### APPENDIX 1

**QUESTIONNAIRE**

**TITLE OF THE PROJECT:** ROLE AND EFFECTIVENESS OF ELECTRONIC MEDIA IN HIGHER EDUCATION - WITH SPECIAL REFERENCE TO TAMILNADU.

### I. BACKGROUND INFORMATION

1. Name of the Student : 
2. Address : 
3. Telephone No. : 
4. E-mail : 
5. Gender : Male ☐ Female ☐

<table>
<thead>
<tr>
<th>Age (completed years)</th>
<th>17 to 20</th>
<th>21 to 25</th>
<th>26 to 30</th>
<th>31 to 40</th>
<th>41 and above</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
7. Discipline of UG Programmes:
   (a) B.A. ☐ 7(b) Year of Study ☐
   B.Sc. ☐ II ☐
   B.E. ☐ III ☐
   B.Com. ☐ IV ☐
   M.B.B.S. ☐ V ☐
   B.Sc. – Agri. ☐

   Others (please specify) ______________________________

8. Mode of Study: Regular ☐ Distance ☐

9. College / Institution Name:

10. Location of the Institution: Rural ☐ Urban ☐

11. Medium of Instruction: English ☐ Tamil ☐

   Others (please specify) ______________________________

II. POSSESSION & ACCESS OF VARIOUS MEDIA

12. Do you have the following at home?

   Radio       Yes ☐ No ☐
   Tape Recorder Yes ☐ No ☐
   Television  Yes ☐ No ☐
   Telephone   Yes ☐ No ☐
   Computer    Yes ☐ No ☐
   Satellite / Cable Connection Yes ☐ No ☐
   Internet Connection Yes ☐ No ☐
   CD Player   Yes ☐ No ☐
13. If you do not possess some or all the above where do you access them?
   At home  
   At cyber cafes  
   At friends places  
   At Institutions  
   Any other (please specify) _______________________

III. RADIO

14. (a) How often do you listen to Radio? (b) Average Time/Week

   Everyday in a week  
   4 to 5 days in a week  
   2 to 3 days in a week  
   Once in a week  
   Rarely  
   Never

   30 Minutes  
   1 hour  
   2 hours  
   3 hours  
   4 hours  
   5 hours and above  

15. Where do you listen Radio?
   At home  
   At cyber cafes  
   At friends places  
   At Institutions  
   Any other (please specify) _______________________

16. Purpose of listening Radio:

   Education  
   Entertainment  
   News  
   Information & Documentary  
   Any other (please specify) _______________________
17. Are you aware of ‘Gyan Vani’ Radio Programmes?
   Yes [ ] No [ ]

18. State the extent to which Gyan Vani Programmes are helpful.
   20% [ ]
   40% [ ]
   60% [ ]
   80% [ ]
   100% [ ]

19. Are the Gyan Vani Programmes fulfilling your requirements?
   Yes [ ] No [ ]

20. As a student, which type of Radio Programmes do you need for educational purpose?

21. As a student what are your suggestions to improve Radio Programmes?

IV. TELEVISION

22. (a) How often do you watch Television?  (b) Average Time/week

   Everyday in a week [ ] 30 Minutes [ ]
   4 to 5 days in a week [ ] 1 hour [ ]
   2 to 3 days in a week [ ] 2 hours [ ]
   Once in a week [ ] 3 hours [ ]
   Rarely [ ] 4 hours [ ]
   Never [ ] 5 hours and above [ ]

IF THE ANSWER IS NEVER GO TO Q.40

23. What are the Television channels mostly preferred by you?
   (Mention in order of preference)
24. Where do you watch Television?
   - At home  
   - At cyber cafes  
   - At friends places  
   - At Institutions  
   Any other (please specify) _______________________

25. Purpose of watching Television:
   - Education  
   - Entertainment  
   - News  
   - Information & Documentary  
   Any other (please specify) _______________________

**IF THE ANSWER TO THE ABOVE IS EDUCATION, ANSWER THE FOLLOWING:**

26. What are the types of material/content you specifically look for?
   1. _______________________
   2. _______________________

27. Have you ever watched UGC Countrywide Classroom (CWCR) Programmes on Door Darshan?
   - Yes  
   - No  

**IF ‘NO’ TO THE ABOVE ANSWER GO TO Q.33**

28. (a) How often do you watch UGC CWCR (b) Average Time/week Programmes?
   - Everyday in a week  
   - 30 Minutes  
   - 4 to 5 days in a week  
   - 1 hour  
   - 2 to 3 days in a week  
   - 2 hours  
   - Once in a week  
   - 3 hours  
   - Rarely  
   - 4 hours  
   - Never  
   - 5 hours and above
29. When did you watch UGC Countrywide Classroom last?
   A week ago [ ]     A month ago [ ]
   Three months ago [ ]     Do not remember [ ]

30. State the extent to which CWCR Programmes are helpful.
   20% [ ]
   40% [ ]
   60% [ ]
   80% [ ]
   100% [ ]

31. Are the CWCR Programmes fulfilling your requirements?
   Yes [ ]     No [ ]

32. Why are you not watching UGC Countrywide Classroom more frequently?
   ____________________________________________

33. Do you know about exclusive Educational Satellite Television channel Gyan Darshan?
   Yes [ ]     No [ ]

34. Are you receiving Gyan Darshan Programmes on your television?
   Yes [ ]     No [ ]

35. State the extent to which Gyan Darshan Programmes are helpful.
   20% [ ]
   40% [ ]
   60% [ ]
   80% [ ]
   100% [ ]

36. Are the Gyan Darshan Programmes fulfilling your requirements?
   Yes [ ]     No [ ]
37. What are the suggestions to improve Gyan Darshan Programmes?

38. As a student, which type of Television Programmes do you need for educational purpose?

39. If you cannot access Gyan Darshan state the reason.
   - No Signal
   - Any other (please specify) ____________________________

40. If you are a student of Distance Mode, have you ever used the following?
   - Audio Cassettes
   - Video Cassettes
   - Tele Conferencing /
   - Video Conferencing

V. INTERNET
41. Have you ever used Internet?
   - Yes
   - No

42. (a) How frequently do you use Internet? (b) Average Time/week
   - Everyday in a week
   - 4 to 5 days in a week
   - 2 to 3 days in a week
   - Once in a week
   - Rarely
   - Never
   - 30 Minutes
   - 1 hour
   - 2 hours
   - 3 hours
   - 4 hours
   - 5 hours and above

43. Where do you browse the Internet?
   - At home [ ]
   - At cyber cafes [ ]
   - At friends places [ ]
   - At Institutions [ ]
   - Any other (please specify) ________________________

44. Kindly state the purpose for which you have used Internet?

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Always</th>
<th>Some Times</th>
<th>Rarely Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>To sending/receiving E-mails</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>To seeking information about higher education</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>To gathering more information about subjects</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>For fun and entertainment</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>For chatting with friends</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

45. Name the websites that you frequently browse? (Mention at least three)
   1. 
   2. 
   3. 

46. If you are using the Internet for educational purpose, how much you are benefited?

   - 20% [ ]
   - 40% [ ]
   - 60% [ ]
   - 80% [ ]
   - 100% [ ]

47. Does the Internet fulfill your requirements?
   - Yes [ ]
   - No [ ]
48. Do you think that Internet connection is essential for educational institution?
   Yes ☐  No ☐

49. Do you feel the need for an exclusive educational website? Please specify the requirement.

50. Which type of online materials/contents you need for educational purpose?

51. What are your suggestions to improve educational websites?

52. Have you ever browsed ‘On Line’ newspapers/magazines/news portals?
   Yes ☐  No ☐

**IF YES TO THE ABOVE QUESTION, ANSWER Q.53**

53. Mention names of some of them.
   1. ____________________________________________
   2. ____________________________________________
   3. ____________________________________________

54. Have you ever used the following CD ROMs?
   Audio CDs ☐  VCDs ☐  DVDs ☐

55. Purpose of using CDs?
   For educating myself ☐
   For gathering information ☐
   For entertaining myself ☐
56. Mention the content of some CDs you have used in the recent past.
   1. _________________________________________
   2. _________________________________________
   3. _________________________________________

VI. RATING OF MEDIA

57. Among the available electronic media, rate them according to their usefulness/effectiveness to education purpose
   1. Radio
   2. Television
   3. Internet

58. Among the available media, please specify for what topic/purpose they should be used more frequently:

<table>
<thead>
<tr>
<th>Topic/Purpose of Use</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Radio</td>
</tr>
<tr>
<td>Lectures on difficult topics</td>
<td></td>
</tr>
<tr>
<td>Information base</td>
<td></td>
</tr>
<tr>
<td>Additional Inputs</td>
<td></td>
</tr>
<tr>
<td>Activities/Skill training</td>
<td></td>
</tr>
</tbody>
</table>
### APPENDIX 2

#### VYAS CHANNEL - FIXED POINT CHART

<table>
<thead>
<tr>
<th>Days/Timings</th>
<th>6-8, 12-14, 18-20, 1-2 hours</th>
<th>8-10, 14-16, 20-22, 2-4 hours</th>
<th>10-12, 16-18, 22-00, 4-6 hours</th>
<th>Other Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Maths</td>
<td>Fine Arts</td>
<td>Geography</td>
<td>India for the World</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Economics &amp; Commerce</td>
<td>History</td>
<td>Zoology</td>
<td>Heritage India</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Political Science</td>
<td>Home Science</td>
<td>Botany</td>
<td>Contemporary Issues</td>
</tr>
<tr>
<td>Thursday</td>
<td>Physics</td>
<td>Sociology</td>
<td>Language &amp; Literature</td>
<td>Women Empowerment</td>
</tr>
<tr>
<td>Friday</td>
<td>Psychology</td>
<td>Chemistry</td>
<td>Education</td>
<td>Guru Devo Bhava</td>
</tr>
<tr>
<td>Saturday</td>
<td>Functional English</td>
<td>Environmental Science</td>
<td>Anthropology</td>
<td>Hall of Inspiration</td>
</tr>
<tr>
<td>Sunday</td>
<td>Music, Art &amp; Culture</td>
<td>Technology</td>
<td>Career Watch</td>
<td>Window to the World</td>
</tr>
</tbody>
</table>
### APPENDIX 3

#### GYAN DARSHAN PROGRAMMES SCHEDULE

<table>
<thead>
<tr>
<th>Time</th>
<th>Gyan Darshan Programmes</th>
<th>Sunday (4 December, 2005)</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:00</td>
<td>North East Kaleidoscope / Women’s Empowerment</td>
<td>Jago Re</td>
</tr>
<tr>
<td>00:30</td>
<td>Science / Environment / Health</td>
<td>Titration</td>
</tr>
<tr>
<td>01:00</td>
<td>Entrepreneurial Programmes</td>
<td>Sun Drying of Potatoes; Kass Bananas; Bakery-Nai Dishayen</td>
</tr>
<tr>
<td>01:30</td>
<td>Mixed Bag</td>
<td>Kuch Logo Ne Karke Koshish Kaise Rah Dikhai</td>
</tr>
<tr>
<td>02:00</td>
<td>IGNOU Programmes</td>
<td>Badi Pariyojnaon Dwara Vistapito Ke Liye Van Adharit Katir Evam Laghu Udyog</td>
</tr>
<tr>
<td>02:30</td>
<td>Windows to the World</td>
<td>Nature Calls; Space To Let; The New Technology of Japanese Agriculture – Rice Cultivation</td>
</tr>
<tr>
<td>04:00</td>
<td>Countrywide Classroom (UGC)</td>
<td>Future in Photography; Creativity – Sculpture</td>
</tr>
<tr>
<td>04:30</td>
<td>Cultural Programmes</td>
<td>Cultivation of Chillies</td>
</tr>
<tr>
<td>05:00</td>
<td>NCERT</td>
<td>Integration by Parts –I (Part-B); Medicinal Plant: Anwala</td>
</tr>
<tr>
<td>05:30</td>
<td>Countrywide Classroom (UGC)</td>
<td>Malhar Mahotsav : Nat Malhar; Sanskriti Ko Samarpit Ek Yoddha – Babulal Sen; Flower</td>
</tr>
<tr>
<td>06:00</td>
<td>Distance Education (IGNOU)</td>
<td>General Topics</td>
</tr>
<tr>
<td>06:30</td>
<td>Bhasha Mandakini</td>
<td>Vedic Mathematics- 14</td>
</tr>
<tr>
<td>07:00</td>
<td>NCERT</td>
<td>Prakriti Chakra  (Part-A)</td>
</tr>
<tr>
<td>07:15</td>
<td>Bhasha Mandakini</td>
<td>Vividha</td>
</tr>
<tr>
<td>07:45</td>
<td>TTTI (Repeat of Previous Month)</td>
<td>Building Computer Circuits Ahsaas</td>
</tr>
<tr>
<td>08:15</td>
<td>IGNOU Programmes</td>
<td>Virtual Manufacturing; Marketing of Services: Destination India</td>
</tr>
<tr>
<td>09:00</td>
<td>Adult Education (Relay NCERT)</td>
<td>Ek Dooni Do 28</td>
</tr>
<tr>
<td>09:30</td>
<td>Countrywide Classroom (UGC)</td>
<td>Disha – 5: Architecture; Tips on Saving Fuel</td>
</tr>
<tr>
<td>10:00</td>
<td>NCERT Relay</td>
<td>Doodh Ka Doodh Paani Ka Paani; Rajkumari Ka Chaand; Ganga (Ek Anvarat Yatra)-I</td>
</tr>
<tr>
<td>10:30</td>
<td>NCERT Relay</td>
<td>Above Programmes Continued</td>
</tr>
<tr>
<td>Time</td>
<td>Program</td>
<td>Description</td>
</tr>
<tr>
<td>-------</td>
<td>--------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>11:00</td>
<td>Countrywide Classroom (UGC)</td>
<td>Searching the Frontiers Part –5, Optical Glass</td>
</tr>
<tr>
<td></td>
<td>Also on DD1</td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td>North East Kaleidoscope / Women’s Empowerment</td>
<td>Girl Child Rights</td>
</tr>
<tr>
<td>12:00</td>
<td>Bhasha Mandakini</td>
<td>Vedic Mathematics-14</td>
</tr>
<tr>
<td>12:30</td>
<td>Bhasha Mandakini</td>
<td>Vividha</td>
</tr>
<tr>
<td>13:00</td>
<td>Science / Environment / Health</td>
<td>Anumapan</td>
</tr>
<tr>
<td>13:30</td>
<td>Urdu Programmes (Gulistan-e-Urdu)</td>
<td>Ajeeb Admi Tha Who- Kafi Azmi</td>
</tr>
<tr>
<td>14:30</td>
<td>TTTI Relay (NCERT)</td>
<td>An Effort –A film on Handicapped Children Passing the parcel, Kash</td>
</tr>
<tr>
<td>15:00</td>
<td>NCERT Relay</td>
<td>Value Education: Path Ki Khoj; Filler</td>
</tr>
<tr>
<td>15:30</td>
<td>NCERT Relay</td>
<td>Prathmik Upchar-I; Namak Ka VyapariAur Uska Gadha</td>
</tr>
<tr>
<td>16:00</td>
<td>Computer Education (IGNOU)</td>
<td>Bank Samadhan Vivaran; Bank Reconciliation Statement</td>
</tr>
<tr>
<td>17:00</td>
<td>Windows to the World</td>
<td>Nature Calls; Space To Let; The New Technology of Japanese Agriculture –</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Stock Breeding</td>
</tr>
<tr>
<td>18:30</td>
<td>NIOS (Through NCERT)</td>
<td>Business Around us; Tele-Communication (Hindi)</td>
</tr>
<tr>
<td>19:00</td>
<td>NCERT</td>
<td>Special Programmes</td>
</tr>
<tr>
<td>19:30</td>
<td>NCERT</td>
<td>Above Programmes Continued</td>
</tr>
<tr>
<td>20:00</td>
<td>Countrywide Classroom (UGC)</td>
<td>Optical Fiber Cable – Fabrication; Microwave Antenna – 1</td>
</tr>
<tr>
<td>20:30</td>
<td>Countrywide Classroom (UGC)</td>
<td>Structure of Steel; Fiber Materials and Fabrication</td>
</tr>
<tr>
<td>21:00</td>
<td>IGNOU Programmes</td>
<td>Management of OPD (Part 2)</td>
</tr>
<tr>
<td>21:30</td>
<td>Distance Education (IGNOU)</td>
<td>General Topics</td>
</tr>
<tr>
<td>22:00</td>
<td>IIT’s Techno Vision (From Eklavya)</td>
<td>Relay from IIT</td>
</tr>
<tr>
<td>23:00</td>
<td>IIT’s Techno Vision IIT</td>
<td>Relay from IIT</td>
</tr>
</tbody>
</table>
## APPENDIX 4

**GYAN VANI - FIXED POINT CHART**

<table>
<thead>
<tr>
<th>TIME</th>
<th>DETAILS OF PROGRAMMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.00AM</td>
<td>GYAN VANI Signature Tune/Opening</td>
</tr>
<tr>
<td></td>
<td>Announcement / Mangala Isai/ Programmes</td>
</tr>
<tr>
<td></td>
<td>Summary</td>
</tr>
<tr>
<td>10.10AM</td>
<td>IGNOU Hour</td>
</tr>
<tr>
<td>11.00AM</td>
<td>Talks/Discussions/Interviews</td>
</tr>
<tr>
<td>11.30AM</td>
<td>Music</td>
</tr>
<tr>
<td>11.35AM</td>
<td>Class Room Sessions (Xth Std, XIIth Std, Tips for Competitive Examinitions, Entrance</td>
</tr>
<tr>
<td></td>
<td>Examinations)</td>
</tr>
<tr>
<td>12.00 Noon</td>
<td>Close Down</td>
</tr>
<tr>
<td>03.00 PM</td>
<td>GYAN VANI Signature Tune/Opening</td>
</tr>
<tr>
<td></td>
<td>Announcement / Mangala Isai/ Programmes</td>
</tr>
<tr>
<td></td>
<td>Summary</td>
</tr>
<tr>
<td>03.10 PM</td>
<td>IGNOU Hour</td>
</tr>
<tr>
<td>04.00 PM</td>
<td>Talks/Discussions/Interviews</td>
</tr>
<tr>
<td>04.30 PM</td>
<td>Music</td>
</tr>
<tr>
<td>04.35 PM</td>
<td>Class Room Sessions (Xth Std, XIIth Std, Tips for Competitive Examinitions, Entrance</td>
</tr>
<tr>
<td></td>
<td>Examinations)</td>
</tr>
<tr>
<td>05.00 PM</td>
<td>Close Down</td>
</tr>
</tbody>
</table>
DEFINITION OF TERMS USED IN THIS THESIS

- **CD-ROM:** It is a flat, metalized plastic disc with digital information encoded on it in a spiral from the center to the outside edge.

- **City:** City normally has lot of resources like government offices, educational Institutions, easy and more access of modern technologies.

- **CCTV:** A Closed Circuit Television system is a local installation, linking one or more studios to a series of classrooms.

- **CWCR:** The Project of UGC is intended to make best teachers and high quality audio visual materials accessible to college students in the country through the vast TV network.

- **Distance Mode:** Most of student learning is independent; the institution has to have the means to support it through course materials. Course design which helps the students engages constructively with course material.

- **Educational Radio:** The term covers almost any kind of educational audio programme presented for any serious purpose or in an attempt to teach something to someone.

- **Educational TV:** The term covers almost any kind of educational video programme presented for any serious
purpose or in an attempt to teach something to someone. It is to teach a specific subject matter to students, when the subject matter is part of a formal course of study.

- **EDUSAT**: It is the first Indian satellite built exclusively for serving the education. It is mainly intended to meet the demand for an interactive satellite based distance education system for the country.

- **Electronic Media**: Electronic media are those communications media which are based on electronic or electromechanical means of production. The primary electronic media sources include radio, TV and the internet.

- **Fulfillment of the Requirements**: Satisfy the student’s expectation in the area of academic learning and examination point of view.

- **Gyan Darshan**: A fully digitized 24 hour, exclusive Educational TV Channel broadcasting in India.

- **Gyan Vani**: It is a unique way of providing classroom type of lecture sessions through radio signals to the students. The Gyan Vani is aired at FM-107.4 MHz. Gyan Vani Station has a range of about 60 kms and covers an entire city/town and the adjoining rural area.

- **Helpfulness of Programmes**: The programmes providing assistance or serving a useful function in the area of education to the students.

- **Internet**: The internet, the extensive, worldwide computer network. It is the publicly accessible worldwide system of interconnected computer networks that transmit data. It carries
various information and services, such as electronic mail, online chat and the interlinked web pages and other documents of the World Wide Web.

- **Mass Media**: It includes the press, TV, radio, internet and cinema that can be used to carry the message simultaneously to a large number of people.

- **Regular Mode**: Refers to full time or part time courses involving classes on a daily basis in campuses.

- **Rural Students**: Rural students are living/studying in rural areas. Generally they are disadvantaged and isolated from modern technologies and equipped teachers. They are comprised of lower income families with lower educational levels than in urban areas.

- **Tele Conferencing**: It is an interactive electronic communication among two or more locations. The punch word here is interactive and it is indeed this quality of interactivity that really distinguishes Tele Conferencing from the conventional one-way media like broadcasting or narrowcasting.

- **Towns**: These are smaller than cities and surrounded by large number villages. But, these have some facilities like government offices, educational institutions and modern technologies. All village population, students rely on these towns for health, education and access to modern technologies.

- **Urban Students**: These students are living/studying in urban areas. They have qualified and equipped teachers. They get lot of supplementary materials through new media technologies.
The current urban classrooms by devising updated plans for education in an electronic environment.

- **Web-based Training**: The delivery of instruction in courses using the internet technology is known as Web-based Training.

- **World Wide Web**: It consists of all the users and resources of the internet that use hypertext in a browser. It is network accessible information that uses the method of cross-referencing.