ABSTRACT
The 21st century will be an era of acute modernization and both teacher and students will have to cope with the changes and challenges in new media and technology. ICT and media provides powerful tools that may help in transforming the present isolated, teacher-centered, and text-bound classrooms into rich, student-focused interactive knowledge environments. It is desirable that affordable ICT tools, techniques and various instructional media should be integrated into classroom instructions right form primary stage so as to enable students to develop their literacy and numeracy skills, higher-order thinking skills (critical thinking, creative thinking, problem solving) and collaborative and interpersonal skills.

Teacher effectiveness in relation to media utilization and attitude towards use of ICT among primary school teachers must be emphasized on the improvement of the teaching learning process for increasing educational quality, integration of ICT in education, improvement of the teacher’s competencies on ICT skills as well as media skills and improvement of teaching quality by incorporating different types of media in teaching learning process.

The current study was an attempt to make a contribution towards increasing primary school teachers’ effectiveness and encourage them for incorporating various media and ICT in order to make teaching and learning process more effective. The present research has studied under the following problem:

“A STUDY OF TEACHER EFFECTIVENESS IN RELATION TO MEDIA UTILIZATION AND ATTITUDE TOWARDS USE OF ICT AMONG PRIMARY SCHOOL TEACHERS OF GUJARAT STATE”

This research aims:

1. To study teacher effectiveness in relation to media utilization and use of ICT among primary school teachers and

2. To compare the effect of gender, area and school type with regard to Media Utilization, Attitude Towards Media Utilization, Attitude Towards ICT and Teacher Effectiveness

The present study intends to adopt the descriptive research as research method.
The independent variables were: (i) Gender (Male, Female) (ii) Area (Rural, Urban) and (iii) School Type (Government, Private). The dependent variables were: (i) Attitude towards Media utilization, (ii) Attitude towards Use of ICT and (iii) Teacher effectiveness

1140 Gujarati medium primary school teachers of Bharuch District were selected by stratified random sampling method to be the sample of the study.

The researcher constructed the following research tools:

1. Media Utilization Checklist
2. Media Utilization Attitude Scale
3. Use of ICT Attitude Scale
4. Teacher effectiveness Scale

The findings of the investigations were as follow:

1. Area and school type does effect on media utilization rated by primary school teachers. Primary school teachers of urban area and private primary school teachers used media more frequently.
2. School type does effect on the attitude towards media utilization rated by primary school teachers. Government primary school teachers have more positive attitude towards media utilization.
3. School type does effect on the attitude towards use of ICT rated by primary school teachers. Government primary school teachers have more positive attitude towards use of ICT.
4. Gender and area does effect on the teacher effectiveness of primary school teachers. Female primary school teachers and urban primary school teachers were found more effective.
5. There was indifferent or negligible relationship between Teacher Effectiveness and attitude towards media utilization.
6. There was indifferent or negligible relationship between Teacher Effectiveness and attitude towards use of ICT.