learning coursework. According to Reisman et al. (2001), the most important details of the distance teaching/learning strategies are: „course development, course delivery, computer network connectivity, and the degree and quality of student and instructor support”.

We propose a set of advices for students enrolled in a distance-learning programme:

- plan the learning time so that it covers the needs in real time in relation to the individual pace of the subject.
- Choose the right time for learning activities according to the day-to-day work so that becoming overly tired can be avoided
- connect the new knowledge real life or professional experiences in order to remember easier and make learning more sustainable
- self-learning is very useful - read topics to facilitate the understanding of the subject and encourage applications.

- attendance at tutorial activities will first and foremost help the students to find answers to their questions and clarify issues that are less accessible at first glance. It is important to participate in all the tutorial activities.

The educational policies developed in the last decade include e-learning among the development directions of education, justified by the need to keep up with the rapid changes regarding the skills required by the labor market and implemented operationally through specific programs and projects developed at university or national level. At the same time, there is a growing need for a solid theoretical foundation for the improvement of ongoing e-learning programs and for the development of others, according to the new challenges of the knowledge-based society and contemporary teaching practice.

## 6. Conclusions

A central place in the teaching-learning activity is held by didactic communication, because the role of the teacher is not only to have specialized knowledge and psycho-pedagogical knowledge, but also to transmit this knowledge, in a specific language, to the students. Based on language, as a higher mental process, didactic communication aims to transfer information from teacher to student, but also to provide feedback from student to teacher. The Internet is becoming a source of multidirectional communication, influencing social virtualization, the introduction of a new type of social interaction in which the old limits and principles of communication are often transformed or even avoided.

The pandemic era changed to the digital learning process through multimedia methods, but still applying the principles of traditional education. It will continuously enhance due to the development of CIT and the new digital generation of students. The migration to digital, connectivity, virtualization, with more efficiency, quality, and responsibility will be an important subject for researchers but also for and teachers, lecturers or professors.

Researches and studies in the field will help teachers/professors do deliver new methods of online teaching, e-learning and multimedia practices in education.

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