Introduction:

English is the 'Lingua Franca' of the world. English has become a dominant language as a result of globalization. With the IT revolution and most of software of operating system being in English language, a new utility for written and oral communication in English language has emerged. English is said to be the world's most important language having communicative and educative value. It is a progressive language. It is dynamic and flexible.

Whatever English now represents or has represented over the centuries of colonization, it belongs to everyone. The Australian Poet Peter Porter emphasized the point in a World Conference Welcome Poem, published in the Times Literary Supplement (28th February 1992) \(^{(1)}\) to the effect that:

"Everything will be exposed in English
So delegates and lovers understand".

In India, English continues to be the medium of instructions in colleges and universities. It is also the language of the administration.

Study of English has enriched the Indian languages and literature. English has entered into the fabric of India's culture. All the Indian languages have freely borrowed words from English. About 50 million people in India can speak and write English and therefore English teaching in India is probably the world's largest democratic enterprise.

English symbolizes in Indian minds, better education, better culture and higher intellect. In present times, English is the most preferred language. It has remained at the heart of the Indian society. It plays an important role in our national and international life.

The major components of the process of teaching and learning English are:

- Syllabus
- Instructional Materials
- Teaching Methods and Techniques
- Evaluation.

Teaching of English in India is a manysided problem. For the students of other languages, deliberate efforts are required to learn a foreign language which requires a
'Mentalistic approach'. The students of rural and semi-urban areas in India face such problems because English is not their mother tongue. Language acquisition seems to be a process of both of analogy and application, nature and nurture.

Students of the rural colleges face a number of problems. English is their second language. One of the serious shortcomings of the ELT situation in India particularly at undergraduate level is the lack of definite statement of objectives of teaching English.

The real problem lies in the fact that from syllabuses and examinations - it is usually impossible to discover what the objectives of teaching English are. In the sphere of ELT, we continue to stick to old methods and approaches. Students do not get ample library facilities into the colleges. The teacher is the great 'dictator' because he/she dictates the notes in the class! There is no teaching; there is only coaching and reproduction.

Teachers have to use and evolve alternative materials, methods- approaches that will be in tune with the objectives. We should try to remove the defects in the procedure of teaching ELT.

Print Media is one of the most important factors coming through in the way a nation works. Newspapers, Magazines, Textbooks, and Dictionaries are significant means of communication and also are reservoir of items which provides samples to all kinds of English, ranging from regional dialects to standard varieties.

Grammar and vocabulary items of English can be taught through Print Media. At the same time teaching English from Print Media will serve the basic purpose of making learners to engage themselves in creative and divergent thinking, problem solving and self-learning and to explore new avenues of communication.

Language is a skill subject. It has four skills. They are listening, speaking, reading and writing.

The ELT situation in India has been changing. We need to look at it periodically and take stock of the situation and reorientate ourselves in consonance with the changing times. If we look at the media, we find that over 50% of world's Newspapers, over 50% of world's scientific and technical periodicals and more than 60% of world's radio stations use English as a medium of communication.
Print Media is still behind in ELT. What is role of Print Media in language teaching process?

The reasons are as follows:

a) English Newspapers are looked upon as an important channel of communication. It gives abundance of vocabulary from different topics. This coverage of topics can make the learners' vocabulary prosperous.

b) Magazines also cover various kinds of topics. Magazines will also enhance students' vocabulary items.

c) Newspapers and Magazines have a practical orientation and are expected to have an immediate application in the students' lives, both have functional aspects.

d) Newspapers and Magazines are less expensive and easily available anywhere. Students as well as teachers can buy it them easily.

e) Students will read newspapers and magazines to enhance the understanding of grammar items.

f) A dictionary is one of the important parts of Print Media. A dictionary is considered as one of the eyes of a language.

g) A dictionary is a reference book. It gives different types of information of a word.

h) Textbooks occupy an important place as a print media in education. It is a source of information but a course of study, a set of unit plans.

i) Textbooks include all types of oral illustration, questions, vocabulary and grammar items, description and narratives etc..

So, Print Media plays a vital role for teaching and learning of English language.

In the world of the globalization where Information and Communication Technology is a key to all walks of life. Information Technology is a computing of knowledge, data, interpretation, information analysis, knowledge in a faster way.

Internet has evoked the interests of educational researchers and media professionals alike. There have been huge investments by the educational sector on the establishment and maintenance of Internet for students. There is a need to understand the opinions of the target
group on the functioning of the media and to elicit their suggestions towards the improvement of interest in terms of contents, timings and methods.

The Internet is the powerful and useful instructional tool. It is an ideal mechanism for encouraging students for learning. The Internet provides different learning activities. The participants become an active. The students are able to define their learning needs. They can find information, assess and communicate their discoveries with others. Teachers can use it to gather information for their classes. We need to explore ways to find materials on the Internet and experiment with using them to improve our teaching.

The present research aims at to show how Print Media and the Internet will provide some possible a variety of contexts for the effective teaching-learning.