CHAPTER VI
FINDINGS, CONCLUSION AND SUGGESTIONS

Findings

The findings of the study on the Impact of educational programmes broadcast by Doordarshan on the audience in Kerala, revealed that there is a significant relation between educational status and difficulty in understanding of ETV programmes. Compared to UG students, PG students understand the ETV programmes better.

It is found that residential status of students affect the understanding level of ETV programmes. Students from urban and semiurban areas understand ETV better than the students from rural areas.

It is revealed that the understanding level varies with respect to subject specialization. Science students have better understanding level than students belonging to arts and commerce group.

There is no significant relation between educational status and ETV watching habits. Educational status of students and their ETV watching
habits are independent. Residential status of a student does not affect ETV watching habit.

There is no association between subject specialisation of students and their ETV watching habits. It is also independent to each other.

The programmes which are regularly watched by the students do not affect their academic performance. But it is observed that the ETV programme 'Turning Point' broadcast by D.D. and the academic performance are moderately related and it has more viewers.

The ETV viewing habits and academic performance of students are dependent attributes. The students who spend more time to watch ETV programmes have better academic performance.

The degree students are spending more time on watching TV than the PG students. Female students are comparatively more exposed to TV than the male students.

Most of the students rarely watch ETV programmes. But compared to PG students more UG students are watching ETV programmes.

Generally the students are viewing the ETV programmes less than half an hour. Major portion of rural students are watching the programmes than urban and semi-urban students.
The ETV programme of DD influence the study habits of 94 percent of students. A major portion of the respondents, 74.6 percent stated that the format, treatment of the theme, script, visuals and presentation of the ETV programmes are appropriate to create the desired impact on students and helped them to better their academic performance.

The study disclosed that majority of the students are getting wide range of information about the subjects from educational programmes. The information received through the DD’s ETV programmes deal with relevant topics and also it gives explanations about facts which are not discussed in text books. The programmes help for better study habit and increase interest in studies. They are colourful and attractive than the classroom teaching as they have a good audio-visual impact. The visuals help to retain the subjects in memory than the audio messages and its presentation makes it easily understandable. A good number of students gave importance to their subject of study. Majority of students complained that programme producers are giving more importance to science subjects than the other ones.

Numerous suggestions were given by the respondents to improve the quality of the programme. Important of them are the following, the time allotted for the telecast be changed to the peak hours of the day - during night. The programme should be repeated in the morning and special timings should be devoted for each subject. Duration of time and content of telecast
should be increased. The presentation of programme can be made attractive with moderate speed and with simple language.

**Conclusion**

Is media an educator? What are the ‘effects’ of media? The answers for these questions is - literate and educated people benefit much more from education oriented programmes as these programmes are specially focused on the needs, interests and levels of specific target groups.

Educational broadcast has immense possibilities and potentialities for expansion of education at all levels. Proper planning, production, utilisation and evaluation of educational telecast can bring about drastic changes in education. This will lead to the creation of desired impact in the mind of students. Thus the primary purpose of television in India is development through education, information and enlightenment to improve the quality of life which is fulfilled through the use of educational television.

Television is a powerful educational tool as the students learn effectively from educational television in favourable conditions. It has also shown that it is a productive tool in the hands of educators if it is utilised imaginatively.

**Suggestions**
Here are some suggestions for improvement of the ETV programmes of Doordarshan.

- the programme should be properly communicated among the beneficiaries.

- use effective teaching methods - like lecture with demonstration and teaching aids.

- make the visuals more clear for all the broadcasts.

- the speed of the anchor person should be moderate.

- broadcast should be in suitable timings for the students and it should not make any clash with the college timings.

- if possible, the same programme should be repeated in the same week itself for the students who have missed the programme.

- increase the time of broadcast from 30 minutes to one hour per day.

- use simple language, so that it will be helpful for all the students.

- the ETV programmes should be translated to Malayalam for the students who are coming from rural areas of the state.

- make arrangements to update the topics of ETV programme if they are produced years back.
- give due importance to all the subjects.
- make the classes more interactive with the participation of students.
- there should be a close co-ordination between the centre and the states on ETC. It must be noted that the broadcast media are under Central Government control, while education is a State Government subject under the constitution. This has been recently initiated by granting ‘autonomy’ to the SIETs (State Institute of Educational Technology).

Suggestions for further research

Discussions about further research in relation to the educational programmes - the performance of the teachers of the higher education level shall be studied. Since there are numerous channels for ETV broadcast, the educational programmes in those channels also can be studied.

Study about the programme producing centres and the technical aspects may also be researched further.

Limitations of the Study

An effort was made to make the study as precise and scientific as possible. As in any other research work, this work also suffers from unavoidable limitations. It is due to non-availability of material resources and also the time of the researcher. The inherent limitations of social science research i.e., connected with the survey method - a survey cannot be
conducted for each and every individual of the state - is also anticipated in this study also.