

The Impact of Mass Media Tools on Students at the High School Level

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ABSTRACT The aim of this research is to investigate the impact of the mass media tools on students who attend the 10th grade secondary education within the formal education system in North Cyprus and their feedback on the use of the media tools. The specific objective is to determine the role and the importance of the mass media tools on students at the secondary level who reside in relatively rural areas and find the opportunity to attend the standardized education system. Observations were made in classrooms and interviews were administered with teachers. During the survey, a total of 95 questionnaires were administered for the students in three different schools. The results of the research reveal that the students are in relation with the mass media tools. Besides, it is observed that students use the knowledge gained from the mass media tools in different fields of their lives.