

The impact of communication strategy in the achievement of students in the fourth grade Faculty of Education in the measurement and evaluation

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#### Research Summary

The importance of this research is that it is the result of what the Faculty studies calls at the present time, which is to increase the positive and effective communication between the student and the educational life in all its aspects, which comes from encouraging the students to use their abilities and their means and skills to learn better, and to be given the opportunity to organize their ideas and the aim of this research is to find out the impact of the communication strategy on the achievement of fourth grade students in the field of measurement and evaluation. In order to achieve this, the researcher used experimental design with partial control, which consists of two groups, one experimental and the other control. The random researcher chose the University of Qadisiya, Faculty of Education, Department of History, as a place to conduct the experiment. The sample (experimental and control) was 84 students, 41 students and the officer (43) students. In a random way, group B was chosen for a pilot group to study the communication strategy, and the control group was taught in the usual way. In addition to the objective of the research, the researcher prepared a multivariate selection test. The validity of the test and its stability, as well as the statistical analysis of its vertebrates, were verified. The results showed that the t-test was superior to the experimental group studied according to the communication strategy on the control group, which was studied in the normal manner. In light of the research results, the researcher recommended using the communication strategy. The researcher also presented a set of recommendations and suggestions. like making similar studies like making similar studies Other study stages. The use of communication strategy in other variables, such as critical thinking, creative thinking, visual thinking and visual perception.

- Keywords: communication, collection, measurement and evaluation.

#### Research problem

The world we live in today is built on communication because most human activities are communicative activities through what they do in some way by conveying a message that carries information, opinions, attitudes or feelings to others for a purpose through codes, regardless of what is being confused. To facilitate the process of adaptation and control of individual resources and resources within the context of the learner in different life situations, whether these resources in the form of information or experiences or tools are available in the daily life of the learner, and the need for educational communication clearly in our time T; as a result of the rapid development of the information and the enormous amount of knowledge that the human mind is unable to carry (Faraj 2002.39).

Therefore, many educators and specialists in education and psychology called for overcoming the difficulties of communication as a result of scientific development in all positions, whether academic or social, to become the main goal is how to convey information easily and get benefit through effective thinking and proficiency in order to raise the efficiency of the learner to confront the problems of the present and the future and to enable him to challenge ambiguity and surprises, and to increase his ability to adapt to the environment in which he lives (Salama, 1996: 56).

Therefore, the value of the learner should be raised and benefit from the information he has in order to apply to him as a successful and intelligent, which leads to the achievement of effective and continuous learning, and push him to deal with situations in accordance with the quorum, and support individuals in life situations, enabling them to adapt the life situation in order to solve the problem, It is a guiding basis for effective and effective performance .((Chan, 2007: 183

Therefore, the need to understand the affecting variables in life generally and in the educational system particularly, in view of the multiplicity of time programs to be achieved both at the level of education and mechanisms and methods as well as the dates of examinations and vacations in addition to the link to multiple human elements between the student and guardian and academic and lecturer and academic supervisor to enable them to Adapting the living situation to solve the problem, as well as constituting a basis for guidance towards effective and effective .(performance (Chan, 2007: 183

The two researchers go on to report that educational communication is one of the basic elements of understanding and positive interaction in educational masses as it is a representative of a vital and important phenomena of education and teaching, depending on the quality and quality of this education on the success or failure of education. Reinforcing strength points and prove weaknesses, as well as the latest balance between learning, (memory, and thinking. (Sayed and Abbas, 2014: 12

Therefore, individuals need to use these communication skills of all kinds to be successful in life, and because many teaching methods need educational communication skills so there is a need to find communication strategies to keep pace with the huge explosion in communication through expanding the circle of thinking and strengthening .(confidence between teachers and learners ( Abdul Baqi: 2002, 90

So, research in education and psychology have indicated that most students possess information and communicative abilities through books and public information. However, most students rarely reach the communicative role. The problem is determined by the students' ability to communicate and help them to judge the quality of ideas and exchange. Informations, and work to convince others of their value, which is abilities practical. Therefore, the researchers identified the problem of the research by the following question: - What is the impact of communication strategy in the achievement of third grade students Faculty of Education measurement and evaluation.

#### The importance of the Research

Communication is a series of continuous processes or events that are constantly moving towards a position or goal. Communication is not a static and static entity, in a world of time and place, but a profitable process that is used to convey social meanings and experiences. It aims at the truth of the generality and the spread or being known for commonality of the idea, subject, facility or issue, by moving using symbols of one meaning, and the same concept to the parties.

Teaching for communication includes Considering the learning process as...the expansion of activities, assessments, and teacher-student relationships. Teaching for interactive communication involves the use of a range of activities and goals that develop creative and practical thinking, as well as memory-based learning imagination. This is coupled with "education scientists and psychologist that teaching for effective communication leads to improved performance even when teaching and evaluation rely directly on information recall (Sternberg, 2005: 326).

The researchers see that there are many reasons for this, perhaps the most important:

1. Teaching for communication leads to a more expansive and deeper analysis of subjects, rather than teaching in traditional ways.

2. Teaching modern means of communication encourages the use of more forms in the diversification and coding of subjects, thus facilitating the retrieval of information anchored better when needed.
3. Teaching the communication strategy helps to take advantage of the strengths and increase the positive interaction between teacher and student.

From this point of view, the researchers see the importance of using modern teaching strategies through which students are able to effectively manage their time by achieving a high level of achievement by interacting with the teacher and peers. Moreover, the use of modern strategies is appropriate for the nature of the academic content, The extent to which they have the motivation to learn, and the available physical resources, as well as the process of diversity in the use of more than the strategy of educational content is important because the repetition of boredom, diversity increases the motivation of students towards learning and thus increase activity and They have a priority which shows students acquire basic cognitive skills in the development of mental mobility they have in line with the logical management and positive interaction with others.

The importance of the current research is illustrated by:

- 1 - Enrichment of theoretical and educational literature, because of the lack of studies - according to the two researchers - dealt with the subject of communication strategy, and collection together, and therefore will add a study of knowledge and applied in this area.
- 2 - The study highlights the importance of communication, because it has the role of activating the capabilities: communicative, creative and practical and increase the achievement of students
- 3 - Training students on positive social communication.
- 4 - The possibility of opening the way for other studies and research, in the field of research-based effective communication to solve problems creatively.
5. To meet the need to review teaching strategies and enhance their role to introduce teaching strategies that provide students with an opportunity to learn in new ways that make them more positive.

Objective of the research: The current research aims at identifying: the impact of communication strategy in the achievement of fourth grade students / Faculty of Education in

Measurement and evaluation material.

Search Hypothesis:

In order to achieve the research objective, the two researchers put the following zero hypothesis:

There was no statistically significant difference (0.05) among the average scores of the experimental group who studied according to the successful intelligence strategy and the students of the control group who studied according to the standard method in the post-achievement test.

Search limits: The current search is limited to:

- 1 - the human limit: - fourth grade students.
2. The time limit: - The academic year (2017 - 2018).

3- The spatial limit: - Muthanna University / Faculty of Education / History Department

4 - Knowledge limit: - Include: vocabulary of the (measurement and evaluation).

### Terminology

The communication strategy was defined as "a series of measures by which the teacher can exchange responses and opinions between himself and the learners themselves" (Al-Basma, 2003: 67)

The procedural definition of the communication strategy is the procedures followed by the researcher in teaching the students of the experimental group by directing a set of top-level questions, then allowing them to explain, explain and discuss their ideas, and then provide feedback to install and strengthen the correct response.

Achievement: Abu Gado (2003) defined it as "the sum of what students learn after a certain period of time, measured by the degree they receive in the achievement test prepared for this purpose to determine the success of the strategy that the teacher sets and plans to achieve his goals and the students' . (Alimat, 2003: 425)

Procedural Definition: The level of proficiency of the students' performance through their knowledge of the vocabulary and the measurement and evaluation they learn and measured through the grades obtained in the achievement test prepared for this purpose

Communication can be defined as the science that aims to increase our understanding of the phenomena that surround us through its domain. This requires knowledge of the surrounding circumstances and requires practical and objective evidence for the interpretation of certain phenomena associated with this science. It facilitates us to understand and understand the basic phenomena and components.

Although communication scientists have come to understand fully and accurately the effects of communication on the psychological, moral, economic, political, cultural and educational aspects of the lives of ordinary individuals, these scientists have mobilized a base of research findings that help to increase attention to these issues. During the last century, scientists focused on sociology and psychology and communication on studies of the role of means of communication in the community. One of the main tasks of the students of effective educational communication is to compile the scientific results on the effects of communication and connecting to the clients of readers, listeners and viewers (Al-Zogol and Ali, 2009: 313).

Communication theory is an input to understanding cognitive and communicative processes. People often view communication and media as tools that reflect the world around them. The news material is used to monitor the environment and drama reflects society's values, habits and lifestyles. Through which we look at the social reality and communication related to success in life, creativity and speed, (Abualam, 2010: 299).

Therefore, the importance of educational communication is that it develops information and abilities of the individual and makes it adapt to changing circumstances, unique and new, because effective communication is the ability to interact and think positively interactively using previously structured relationships to solve new problems in unfamiliar contexts (Borich, 1996: 65).

The literature suggests that individuals who have communication ability use better strategies to help them increase their achievement and develop their skills than others who do not have these communication capabilities.

First: the theory of mass society

With the beginning of the twentieth century, the image of the new society was that it changed from a stable traditional social system that closely linked people's value to a more complex society where individuals were socially isolated from one another.

That the social transformations lead to the emergence of the masses, but the idea of mass society does not mean the huge traditional society such as (India and others because it is still traditional), but the community of the masses to refer to the relations between individuals and the social system suspended, which is dominated by the following features.

1- Individuals are characterized by psychological isolation from others.

2-There is a lack of personal feelings when interacting with others.

3-Individuals are relatively free of general social obligations.

It is therefore important to note that the word "masses" refers to a large group of people coming from all the various side and social strata. They include people who differ in their positions, professions, cultures, and traditions, and are usually faced by individuals with distinct issues of interest and difficulty in understanding them. Its units can communicate with each other only in limited ways, having to work separately as individuals who feel uncertain and flounder in their behavior.

The people of modern times in the mass communities feel loneliness, loss and anxiety, and made it resort to the mass media as an alternative to the groups and the family and the tribe in which he felt comfortable and save, as his ability to cooperate to get rid of the feelings of tension and anxiety that he feels constantly.

The modern society is composed of the masses. In the sense that there has been an ethnic audience of isolated individuals who rely on each other in all the specialized means, although they lack a basic value or purpose that exists among them. The weakness of traditional ties, the growing rationality and the division of labor To the existence of communities consisting of individuals who apply each other a weak link, this means the word MASS masses meaning the closest word to the meaning of a social group linked or severe.

Second: Mass society and the theory of unified effects:

The division of labor and exercises between individuals and living in urban areas and the exact specialization has become a feature of modern societies. After a period of conflict between societies and classes, the world wake up on fierce wars were represented in World Wars I and II,

The universal war required the full exploitation of the resources of the nations. The material comforts and the preservation of morale should have been sacrificed. The propaganda was the means to achieve those endowments that the countries raised from war. The media have used all their capabilities to work in order to convince people of this work. .

After the end of the wars, the media was subjected to ridicule of individuals, and it was a sin that was transferred from one way and one way to one way and one way to the people by the media. In order to realize this method, Oujda is an effective propagandist, so we notice that the propaganda theory was simple and coincided with the image of the mass society Which I assume that eloquently designed effects must reach every member of the community through the media, and that it is possible to reach and react to an almost identical response from all individuals.

Abstract: The essence of the theory is that the theory of unified effects looks at the mass of information which is derived from the means of communication. It is a group of unknown people. They have separate lifestyles and are influenced by an individual and by the various communicative means they are subjected to. A collective experience

Third: Media as magic bullets (magic bullet theory)

Media studies during the past decades and the Front for the consideration of the media, that the means of communication have a great impact on the views and attitudes and behavior, where the means of communication as a magic bullet immediately reach the minds of skiers and this is evident in studies on the impact of advertising, this theory is based on two main proposals:

1. That people receive communication messages individually and does not take into account the potential impact of other people for science, this theory is part of the theory of unified excitement, and is based on the basis of the mechanism of "excitement," or emotional and response, so it is said that powerful effects strengthen similarly to individuals That the propaganda of the two holy mosques is a clear proof of these theories and that this propaganda was provided, is a valid proof that the media were as strong as Lazwell as the new hammer and the bond of social cohesion that these theories have given way to evolution Media attention, and the transformation began from the mere content of its effects to assertion and scientific evidence that the content of communication and means are capable of influencing, developing, changing and distorting, and achieving what can not be achieved by other means.

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Previous studies: - Related studies (contact)

1- Aoun study (2017)

The study aimed to identify the effect of teaching on the theory of communicative expression in the fifth students in the achievement of the fifth literary students. To achieve the goal of the study, the researcher chose a sample of two rows randomly from the three rows of (48) students were divided into two experimental and control groups , And the tools of the study has prepared the researcher test expression performance. The researcher used the following statistical means: Tally test for two independent samples and comparing the average of the collection of the experimental and control groups. After analyzing the statistical results, the researcher reached a statistical effect of teaching based on the theory of communication in capacity development. (AbidAoun, 2016, 8-234)

2 - Study of Ismail (2017) Iraq

The aim of this study was to identify the effectiveness of teaching based on the theory of communication in the collection of the science of revival and the development of cognitive comprehension of the students of the scientific fifth. To achieve the goal of the study, the researcher chose the fifth grade scientific students from the Sana'a Middle School for Girls (95) (32) students for the first experimental group studied according to the second communication and experimental theory studied according to the usual method (32) students and the control group (the normal method). The tools of the study were applied by the researcher Adti (Achievement test and measure the cognitive sufficiently aware), and the researcher used statistical methods (analysis of variance and follow-up significance of differences in Hevah test)

1-The study found the following results: The existence of a statistically significant difference in the mean of the post- achievement in biology for the fifth scientific grade between the two groups and in favor of the experimental group compared to the control group, while the difference was not statistically significant between the first experimental group studied according to communication theory The second experimental group was studied according to the usual method.

2 - There is a difference of statistical significance in the mean of the cognitive distance proficiency standard between the two groups as well as the D difference in the mean difference between the pre-test and the pre-test scores of the Cognitive Cognitive Consciousness Scale for the experimental group compared to the control group indicating the effectiveness of teaching according to the theory of communication Development of the cognitive competence of the fifth grade students scientific (Ismail, 2017: I - K)

Discussion of previous studies:

The previous studies agreed with the current study on the use of the experimental method and the study of (Aoun, 2016) (the effect of teaching on the theory of intelligence in the expressive performance of the fifth students in the collection of fifth female literary), while the study (Ismail, 2017) The effectiveness of teaching based on the theory of intelligence in the collection of the science of revival and the development of cognitive competence aware of the students of the fifth scientific). The studies differed in the tools of these methods, some of which are test structures for expression performance such as (Aoun, 2016), while the study of (Ismail, 2017) on the preparation of the achievement test and the measure of perceived cognitive competence, ), Such as the study of (Abdel Aoun, 2016) and some of the students of the fifth grade scientific Sana'a Middle School for Girls (95) students, such as the study (Ismail, 2017) The current research was appointed by students of the Faculty of Education. The present study may or may not be consistent with previous studies The communication strategy depends on the results to be reached by the researcher.

Research Procedures: The following research procedures are included:

First: Experimental Design: The experimental design suitable for the phenomenon to be studied in experimental research is necessary to obtain answers to the hypotheses of research and contribute to the experimental control of research and the work plan and work program for how to implement the experiment and to plan the circumstances and factors surrounding the phenomenon studied and observed (Kubaisi, 2011: 45) About Design As in Chart (1)

Post-test	Independent variable	group
<b>Collection</b>	<b>Communication strategy</b>	<b>Experimental</b>
	----- --	<b>Control</b>

Second: The research community and its type: The current research society is damaged from all fourth grade students / history department / faculty of education / Qadisiya University for the academic year 2017-2018 and all students of fourth grade / history department / Faculty of Education / Muthanna University. The researcher chose randomly the students of the fourth grade / history in the Faculty of Education / University of Qadisiya a sample of his society, and chose the simple random way (Division B) to represent the experimental group that will study the student According to the communication strategy, the (41) students, and chose a (A) to represent the control group

that will study the student in the traditional way without exposure to the independent variable, the number of students (43) students after the exclusion of the twofails students from last year.

Thirdly: the equality of the two groups: Before the start of the experiment, the researcher was keen to conduct an equalization of the two groups of research in terms of the age of the time and the academic achievement of the measurement and evaluation of the fourth grade / history and achievement of the parents and the degree of intelligence and the achievement of previous educational achievement in the educational materials and found that the two groups are equal in the variables studied.

Fourth: Research Requirements: Determination of the Scientific Article The researcher shall specify the scientific material to be studied for the students of the two groups of research in the academic year (2017 - 2018) according to the vocabulary of the measurement and evaluation for the fourth grade in cooperation with the material teacher in the Department of History / Faculty of Education / The basic concepts of measurement: the development of the concept of measurement, the importance of measurement, evaluation, calendar, the difference between measurement and evaluation, the tests of reference, standard tests of reference, honesty and consistency, stability and uniformity, coefficient of difficulty, Badr The test map, and for the purpose of verifying the validity of the presentation to the arbitrators with experience and competence and expressed their views in it and thus drafted in accordance with the proposed amendments.

#### 4.2 Identify behavioral objectives

The researcher formulated the behavioral goals in a way that describes the behavior and activity of the learner if distributed according to Bloom's classification (recall, absorption, application, analysis, composition, evaluation) Of the experts in the teaching methods to express their opinion and the extent to which they meet the content of the article and in the light of their views and suggestions have been amended.

#### 4-4 Building the test:

In light of the study material and the behavioral goals, the researchers prepared a multivariate selection test. The number of paragraph (25) paragraph was presented to a group of experts and specialists in the methods of teaching to benefit from their views and observations around them promised valid after making some amendments to them and the researchers relied 80% or more criterion for the validity of the paragraphs and thus achieve the truthfulness. The content of the course material has been analyzed to determine the desired behavioral objectives at the end of the experiment, setting the specifications table and constructing an achievement test appropriate to the specification table and consistent with the specific behavioral objectives. (28, 286). The instructions for how to answer, correct and statistical analysis of all the test subjects were also determined by applying the test to a sample of the research community from the research sample, which is the History Department / Faculty of Education / Muthanna University, (40) students And after the completion of the answer, it became clear that the instructions and test paragraphs are clear to them and that the time required is required to determine the time required to answer the paragraphs and indicate the ambiguities of the paragraphs during the answer. To answer the paragraphs did not exceed (40) minutes.

The statistical analysis of the experimental paragraphs was done to find the difficulty of the paragraphs and the coefficient of their distinction and the effectiveness of their incorrect alternatives. After correcting the students' answers, the grades were ranked down and found that the coefficient of difficulty of the paragraphs lies between (0,41-0,77) and is acceptable because the acceptable range as determined by the researchers falls between (0.20 - 0.80) (0,27-0.67), which is within the acceptable range as determined by the specialists in measurement and evaluation, because the acceptable range is (0,20) and more (Abualem, 2002, 268-292) The coefficient of stability is

(0.81). The studies indicate that the coefficient of stability can be trusted as the coefficient of stability is high (0.75) and more (Samara et al , 1989-1991)

5. Statistical methods: (2) independent testing of two independent samples, square Kaye (Ka 2)

Second: Explaining the results of academic achievement:

The results showed the superiority of the experimental group on the control group in (achievement) where the use of the communication strategy has a positive effect in raising the level of student achievement. This may be related to:

1. The communication strategy has enabled students to communicate positively among themselves, which gave them pleasure in the work made the measurement and evaluation lesson more vital.
2. The superiority of the experimental group's students over the control group is attributed to their being more receptive, positive, and inclined to modern learning and communication methods in the teaching process. This may lead them to explore new aspects of the strategy in which they study measurement and evaluation and to follow them further. More than the traditional way that they are used to.

Third: Conclusions: In the light of the findings of the researchers can be concluded as follows:

1. The use of the communication strategy based on the theory of educational communication in the teaching of measurement and evaluation can achieve the educational and behavioral goals required for students at this stage better than the usual methods; as it develops the learner a general idea about the subject to be studied as the learner provides the rules that organize It can receive and install new information and call it when needed.
2. Teaching according to the communication strategy is more effective than the learner by raising his interest in the subject of study and making it in an interactive position and freeing him from the obligations of the normal method.

Fourth: Recommendations: In the light of the findings of the research findings recommend the following:

1. Adopting modern strategies in increasing student achievement and developing students' cognitive and communicative abilities.
2. Utilizing the students' social abilities, public and behavioral goals, and educational activities in the education process, as they increase student motivation for learning.

Fifth: Proposals: To complement the findings of the current research and development, the researchers propose the following:

1. Study the effect of using communication strategy in other variables, such as logical thinking, decision making, visual thinking, visual perception.
2. Studying the effectiveness of communication strategy in teaching other subjects and different educational stages.

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