CHAPTER 7

SUGGESTIONS AND RECOMMENDATIONS

The chapter summarizes the numerous suggestions made by the respondents while answering the questionnaire. This is followed by the researcher’s suggestions based on the analysis and interpretation of the entire range of variables included for the purpose of the study and comparative analysis of various media usage patterns.

7.1 SUMMARY OF SUGGESTIONS MADE BY RESPONDENTS

- Of the respondents who gave responses to this open-ended question on the types of radio programmes needed, 78.43% answer that they needed subject-based programmes out of the electronic media, while 21.28% answered that they were in need of programmes on scientific advancements and 39.21% answered that they need expert lectures.

- Students have also made suggestions for making more effective radio programmes: 52.38% suggested that the programmes be made more interactive, with more updated information for being effective in educating students. 41.73% suggest giving complete subject lectures and 56.13% suggest exam oriented lectures and counseling on radio programmes, while 72.82% suggest short programmes within shorter time slots, with good background music.
Radio is been used extensively as an educational medium in developing countries. Reports confirm that it supports educational programmes in a wide range of subject areas in many different countries. The present study could be stated to have already verified this fact in the Indian context. It is seen that schedules are required by a vast majority of those who have expressed at least one viewpoint on programmes needed through the radio. Programmes entirely based on subjects are also seen to be preferred by majority of the respondents, over those that indirectly aid the understanding of syllabus.

It can be interpreted that radio listeners expect a greater role to be played by the radio corporations as providers of instructional material and in providing psychosocial support to the students.

Of the respondents suggesting improvements of TV programmes, 43.97% mention that expert lectures and in-depth educational programmes are needed for educational purposes. Similarly, 21.86% mention that interactive programmes are needed for educational purposes. Likewise, 40.16% mention that subject-based programmes are needed.

In addition to the above, 61.62% of the respondents mention that they need interactive programmes. 91.03% point out that they need prior information about the broadcast/telecast of the programmes. 29.52% answered that they needed career guidance and information about higher education.

Numerous suggestions are offered to improve the Gyan Darshan TV programmes. Of the respondents who offer suggestions in this regard, 95.07% suggest that be telecast
complete lectures on subjects. Similarly, 61.77% suggest that the programmes be more interactive, more informative and updated. Likewise, 82.04% suggest that programmes must have good background music; while 72.87% suggested providing orientation and counseling and 75.28% suggest that exam oriented lectures are also necessary.

- It might be noted that similar to the views on radio, respondents desirous of suggesting ideas for enrichment of the currently available educational programmes on TV have included aspects like more subject-based, specific and interactive programmes, besides advocating greater depth in the programmes. Simplicity of presentation would add to the effectiveness of an educational programme. Visual embellishments do not usually help learning unless they can help organize the content that is not inherently well organized or help a viewer to know a process or concept that is hard to know without such simplifications as in animations.

- Respondents offer the following suggestions towards improvement in internet contents. 52.19% mention that they need websites, especially those which are syllabus-based, equipped with latest study materials. Likewise 63.18% mention that websites with graphics and animation may be launched and 86.08% mention that website may also have easy to understand language.

- The data suggests very high degree of acceptance of internet as beneficial towards educating oneself. Familiarity with the advantages of internet could be known if a respondent has used it at least once. One-time usage could lead to repeated usage and hence this became a variable in the study.
• This data has to be looked into by administrators of educational institutions so that they would equip their campuses with adequate facilities for browsing. It is to be noted that suggestions to improve websites include use of graphics, animations, examples and subject-related materials in educational media. These show that higher levels of interactivity are associated with higher levels of achievement.

7.2 SUGGESTIONS BY THE RESEARCHER

• Media planners would benefit by designing their programmes keeping in view the comparative standing of various educational media as understood through the viewing patterns presented with the help of the findings of the study.

• Since regularity of usage of media would be required to make any programme reach its target population, it is suggested that measures may be taken to improve the viewership, listening frequency and browsing frequency, the priority being on the radio, which is found to be the least frequently used educational media among the students in the area of study.

• Since majority of the respondents have not used any of the media for educational purposes, the top priority is to be given to strengthen the educational usage of the powerful electronic media.

• Use of electronic media at educational institutions is found to be low. The usage needs to be enhanced in order to facilitate the increased usage of the media for educational purposes, as indicated by the previous suggestion.
• The main suggestions emerging from the students towards the improvement of the media include the designing of the media into a more interactive one. Interactive media like the CD where the user has greater control over the speed and content of educational material are found to be less frequently used. The study’s finding recommends that the usage of CDs be strengthened. Differences that exist between the regular classrooms and the contact classrooms regarding the usage of the media as part of the instruction should be bridged.

• Creation of awareness among students about educational media should be taken up on a massive scale with a sense of urgency. Local inputs and interaction should be made a regular feature in the educational radio. Programmes and contents in regional and locally understood languages should be featured for more duration and frequency than is being done at present.

• In order to achieve localization of educational contents of the electronic media, well-equipped media centers carrying out research and producing need based programmes should be created in each university. The time and frequency of usage of radio should be increased by adopting innovative measures such as interactive radio and a variety of listener promotion strategies.

• The association between course of study and listening to radio arises out of the differing life situations between the two types of students or the unique features of a distance learning system. Hence efforts should be made to reduce the disparity among the various groups of students.
Media planners need to carefully address the issue of medium of instruction used in radio as well. More importance should be given to the language understood by the majority of population in a particular region.

The usefulness of Gyan Vani and other educational programmes in the radio need to be enhanced significantly by taking appropriate measures. Awareness about Gyan Vani programmes need to be enhanced through advertisements and publicity. Encouragement has to be given towards creation of more educational FM stations to be established and run at college level throughout the country.

Since majority of the student respondents possess TV and watch the programmes regularly, there is ample scope for using TV as an educational media. Since the majority of respondents have the habit of watching TV with a purpose of knowing news and scientific developments, they are attitudinally ready for benefiting from educational TV programmes. Based on the findings, the researcher could make the following suggestions for enhancing the value of TV as an educational media.

Massive efforts should be carried out to familiarize the students to the contents and availability of the Gyan Darshan and CWCR programmes and ensure that they watch these programmes as the present situation shows that majority of the respondents are either unaware of these programmes or they do not get access to them.

Since the study has found significant associations between watching Gyan Darshan and CWCR programmes and the
various independent variable such as mode of study, medium of instruction, place of study and subjects of study, there is a tremendous scope and a pressing need to ensure that there is more equitable opportunity for students irrespective of their demographic characteristics. Areas where there are lesser opportunities should be focused to enable them to get preferential facilities to watch the educational programmes.

- Internet usage gives syllabus based contents, study materials to the students. It also provides career guidance and higher educational opportunities. But, students are not able to get need based, syllabus related materials. Due to the unavailability of these materials, student’s expectation is only partially fulfilled. So, syllabus-based websites, equipped with latest study materials need for education should be created. Websites with graphics and animation are important.

7.3 RECOMMENDATIONS

- The researcher recommends that advertisement campaigns should be stepped up to ensure wider publicity to the educational programmes.

- Since it is well-known from the review of literature that cable operators have a powerful role to play in providing a link between TV networks and the viewers, it is recommended that the cable operators must be provided the information about these channels and must also be influenced to include them in their list of channels.
• Educational radio should be strengthened. To start more number of campus based radio stations should be encouraged. These radio stations must provide localized syllabus based programmes to students.

• Educational institutions should facilitate the viewership of the educational programmes in TV by allotting time and facilities like TV sets and classrooms in their premises to watch the programmes. They should encourage their teaching staff also to evince interest in watching the programmes as part of their preparation for classes.

• The suggestions provided by the students responding to this study, should be actively considered by the apex bodies in the field of education and media. Since they are reported by the students themselves as a crying need of the hour, priority should be accorded to their suggestions on a major scale and urgency.

• Strengthening of educational TV could be achieved through quality improvement in programmes and use of high technology. In order to achieve localization of educational TV, Media centers carrying out research and producing need based programmes should be created in each university. Campus based TV systems could be introduced to produce and telecast programmes of specific educational needs.

• Further research studies could examine the issues discussed in this thesis with nation-wide focus. Future research could also examine and analyze the contents of various educational programmes.
• The study has found that there is ample scope for furthering the usage of internet among students. In order to achieve progress in this regard, educational institutions should encourage students to make use of web sites for their course work. Internet should be made easily available in terms of place, time and cost. All educational institutions should include internet facilities within their campus and offer access for browsing to all their students. Besides, the curriculum of each course should be made available online, so that the students could have access to course-related inputs anytime and at all places. Since the study has identified significant differences among rural and urban students, regular and distance mode students and between the genders, care must be taken by the makers of the educational policy to ensure greater awareness and equitable distribution of resources required for browsing. Content development meant for educational purposes must be stepped up in order to strengthen e-learning. The existing contents should be improved by the addition of more audiovisual components.

• The researcher recommends that there should be an evaluation of student demand for flexible delivery and emerging models of education among different categories of student groups including international students, postgraduate students, and students participating in open and distance education programmes, and the lifelong learning group, both vocationally- and recreationally-oriented.

• Funding mechanisms or projects designed to encourage the application of information and communication technologies within education sectors should be oriented more towards
long-term strategic considerations than short-term projects. This will entail strategic alliances within the educational sector and between the sector and communication networks. This may involve the establishment of an entity such as an Institute for Learning and Teaching through Media in Higher Education with responsibility for evaluation of existing materials, and coordination of both the national development of computer-based materials, and of databases of material.

- The energies and resources of the Governments need to be directed towards efforts which might embed communication and information technologies into teaching and learning practices and foster greater ‘convergence of content (COC)’, communication and computing. COC is very important at the delivery level. This could be possible if contents are produced and made available in different formats that would enable students to source the materials they need from any one or more of the media of their choice, convenience and accessibility.

- The study recommends active consideration of efforts to foster latest and emerging technologies. These technologies would include Educational Satellites, Direct Broadcast Satellite used for Direct-to-home delivery of contents, Wi-Fi, amateur radio, Satellite internet, which is an expensive but the most suited option for rural areas to get broadband internet access.

- It is reasonable to expect that universities should get acclimatized to new learning paradigms for every time, for every place, for everybody.