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Paper:6:Electronic Media:TV answer Journalism

Topic:TV:Potential as a medium of Education

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In fact, education has today become a gigantic enterprise not only for developing countries like India, but also for advanced nations of the world. Referring to the role of television, AnandMitra, in his book Television and popular culture in India, has made an interesting observation which is reproduced below:

"The logic of the development of the genre of the educational program is intimately connected with the rationale for the introduction of television technology in India primarily as a medium that would be able to solve the problem of setting-up schools in remote areas. Television was conceived as a 'tool' that would become the center around which an entire instructional institution would develop."

The availability of new technology these days has enormously facilitated man's fight against illiteracy. But in the case of India, the Joshi Working Group has recorded its lack of satisfaction with Doordarshan's effort and achievements. The Group went to the extent of saying that "Participation of Doordarshan in the battle against illiteracy and for educational development has hardly

begun." Nonetheless, the Group did admit: "Thanks to the literary-type of programs shown on TV, problem of literacy was brought home to the public in all its sharpness."

In any case, it would be difficult to deny that television has the potential to give a new impetus to the spread of education in the country.

On the basis of the experience of several countries considerable importance is being attached to television as a major source of mass education. AUNESCO document thus emphasizes the importance of television for education:

"While sound radio is so much cheaper, television has the advantage of providing a synthesis of the available aids to learning. It mutes virtually all other techniques including flexible language of the film. There is also the value of the medium for the tele guidance of teachers and instructors in new methods."

Television can teach everything---the simplest and the most complicated things. It can go beyond the confines of schools. It can benefit men and women, rich and poor, literate and illiterates, city-dwellers and

village folk. All those receiving the TV signals have an equal right over the programmes.

Modern technology can undoubtedly "revolutionize the teaching-learning process" in respect of both formal education and informal education. And, also, the distance education system.