THE IMPACT OF EDUCATIONAL PROGRAMMES BROADCAST BY DOORDARSHAN ON THE AUDIENCE IN KERALA

Synopsis

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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. 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.

The study aims to explore the impact of educational programmes broadcast by Doordarshan on the audience in Kerala in matters of knowledge, understanding and application of content is based on these objectives.

1. To explore the feasibility and acceptance, especially the format, content and the talents of the resource person of the ETV programmes.
2. Analyse the ETV viewing habits, attitudes and the suitability of the timings of educational programmes.

3. To assess the extent to which these educational programmes on ETV have contributed to the academic performance of the student community in urban, semi urban and rural areas.

4. To find out the relationship between academic performance with ETV viewing habits.

5. To identify the problems of students with respect to the utilisation or grasping of ETV programmes.

6. To suggest measures for the improvement of the quality of the programmes.

**HYPOTHESES**

1. There is a significant relation between educational status & difficulty in understanding of ETV programmes.

2. Residential status of a student affects his understanding level of ETV programmes.

3. There is an association between subject specialization & difficulty in understanding of ETV programmes.
4. There is a significant relation between educational status & ETV watching habit.

5. Residential status of a student affects his ETV watching habit.

6. There is an association between subject specialization of a student & his ETV watching habit.

7. The programmes which are regularly watched by the students affect their academic performance.

8. ETV watching habits & academic performance of students are dependent attributes.

**METHODOLOGY**

The basic and prime method adopted for investigation is survey method based on simple random sampling and stratified sampling method.

**Area**

The researcher for the purpose of the study divided the state into three zones – North, Central and South zones. Then selected the districts that fall under these three regions. Thus the districts selected were Thiruvananthapuram, Kottayam, Idukki, Ernakulam, Thrissur, Malappuram and Kozhikode. From each district respondents from two colleges were selected and from each college, forty students were selected from the degree
(UG) and postgraduate (PG) level, belonging to different disciplines like science, commerce and arts.

**Respondents**

The respondents consist of both male and female who come under the age group of 18-26. Adequate representation were given to urban, semi urban and rural areas of the state. These respondents were selected purely on random basis. The study was conducted during the period between August 2005 and May 2006.

**Data Collection**

The investigator used questionnaire method for collecting data. Questionnaires were given to the respondents and were collected from them. Even though a total of 560 questionnaires were distributed among the students the researcher was able to get back only 487 filled questionnaires. The questionnaire contained about 17 questions pertaining to the objectives of the study. First part contained questions relating to demographic factors. The second part deals with open ended, close ended, multiple choice and descriptive questions.

**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 semi urban 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 specialization of students and their ETV watching habits. It is also independent to each other. The programmes which are regularly viewed 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 the academic performance of students are dependent attributes. The students who spend more time to watch ETV programmes have better academic performance.