CHAPTER VI

SUMMARY AND CONCLUSION

6.1. SUMMARY

Education is a life-long continuous process. It touches our life every point, guides and directs our thought, feelings and activity at every moment. It is a process of development of the individuality in all aspects for the welfare of the society. It brings changes in human life through the development of physical, mental, moral, intellectual, spiritual, social, political, economic, cultural, etc. It helps a person to adjust with the ever changing environment. It is the instrument of socialization and social change. It helps to conserve and progressively change our social heritage. It helps to protect our culture and civilization and convey it to future generation and to increase consciousness of other culture to understand and increase national unity/integration. Education teaches the moral and social values like, - co-operation, tolerance, sympathy, fellow-feelings, love, affection, respect towards elders, helping the poor and needy persons, loyalty, truthfulness, etc. and to give equal opportunities in all aspects of caste, creed, sex, colour, religion and so-on.

On the basis of its meaning and the various related aspects, education may be divided in to three types,- formal, informal and non-formal. Formal education is systematically organized and institutionalized. Informal education is a life-long continuous process. Non-formal education is a purposeful and systematically organized form of education which is generally occurs outside the formal educational institutions.

Non-formal education is flexible; learner centered, contextualized and uses a participatory approach. It is free from rigidity with regards the curriculum, the learning
materials, methodology, the venue, duration or the length an individual takes to complete a particular instructional session. It may be described as a socializing process of education. It accommodates all sorts of people in society irrespective of poor and rich, young and old, educated and uneducated etc. It covers a wide areas such as,- agricultural extension, farmers training, vocational training, health nutrition and co-operative education organized for youth, women and other adults in the community with planned educational objectives and goals etc. It provides practical education to all section of the society. It helps to provide equal educational opportunity to all and to enhance environmental awareness, to awake democratic citizenship and to increase social awareness. It helps to solve the problem of wastage and stagnation and to fulfilled people’s personal, communal and social needs.

Non-formal education covers from pre-primary to university level of education. It includes professional and vocational programmes like,- community development, farming agricultural extension, technical training etc. It provides education through the all medium of communication. It give importance on three important objectives like,- importing knowledge, developing different skills and promoting values.

Mass media are the educational medium for the masses and mass education. Irrespective of caste, colour, and geographical, sociological, economical diversities it prove as an important means for the education to all. Mass media are called non-formal agencies due to its wide coverage of educational items in a systematic way. The impact and motivation is very quick through mass media. The motto of media is to inform, to entertain and simultaneously to educate or to impart knowledge to the society. It provide knowledge on – environmental awareness, population education, agricultural
Radio and Television are the important agencies of non-formal education. Both Radio and Television serves as an effective medium to inform and educate people and to provide healthy entertainment. It reflects the spot current events to the masses.

Various programmes of Radio such as,- children programmes, women programmes, rural programmes, university broadcast, music programmes, group discussion, democratic performance etc. reach varied sections of society. The knowledge and information to people of radio is very quick and authentic. It makes the people aware of the government plans and programmes and their execution. It can develop the speech and hearing abilities, social behaviour and logical thinking. It is being utilized to produce more localized and need based programmes through a large number of Radio station spread over each region and state of the country.

Television is the most powerful audio-visual medium of importing education to a large number of people at a time. It gives healthy entertainment for effective use of leisure. It provides scopes for international exchange of education and culture. It is more effective means of modernizing outlook and attitude of the people.

Therefore, this study aims to attempt to explore how Radio and Television plays an important role in promoting education among the general people. Hence, the researcher selected the topic on,- “Role of Television and Radio in promoting education through non-formal way (A case study of Golaghat district)”. Golaghat is located in remote area of the state. More than 90% (90.76%) population of the district is lived in rural areas with poor condition.

The present study has been follows these specific objectives:
(1) To study the social background of the Television viewers and Radio listeners.

(2) To study the type of educational programme organized through Radio and Television.

(3) To assess the impact of exposure to Television and Radio on socio-economic and health practices of the people in rural and urban setting.

(4) To assess or make a comparative study about the educational benefit of Television viewers and Radio listeners.

The proposed empirical research study was based on descriptive research approach and the survey study was conducted with a view to collect detail data of the study. The data for the study was collected from both the primary and secondary sources. The primary data was collected through the structured interview schedule prepared separately for Television viewers and Radio listeners of rural people in different age level.

The secondary data was collected from various books, journals, official records etc. The statistical methods like percentage average were applied to analyze the data for the study. The study was focused on a set of 300 respondents who have accessed to Television and Radio in Golaghat district.

Findings are obtained from the observations of the study are as follows:

The background of the respondents is very much worthwhile matter for any types of research. In the present study, the background of the respondents has been taken on the basis of religion, education, socio-economic status and family. In this
study, most of the respondents come from rural areas and the main occupations of the inhabitants of rural people are agriculture.

**Benefits of TV Programmes**

- All the respondents opined that the TV programmes helps the people in enhancing education in different ways. It creates awareness about the traditional or formal system of education for expansion and improving the standards of education. 50% believe that, it is an important instrument to foster the sense of unity and integrity among the people through the cultural programmes, debates, talk shows etc. 20% believe that, it provides vocational information about production and consumption practices in industry and agriculture, use of manures and highbred seed, employment news etc.

- All respondents reveal that the TV programmes helps in language development through vocabulary development, correct pronunciation, learning literature of the language etc.

- 94% of the respondents reveal that the TV programmes are serving for development of the society in different ways according to the social demand. The all respondents reported that the TV programmes help to change and reform our society adequately.

- The all respondents opined that the TV programmes helps in health care and education, infrastructure and governance, agriculture and environment etc. for rural development.

- All respondents reveal that the TV programmes help in rural development by providing information about new agricultural techniques, creating environmental awareness and skill development among the rural people.
• The all respondents reported that the TV agricultural programmes are useful for the farmers for agricultural development. They opined that the TV agricultural programmes can motivate the farmers to use modern agricultural technology, best farming practices, soil and water management, precaution on disease, weather and market information etc. regarding government schemes and beneficiaries.

They reported that TV highlights new agricultural policies and encourages farmers to take an active part in the developmental process and to improve the living conditions in their communities, it provide information on better farming methods, improved seeds, timely planting, agro-forestry, better harvesting methods, soil conservation, marketing, post-harvest handling and diversification etc. for agricultural development through live talk shows, phone-in programmes and on location broadcasting etc.

• All respondents are opined that the fishery related TV programmes helped them in different ways, through provide some scientific methods to increase the quality and quantity productions, provide message about good medicine and feeding for safety and quality production, and to know about governmental grants and some necessary helps. They reported that it helps in self-employment and get more profit instance of less investment and time. And to develop state economy by exporting much production.

• All respondents are reported that they like political talk shows because it is a big source for political awareness and it helps to know the ground realities and hidden truths on politics. They say that, this talk show helps in create awareness through discussion on different issues; it helps in literate people politically and
form opinion regarding different issues. It brings people close to the political process by motivating them to participate in political process. All respondents reported that these talk shows are able to motivate the youngsters to engage with a particular party or leader by developing their trust in them.

- All the respondents reveal that the TV business and advertisement programmes have the role in shape business policy. It provides platforms in exchange ideas of business policy, experiences and opinions and discusses their different views for a better awareness of services and it provide an important role in opening up new market and improving existing market and giving a space through which enterprises can promote and advertise their product and services. They reported that it is one of the methods of promotion which helps the company to use marketing its product and services. It helps in communicate with each other through public relation, events, products and services for improving business and to inform customers about the new product and stimulate interest in the market place.

- All the respondents reveal that the women related TV programmes are helpful in the areas of women empowerment. This programme help them to acquire life skills to earn their livelihood, learn about the laws against domestic violence, increase of the participation and access of women to self-expression and decision making, create awareness among the women to establish gender equality and equal rights at all spheres of social life, to inculcate for women a sense of self-respect, economic independence and equality in status with men etc.
• All respondents are reported that the TV programmes are important in improving child’s knowledge and development of different stages. It helps to develop literacy skills, numerical skills, social awareness, socialization of the children, intellectual and creativity development etc. They reveal that it helps in the development of information and knowledge of the children. TV News, current affairs and documentaries provide academic, political and social information and knowledge, knowledge on proper nutrition, health and exercise through advertisement, knowledge on nature, science and technology etc through discovery and national geography channel etc.

• All respondents reveal that the health and sanitary programmes of TV are more effective for the society. They says that this programme helps us to know about different type of diseases, advance treatment, precaution and gives knowledge about foods, exercise and others for good health, protect people from bad pollution atmosphere and maintain good environment.

• All respondents reveal that the TV programmes are effective in cultural development. They say that this programme help to introduce the past and present culture in new generation contribute the cultural effect for next generation and to expose inner quality and creativity of the people. They also reveal that this type of programmes provides consciousness among the people about the views of right and wrong concept and to reform for good society.

• All respondents reveal that the TV programmes are effective in moral and spiritual development. They reveal that this type of programmes encourages the development of human character by encourage the appreciation of one’s culture; environment etc. to leads super moral qualities of tolerance, unity and harmony
in existence and inculcates in a child the good habits of accommodation
tolerance and open mindedness.

- All respondents reveal that the TV sports programmes are effective for the
  society. They reveal that this type of programmes help people to learn about the
  roles of sports and to know about the techniques for good performance.

- All respondents reveal that the environment related TV programmes are
effective for environmental awareness. They say that this environment related
programmes help to creates awareness among people, the causes for air and
water pollution based diseases, environmental pollution problem and
encouraging them in environmental conservation activities and create awareness
about waste land development through afforestation and tree planting for
environmental protection.

- All respondents reveal that the TV programmes are helping people in the
appropriate uses of leisure time. It helps the viewers to make involvement with
face-to-face group discussion at leisure time, by engaging in amateur sports or
games due to structural changes in working and living conditions, by teaching
the student viewers their lessons, math’s etc. without the intervention of parents
and teachers etc.

- All respondents reveal that the TV programmes are helping people in National
Integration in different ways. They says this type of programmes helps in
promoting unity and cultural upliftment of the people, create the sense of
identification through the propagation of common cultural values and symbol,
by giving interpretation to events to promote unity of the nation, create
awareness of different life style in a society and enlighten people by reflecting cultural values of different societies etc.

- All respondents reveal that the TV programmes are helps in the areas of Globalization in different ways. It helps in the development of the world into a global village by offering information in the every sphere of society.

**Benefits of Radio Programmes**

- All respondent reveals that the radio broadcasting programmes are helpful in different ways for the people by providing news and reports to prepare for the day, relaxation and entertainment, etc. They opined that the radio broadcasting programmes have the role in rural development by creating environmental awareness and information about new agriculture technologies among the rural people.

- All respondents reveal that radio broadcasting programmes helps in enhancing education by creating awareness about the traditional or formal system of education for expansion and improving the standards of education. It provides vocational information about production and consumption practices in industry and agriculture, use of manures and highbred seed, employment news etc. They say that this programme helps in vocabulary development, correct pronunciation, learning literature of the language for language development etc.

- All respondents reveal that society’s are very much influence by the role of radio broadcasting programmes in different ways by providing latest news within short times and help the people in their daily life, to exchange information with each other etc. for the development of the society.
• All respondents reveal that the radio broadcasting agricultural programmes are useful for the farmers. These programmes can motivate people in the farming sector in different ways. It can motivate the farmers to use modern agricultural technology, best farming practices, soil and water management, precaution on disease, weather and market information etc.

• All respondents are reveal that the fishery related radio broadcasting programmes are effective in fish farming. This programme help them to provide some scientific methods to increase the quality and quantity productions, provide message about good medicine and feeding for safety and quality production, to know about governmental grants and some necessary helps etc. It provides some guide for self- employment and to get more profit instance of less investment and time.

• All respondents reveal that the radio broadcasting political awareness programmes are useful for the people in different ways. It helps in creating political awareness through discussion on different issues, literate people politically and form opinion regarding different issues.

• All the respondents reveal that the women related radio broadcasting programmes are useful for women empowerment. These programmes help to inculcate for women a sense of self-respect, economic independence and equality in status with men, to create awareness about the government policies in the field of agriculture for development etc.

• All respondents reveal that the radio broadcasting child related programmes are effective in improving child education. These programmes help in creativity development among the child.
• The all respondent reveals that the radio broadcasting health related programmes help in different ways for health development. It helps to inform people about different diseases, their etiology and preventing way and create awareness about health problems and preventing diseases and promoting health among the people.

• All respondents reveal that the radio broadcasting advertisement programmes are helpful in different ways. It can influence people’s purchase decision, voter’s decision, create public awareness about new products, new inventions and some important issues like- disease, charitable causes or environmental degradation etc.

• The all respondents reveal that, the cultural programmes of radio broadcasting have the role on reform the society. They reveal that this type of programmes brings people some real events with a dramatically shape, provide consciousness among the people about the views of right and wrong concept.

• The all respondents reveal that the moral and spiritual related radio broadcasting programmes are helps people in different ways. It encourage people in the development of human character, intellectual and physical skill development, appreciation of one’s culture, environment etc. to leads super moral qualities of tolerance, unity and harmony in existence, inculcates in the good habits of accommodation tolerance and open mindedness etc.

• The all respondents reveal that the sports related radio broadcasting programmes help people to learn about the rules of sports and encourage them to get involvement with sports.
• All respondents reveal that the environment related radio broadcasting programmes are helping people in environmental awareness. It helps to create awareness among people, the causes for air and water pollution based diseases and encouraging them in environmental conservation activities.

• 90% of the respondents reveal that the radio broadcasting programmes are helping people in the appropriate uses of leisure time. This type of programmes helps the people to make involvement with face-to-face group discussion at leisure time, by engaging in amateur sports or games due to structural changes in working and living conditions and helps the students their lessons, math’s etc. without the intervention of parents and teachers.

• All respondents reveal that the radio broadcasting programmes are helping people in National Integration in different ways.

• All respondents reveal that the radio broadcasting programmes are helps in the areas of Globalization in different ways. They reveal that the programmes help in the development of the world into a global village by offering information in the every sphere of society and help in the process of socialization and produce a new culture to strengthen the peace and international understanding to the promotion of human rights.

From the present study it has been found that among these two media Television is most influential than Radio. Television has the double impact of seeing and hearing of the subject at the same time. It makes the subject easy, forceful and meaningful. But in the case of Radio it is not possible. People can learn anything only through listening from Radio broadcasting. Basically TV is an entertainment media. People can relax after a hard day’s work by watching TV.
Therefore it has been found that, the majority of the respondents reported TV as the best medium than Radio in the development of their day-to-day life.

Thus as a whole it is found that the proper and effective functioning of TV and Radio programmes have a role in promoting education for the development and create awareness among the general people through non-formal way for rural development.

6.2. CONCLUSION

Education is a life-long continuous process. It touches our life every point, guides and directs our thought, feeling and activity at every moment. It is a process of development of the individuality in all aspects for the welfare of the individual as well as for the welfare of the society. The main aim of education is to develop a child and man in various aspects such as physical, mental, moral, intellectual, spiritual, social, political, economic, cultural and so on. It helps a person to adjust with the ever changing environment. It is an instrument of social change. It helps to conserve and progressive change our social heritage.

We can gain life-long education through formal, informal and non-formal way. For the rapid growth and development of science and technology, it is necessary to grow the area of knowledge to adequately adjust with the developing and ever-changing society. Mass media are the agency of such kind of wide spread educational systems in systematic way.

On the basis of its meaning and the various related aspects, education may be divided into three types: formal, informal and non-formal. Formal education is systematically organized and institutionalized. Informal education occurs automatically in the process of living. Non-formal education is organized and pre-planned, but not strictly formal and rigid system of education. It is need based, flexible and dynamic. It
covers not only literacy but also other areas like agriculture, health, nutrition, family care, co-operation, social awareness, culture etc.

Mass-media are the educational medium for the mass and mass education. Irrespective of caste, colour, and geographical, sociological, economical diversities it prove as an important means for the education to all. Mass-media are called non-formal agencies due to its wide coverage of educational items in a systematic way. The impact and motivation is very quick through mass-media.

Radio and TV are the important agencies of non-formal education and important modern device of mass-media. Radio broadcasting provides some educational programmes for different age group and for different classes in different areas of subject. TV can create awareness among the people regarding other culture and people through news, current events and historical programmes. It helps in the process of modernization. Both Radio and TV are being extensively used in education. Education can now easily reach remote and inaccessible areas through Radio and TV. These mass-media have made education effective and interesting.

Among these two media, Television is most influential than Radio. Television has the double impact of seeing and hearing of the subject at the same time that makes the subject easy, forceful and meaningful. But in Radio, people can learn anything only through listening from Radio broadcasting. Basically TV is an entertainment media. People can relax after a hard day’s work by watching TV. Therefore it has been found that, the majority of the respondents reported TV as the best medium than Radio in the development of their day-to-day life.

Hence, mass-media have taken an increasingly dominant role in society and effect all the other institutions in recent years through Radio and TV. Over the year, it
has been able to establish a far greater role and responsibility in the developmental process, which will help us to be developed and prosperous country of the world.

6.3. IMPLICATION AND SUGGESTION

Non-formal education helps people from all classes from the backward and illiterate people to highly educate man. It mainly attempts at the development of the people socially, economically and culturally. Through the present study, it is clear that Radio and Television are very responsible in non-formal education. Therefore, remedial measures should be applies as early as possible to improve the present status of Radio and Television programmes of non-formal education. From the findings of the study, some educational implications and suggestions may be offered.

IMPLICATION

- Radio and Television’s are now most popular in every side and corner. Therefore, it can be effectively used for mass education.
- Both Radio and Television programmes helped in various developmental field like as,- agriculture, culture etc.
- It helps in the development of human resource also.
- Radio and Television helps in the better use of leisure time of the mass people through its different types of entertainment programmes. Through this programme it will be helpful to reform the bad habits of the new generation to the good one.
- Through this programme the general people able to aware about their rights and duties of the nations and to do something for our country.
- These audio-visual aids (radio and television) help to remove the illiteracy problem in the country.
• Both Radio and Television programmes can create awareness among the general people regarding other culture and people through news, current events and historical programmes.

• The Radio and Television telecasting educational programmes are very effectively used in national importance, responsible citizenship and other issues.

• People can get information on political issues through these Radio and Television political related programmes and able to conscious on them.

• The focus of the development programmes of the government are always upliftments of the lower section of the community and these people get information regarding the scheme of development through such type of media.

• Mass media through Radio and Television are telecasting various advertisements, in the breaking time of the each schedule programme, which are very important and needful to educate the general people on new inventions of science and technology and its successfully uses of our day-to-day life.

• Radio and Television are telecast some women related programmes through some serial, advertisement, etc. which are helpful in women empowerment and self-consciousness.

• The educational programme of Radio and Television are contributed in language development with comprehensive and vocabulary. These programmes are necessary in promoting concentration and critical listening and improve fluency and confidence in speech and discussion.

• It is the time of challenges in energy, health, agriculture, protection of the environment, the establishment of industrial base and economic productivity,
national integration and education etc. Radio and Television are playing a vital role in order to face these challenges in education.

- Government job’s are not available for all for the factors of quality, education etc. Radio and Television programmes helped them to be self-dependent through some non-governmental, farming works and also solved the unemployment problems.

- People can get current information through Radio and Television current news and can develop their business, life-style etc. in productive way.

- Illiteracy, ignorance, poverty, child labour, dowry system, etc. are the some social evil, which are the main factor of social degradation. Through some programmes of Radio and Television such type of evils can be solved and to help the development of our society.

**SUGGESTIONS**

- It should be investigate new areas of contents of Radio and Television programmes to help the people to acquire better knowledge and skills, through non-formal education.

- It should be critically evaluate the utility of these programmes, its methods, its materials, its aids, content curricula, evaluation methods etc. to compare each other which one is best for non-formal education.

- The media person should be visit into the field in every month for evaluate how much their programmes are fulfilled/fruitful in this area.

- It should be investigate the causes for failure and to find-out the remedial measures.
• Some general people should be invite to the Radio station and Television centre and take interview about the benefits from Radio and Television programmes on different way.

• Some ideas should be taken from the general people for solving their problems and telecast it through media directly.

• It should be broadcast the different aspects of general people of developing country and try to aware our general people to be motivated to follow this for development.

• Some repeatedly telecast crime related events effect our new generation. Therefore, such type of events should be avoided to repeat.

• Some adventure related programmes also affect our new generation in bad sense, therefore, such type of programme should be telecast very few.

• In Radio a few programmes broadcast in some aspects, which have more educative value. Therefore, such type of programmes should be broadcast more than now.

If the all remedial measures are implemented in effective mode, than it will be a vast impact on the society. And the society will be grown definitely.

6.4. SCOPE FOR FURTHER STUDY

Any research work is not complete itself. It is just a step for a long process of a particular field. The present study was done by the researcher with limited sample size and only in a single district of the state of Assam. Therefore, the investigator felt that there is still much more scope for research work in this field. Some suggestions have been made for further studies are,-
1. The present study is limited within the Golaghat District only. Therefore, similar studies may also been done on the different district of Assam.
2. A comparative study may be done among the different districts of the state in these aspects.
3. A study can be undertaken on the role of Radio and Television on the rural and urban people separately.
4. A study can be undertaken on the role of Radio and Television among the different aged people separately.
5. A comparative study is needed on rural and urban setting and different age level on these aspects.
6. Further study also may be conducted on negative effects of Radio and Television in different ways.
7. A study can be conducted on the role of other media on these aspects among the rural and urban settings of different age level. And compare them with the findings of their effects of electronic media (basically Radio and Television).
8. There is a great scope to influence of Radio and Television in the development of SC and ST’s also.
9. A study can be done about the impact of Radio and Television on the physically and mentally handicapped persons also. And compare it with the normal person.
10. An attempt may also be done to study the impact of mass media (not-only Radio and Television) on all India bases, which will be helped in drown an overall idea as a whole.
11. Research can also be done in comparing the impact of mass media on the different way.
12. Assam is famous for tea. It (Assam) contributes 15.6% of world’s tea production and 55% of India’s tea output. About 12.5% of the total population depends on this industry for their livelihood. Therefore, there is a scope for study about the role of Radio and Television on the development of tea garden people.

13. Education is a never ending life-long continuous process. There is a drastic change on the society for the development of science and technology and the old generation faced some adjustment problem with the change. Therefore, it is necessary to study about the role of Radio and Television for them.

14. We should preserve our culture for the future. Otherwise, we may be lost our identity. Further study may be done about the role of Radio and Television to continue our culture from one to another generation.

15. There is a good scope to study the impact of Radio and Television on unemployment problem and their engagement.