CHAPTER II

METHODOLOGY

INTRODUCTION

Developments in communication technology have made the world into a global village. The information boundaries between areas and regions are being eliminated. Communication and information exchange is the priority among the people of various nations. The convenience of communication brought by technology is applied to education. Broadcasting is giving support to socio-economic development activities of nations. Programs for rural development, adult education, science and technology and public awareness are important programs for socio-economic development. Broadcasting is being utilized for bringing about social and economic improvements in the developing countries.

Education, an important aspect of human life has affected the development of humans to a great extent. Throughout the ages education has been the most powerful agent of change. Communication technologies are being harnessed for the development of society. Satellite communication technology has the capability of reaching out to a large population spread across huge distances and in the remotest corners of any country. It is a strong tool to support development education.

Developing nations, for the upliftment of their society have the huge task of carrying development oriented education to the masses at the lower strata of their societies. It is in this context that educational broadcasting has an essential role to play. This has been
realized by the developed as well as the developing countries and their focus is on improving their broadcasting systems in today’s present technological scenario. This has led to their emphasizing programs on science and technology, education, social welfare, health and hygiene, agriculture etc.

Emphasis is on biotechnological revolutions since they are capable of revolutionizing the entire human society. It is essential that the population of any country is publicly aware of the inventions and discoveries taking place which in turn would change their lifestyle. An attempt has been made to incorporate the Broadcast media of the developed and developing nations. The media scene in Europe, USA and Asia differs from nation to nation. Each nation’s broadcast system is governed by its political social and economic factors.

**Why the study:**

1. Concept of broadcasting is changing continuously
2. Countries are constantly on the lookout for improving their broadcast systems.
3. Nations with their broadcasting are transcending boundaries giving rise to the concept of the Global village.
4. With the advent of new technologies the broadcasting industry is changing leading to numerous changes and innovation within the broadcast systems of the world.
5. Nations with their respective broadcasting are transcending boundaries and are having a great impact in their own countries as well as other nations.

Consequently there is a need for each country to have its own comprehensive Broadcast Policy.
The study was taken up to gather information regarding the broadcasting systems and educational broadcasting as reflected in their telecast. Since there are a large number of countries in the world it was difficult to make a very correct choice and selection of countries for the study. However major countries of the developed and developing nations were selected. The developed nations have the technological expertise to overcome specific communication barriers. The developing nations with priority for socio-economic development make use of the technology thereby removing hurdles of illiteracy, superstition and poverty. Broadcasting is an important component of the technology and is instrumental in educating the masses and creating public awareness.

Recent years have seen the emergence and increased application of new technologies for instruction. The broadcasting systems have also taken up the mantle of educating and enlightening the publics through their programs. Electronic media have had an impact in a number of areas, especially in technologically-based distance education programs. Technology has raised the quality of individualized distance instruction. The study is limited to the developed and developing countries in the hope that maximum emphasis is on education including science and technology and that public awareness is created.

**STATEMENT OF THE PROBLEM**

It is planned to make a comparative study on the developmental and educational aspects of the World Broadcast systems with specific reference to India. The developed and the developing countries have witnessed revolutionary changes in their
communication and broadcasting systems. Each country has its own social, cultural, economic and political ethos which directly influences its policies on various issues including communication and broadcasting.

Each National broadcasting system has developed its own unique character and developed their individual programs educational or otherwise to suit the needs of the country involved. Hence a comparison of the same would be carried out and an analysis done accordingly. Based on the analysis and findings an attempt would be made to improve the existing broadcast policy of India by incorporating the positive findings of the broadcast policies of the Nations studied. For example the British Broadcasting Corporation aims not only to provide outstanding local and regional services but also to reflect life in different parts of the UK within its main network schedule. BBC also provides educative and entertaining programs of interest to the viewers and listeners. It tries to serve the public interest as effectively as possible. Similarly many of the countries specially the countries in the Asian region are reviewing their policies on Broadcasting (educational and otherwise) in view of the changing technological scenario. Countries not having a policy on Broadcasting are in the midst of framing a policy.

The study is taken up to gather information regarding the position of the broadcast systems and the developments that have taken place. This study is being taken up since the concept of broadcasting is changing and countries are constantly on the lookout for improving their broadcast systems. Individual countries make broadcasting serve the Nation’s needs and reflect the national
character. Nations with their respective broadcasting are transcending boundaries thereby giving rise to the concept of the global village. The broadcasting industry is likely to have a great future and within a few years one would witness numerous changes and innovation within the broadcasting systems of the world.

**General Objectives of the study:**

The general objective of the study is to gather information about the broadcast systems in Europe, Asia and the United States and to study the status of their educational broadcasting.

To compare and analyze the broadcast systems and come to a conclusion regarding the framework of a broadcast Policy.

**Specific Objectives of the study:**

1. To gather information about the developments taking place in Broadcast Systems pertaining to education.
2. The study would deal with the various satellites used by the industrialized countries and the Asian countries for communication in terms of educational broadcast.
3. Critical Analysis of policies pertaining to educational broadcast/telecast in Broadcast systems in Europe, Asia and United States.
4. To study the present status of educational broadcasting/telecasting in Broadcast systems of Europe, Asia and United States.
5. To compare and analyze the educational Broadcast in Europe, Asia and United States.
6. To find out the duration given to educational telecast in different countries.
**METHODOLOGY**

**Plan of study**

The study conducted is descriptive research with historical background. Broadcast systems of Europe, the United States and Asia are studied. The most developed Nations and the Developing Nations in the Asian region have been selected and surveyed. Data of the various Broadcast systems has been collected, compared and analysis done accordingly. An analysis has been done based on the Broadcast policies of the individual Nations covering educational, instructional and informative aspects. Broadcast systems have integrated educational technology applications and the emphasis at present is on Information. Information available through the Internet's world wide web, provides an important foundation for work-based learning.

**ANALYSIS**

The framework of the analysis has been developed with the help of the broadcast contents of the broadcasting systems. The breakdown of the broadcast contents of a typical broadcast system is based on the broadcast content of the developed and the developing countries. Comparative Analysis will be done relating to the objectives, that is the status of the educational broadcasting system, its duration and the developments taking place.

It is envisaged that the new technologies have enhanced the capacity of the electronic media to fulfill its role as an educator, producer and informer of quality content to meet the various needs of societies, both in the developed and developing countries.