



# **EVOLUTION OF MEDIA AND COMMUNICATION MANAGEMENT IN EDUCATION**

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<b>Article history:</b>	<b>Abstract:</b>
<b>Received:</b> 14 <sup>th</sup> June 2025	This article examines the evolution of managing mass media and communication tools (MMCT) in education from the early 20th century to the contemporary digital era, with a particular focus on the managerial transformation from centralized, directive control to flexible, network-oriented, and outcome-driven systems. Using Uzbekistan as a primary case study, supplemented by comparative examples from Finland and Singapore, the research explores how educational management practices have adapted to the rapid integration of digital technologies, the rise of personalized learning environments, and the increasing importance of strategic communications in education. The article outlines methodological approaches to analyzing MMCT implementation, evaluates the impact of technological change on management strategies, and proposes recommendations for building sustainable and inclusive educational media ecosystems.
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## **INTRODUCTION**

The management of mass media and communication tools (MMCT) in education has undergone profound transformation over the last century. What began as a highly centralized and regulated process focused primarily on the approval of textbooks and the oversight of educational radio or television broadcasts has evolved into a multifaceted, interdisciplinary management field. In the modern era, educational leaders must not only oversee the deployment of technology but also design adaptive digital ecosystems, coordinate multiple stakeholders, and respond to the continuous evolution of media tools and learner needs.

This shift has been driven by three interrelated trends. They are: technological acceleration, pedagogical transformation, and managerial paradigm change. Technological acceleration, from print and broadcast to the internet, social media, artificial intelligence (AI), and immersive technologies such as virtual reality (VR). Pedagogical transformation, emphasizing learner-centered, interactive, and personalized education. **Managerial paradigm change**, replacing rigid hierarchies with collaborative, networked, and data-driven governance structures. In the context of education, MMCT management is no longer a secondary or purely technical function: it is a strategic domain that directly influences learning quality, institutional reputation, and competitive positioning in a globalized educational market.

## **LITERATURE REVIEW**

Early studies on educational media management, such as those by Cuban (1986) and Schramm (1977), framed technology primarily as a supplementary instructional aid. Management tasks were largely operational ensuring access to equipment, scheduling usage, and maintaining regulatory compliance. By the late 20th century, scholars like Fullan (1991) began to highlight the role of leadership in integrating technology into systemic educational reform.

In the 21<sup>st</sup> century, the literature reflects a decisive shift toward strategic integration. Fullan and Hargreaves (2016) emphasize the concept of "professional capital", where communication systems become integral to institutional strategy rather than ancillary services. Selwyn (2016) and Weller (2020) underline the implications of digitalization for governance, pointing to challenges such as data ethics, intellectual property, and stakeholder engagement.

International case studies reveal diverse approaches. Finland integrated educational broadcasting in the 1960s and progressively aligned media management with national digital strategies, embedding media coordinators at institutional levels. Singapore launched the IT Masterplan for Education in 1997, prioritizing infrastructure, teacher training, and centralized monitoring, later evolving into a highly decentralized yet standards-driven management model. Uzbekistan pursued a phased approach, beginning with infrastructure deployment in the 2000s, followed by the creation of national platforms (ZiyoNET, Bilim), and



more recently, integrating AI and VR pilots into its education system.

The consensus across the literature is that successful MMCT management requires (1) early integration into institutional strategy, (2) alignment with pedagogical goals, (3) continuous professional development, and (4) mechanisms for stakeholder participation and feedback.

### **METHODOLOGY**

This article employs a comparative case study methodology, combining historical analysis of policy documents, program reports, and implementation timelines for MMCT in Uzbekistan, Finland, and Singapore; content analysis of national digital education strategies and institutional management frameworks; descriptive statistics from official education ministries and international bodies (UNESCO, OECD) to assess coverage rates and adoption levels; management perspective framework, focusing on governance models, decision-making processes, and resource

allocation strategies related to MMCT. Data were triangulated from government reports, academic publications, and industry analyses to ensure a comprehensive and balanced evaluation.

### **Analysis and Results**

#### **Stages of MMCT Management Evolution**

**Broadcast Era** (mid-20th century): Centralized oversight; limited interaction; mass reach with standardized content.

**Early Digital Phase** (1990s–2000s): Infrastructure deployment; emergence of learning management systems (LMS); early experimentation with online content.

**Integrated Digital Phase** (2010s): Widespread adoption of social media and collaborative tools; data analytics begins to inform management decisions.

**Adaptive Ecosystem Phase** (2020s): AI-driven personalization; VR/AR integration; emphasis on data security, inclusivity, and stakeholder co-creation.

**Figure 1**  
**Uzbekistan's Trajectory. National Initiative Review (2000-2025)**

<b>National Initiative Review (2000-2025)</b>			
<b>Time Period</b>	<b>Initiative</b>	<b>Coverage</b>	<b>Key Trend</b>
05 <b>2000-2005</b>	Pilot computer classes	~5%	Minimal managerial adaptation
06 <b>2006-2010</b>	ZyoNET, digital libraries	~15%	Limited to major cities
07 <b>2011-2015</b>	Multimedia classrooms	~30%	Growth in urban-rural digital divide
08 <b>2016-2018</b>	State digitalization program	~50%	LMS introduction in higher education
09 <b>2019-2021</b>	Telegram and online platforms	~65%	Regional disparities persist
10 <b>2022-2023</b>	AI and VR pilots	~75%	Beginnings of personalized learning
11 <b>2024-2025</b>	National MMCT management model testing	~85%	Media coordination centers creation



## Comparative Insights

Finland placed a strong emphasis on methodology and teacher training from the earliest stages of implementation, which allowed the country to achieve approximately 95% coverage by 2023. Singapore adopted a model that combined centralized planning with decentralized execution, enabling flexibility at the institutional level while maintaining strategic direction at the national level; as a result, its coverage reached around 98%. In contrast, Uzbekistan initially concentrated its efforts on expanding infrastructure. While this approach provided a foundation for growth, the development of managerial frameworks came later, which slowed the pace of integration compared to the global leaders.

## Key Managerial Shifts

Over time, the management of mass media and communication tools in education has undergone several significant transformations. The focus has moved from the simple acquisition of technology toward the design of comprehensive digital ecosystems. Content delivery, once the primary concern, is now replaced by an emphasis on creating engaging and effective user experiences. Rigid, hierarchical oversight structures have gradually given way to distributed leadership models that empower different stakeholders. Similarly, the traditional approach of tracking only outputs has been replaced by a reliance on data-driven methods to evaluate impact and inform decision-making.

## CONCLUSIONS AND RECOMMENDATIONS

The evolution of MMCT management in education illustrates a transition from narrowly technical oversight to complex, strategic, and adaptive governance. Uzbekistan's progress, while substantial, reflects a common pattern among emerging economies—rapid infrastructure growth followed by a delayed focus on management capacity, human capital, and policy coherence.

International comparisons underscore that early integration of managerial frameworks, continuous teacher training, and institutionalized feedback loops are essential for sustainable MMCT adoption. In the digital era, educational media management is a core determinant of educational quality, equity, and resilience.

## RECOMMENDATIONS

To ensure sustainable and effective management of mass media and communication tools in education, it is essential to embed MMCT objectives within both institutional and national education strategies, aligning them closely with defined learning outcomes. A strong emphasis should be placed on capacity building through continuous professional development programs aimed at media managers, IT

specialists, and educators, ensuring that all stakeholders possess the skills needed to work in an evolving digital environment.

Bridging the urban-rural digital divide must remain a priority, which can be achieved by investing in targeted infrastructure and creating localized content tailored to the needs of specific regions. Alongside this, clear and comprehensive policies should be established for data governance, covering collection, security, privacy, and ethical use. Equally important is the creation of participatory governance mechanisms that involve students, teachers, and parents in decision-making related to media use and development.

Innovation should be encouraged through carefully designed pilot projects incorporating artificial intelligence, virtual reality, and augmented reality, with each initiative accompanied by rigorous evaluation. The digital presence of educational institutions should be regarded as a strategic asset, supported by coherent approaches to social media management, content development, and brand identity. Finally, there is a pressing need to invest in research centers dedicated to digital pedagogy and MMCT management, providing the evidence base required for policy decisions and long-term planning.

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