CHAPTER VII
CONCLUSION

Education is of extreme importance as it is the key to equipping the workforce with the skills needed to develop national economies. Higher education and life-long learning are today more important to development than ever before, due to the role knowledge plays in development – “knowledge is power”. The social and economic development of a nation depends on the information and education level.

There is no country in the world which is economically powerful but educationally backward. Russia, USA and Japan are educationally powerful and having powerful economies. These countries have realized that knowledge is a key factor contributing to economic development and human resource development through education and training which is essential. But inequalities in access to quality education are still tremendous. The pace of technological development allows enhanced personal interaction between people at great distances. They are able to take part in an instructional activity without regard to time or distance. This is the essence of distance education, where broadcasting plays a major role.

Broadcasting has added a new dimension to modern communications by bringing the outside world into the individual home. The potential of Broadcast technology can be utilized for education, socio-economic development, poverty alleviation, besides entertainment. Television could not exist in its contemporary form without satellites. Since 1962, when NASA used the Telstar satellite,
orbiting communications satellites have been used to deliver television news and programming to broadcasters and cable operators. Later in the eighties satellites were used to broadcast programming directly to the viewers and to provide news coverage.

Television, like all other forms of electronic communication has become global. As Arthur.C.Clarke said that Global television had been the driving force in the creation of the global family and in the unification of the world. Global television is an powerful medium in which it’s services have the ability to enhance the flow of information to a greater international population. All this is due to the emerging trends in communication technology, developments in satellite technology.

The study has brought to the forefront, that the convenience of communication brought by technology is also applied to education. Most of the developed and developing countries have realized the enormous potential of using satellites for education and thereby, for the overall socio-economic development of the country. Growth in the use of satellites for education is phenomenal. Countries both developed and developing have realized the feasibility of having an educative channel in their broadcasting systems. All the developing nations in the world today including Asian countries have taken advantage of satellite communication by leasing transponders from international systems like INTELSAT, INMARSAT, and INTER SPUTNIK or by establishing regional systems like ARABSAT. Asian countries like India (INSAT), Indonesia (PALAPA), China (CHINASAT), Japan (JCSAT) and Australia (AUSSAT) have established their own satellite communication systems.
The tremendous potential of using satellite TV for educational purposes has been established by the great success of experiments like SITE in India, followed by experiments in Canada, Latin America and China. Distance technologies using ICTs are an important method for reaching remote populations with educational and other services which would otherwise be unaffordable and inaccessible. This is true of developing countries in Asia and developed countries like Canada. Education is the process by which a person learns fundamental as well as specialized skills. A new kind of economy – the information economy is in, where organizations compete with knowledge on a global basis.

Broadcasting plays an important role in providing information on trade, commerce, business and agriculture. So broadcasters in the respective countries produce special programs suited to their requirements. Many of the broadcast systems studied have an educational channel devoted solely to education to suit the needs of their particular country. Educators have seen televisions’s potential as an instructional tool. Hence the emphasis on broadcasting in various countries. Communication and communication media are important components as well as indicators of the development process. These are essential supports to development programs, a means of teaching, sensitizing, carrying development messages, channeling reactions between audiences and development workers.

The study reveals that most of the countries of the world whether developed or developing have focused on educational broadcasting. Most of the nations have realized the significance of education in economic and social development as also the overall
human development. Education in all its forms health, agriculture, telemedicine besides primary, secondary and higher education is of prime importance to almost all the nations and they are making continuous efforts to enhance the educational aspects in their broadcasting networks.

This is quite evident since almost all the countries have a 24 hour educational channel dealing with primary, school and college education besides the open universities.

The broadcast systems studied have a wide variety of programs on news, science and education, culture and entertainment. Which are telecast nationally and internationally keeping in view the target audience. The feasibility of using satellites for imparting education in health, hygiene, agricultural practices has been established by various experiments which have been conducted.

Nation’s have integrated Education as an important component in their broadcasting. Thus their commitment is for education and socio economic development through broadcasting. The policies of the countries studied reflect the same. The policy should aim at improving the Professional as well as the social life of the educational community, women, and should emphasize on Science and Technology, Health care and Agriculture. Education and quality of life should keep pace with social developments.

The latest developments in satellite and web technology, the new technologies have enhanced the capacity of the electronic media to fulfill their role in producing, gathering and distributing diverse quality content to meet the political, social and cultural needs of all societies, both in developed and developing countries.