



ROLE OF BROADCASTING AND ITS RESPONSIBILITY TOWARDS UNIVERSAL EDUCATION

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ABSTRACT

Broadcasting emerged as a mass media in the 1920s. Its potential function as a powerful tool of social and educational information processing was significant in extending the reaches of regional culture and language in a national context. Broadcasting worked as a significant factor in deepening the social and educational level of India. It educated, inspired and entertained the needs of the people by a variety of programmes. The programmes of All India Radio and Doordarshan have enhanced the awareness towards all the spheres of the life. These programmes cater to Health, Rural Development, Women, Children, Farming, Youth, Adult Education etc. to aware the masses on such vital importance issues. Prevention of diseases and their cure, timely vaccination, prevention of pregnant women and many other health related programmes broadcast and telecast over All India Radio and Doordarshan time to time. The overall analysis of the study found that All India Radio and Doordarshan have a unique potential to spread the education and made aware to the people even though living in a far flung areas of the country.

Key words : All India Radio, Doordarshan, Education

INTRODUCTION:

Man being social, cannot sustain without communicating with others. He has to exchange his ideas and experience, feelings and emotions with his near and dear ones. He communicates with others individually as well as in groups through one or more senses-sight, sound, touch, taste or smell. The modern society has been too complex to function only through direct communication between one individual and another. Most of our important messages must reach many people at a time in order to be effective and



meaningful. A house-wife express her grievance about the price-rise in her home and neighbourhood, but this reaches a mass audience when she gets a letter to the editor published in a newspaper having wider circulation.

All India Radio programmes broadcast in different cities showed that the programmes could be classied into three broad types :

- (a) Entertainment – drama, music etc.
- (b) Information – arts, science, crafts, cooking, shopping, travel etc.
- (c) Orientation – public events, public issues, personal relations etc.

Sometimes distinguish three classes of meanings in the communication content. There is a cognition aspect, pertaining to the realm of ideas. Information is given to the audience, so that, they could think about it and draw their own conclusions. Secondly, there is an emotional aspect where the main aim of the communication is to rouse an emotion whether it is fear or hostility. Finally, there is the directive aspect asking the listener or the viewer to do something. As a matter of fact, all these three aspects intermingle in the communication content.

AIM AND OBJECTS:

The aim and object of broadcasting since its inception has been to facilitate the functioning of society and to meet the requirements and needs of the people by putting across useful, relevant and appropriate message by which the listeners can derive benefits. The responsibility of Public Service Broadcasting is to provide a programme service which covers the whole spectrum of interests to its listeners.

The aim is to arrive at a programme mix- a top quality service, both technically and editorially. We have to create an audience and keep it for a programme service that is intended for everybody. The social problems like illiteracy, unemployment, backwardness have gripped the people living in under-developed countries. Their economic regeneration and reconstruction has not been possible because of very poor role of saving and lower growth of GDP.



The technological development during the recent times has enormously increased the reach of electronic media. We are on the threshold of a new era in which expanding human imagination and advanced technology will free us from many of the physical boundaries which impeded the reach. In such scenario the effective public service broadcasting will enable the under privileged people of the country to ameliorate the economic and social conditions and cast off the age old bonds of economy slavery.

Thus the constant effort by public service broadcasters has proved very encouraging not only in informing the people but also involving them in public welfare and thus encouraging them to participate in ameliorating their own lot. It becomes a sort of tight rope walking as on the one hand the programmes have to be in consonance with the developmental commitments of the government and have also to keep up to the aspirations and expectations of its listeners.

Matteo Merzagora (2004) found in the article Science on air: the role of radio in science communication that European citizens use radio as a third source of information in the field of science communication. It is a most reliable medium by 27% of the population and by 41% of the new members States population. Radio fulfils the better need for the people by providing specific information by a more diverse and heterogeneous audience as compared to television. Europeans have no room left for images and screen time is saturated but uses for plenty of personal sounds of radio. He analysis and assess the impact of radio and its contribution to the development of science communication in the society. Nabi Bux Jumani (2009) revealed in his paper "Study on role of Radio for rural education in Pakistan" about the role of broadcast media, especially radio, in nation's development process. He informed that it is very effective in the process of development in Pakistan. Researcher discussed that the development of media is correlated with the social and economic development of rural areas. Broadcast media is able to help in development process of establishing climate for change. In rural areas, the role of media is increasing in the field of education very much and it has been widely accepted. The media has enriched the interpersonal channel of communication. B.K.Ravi (2012) found in the paper Media and Social Responsibility: A critical perspective with special reference to Television that



communication is an act of interface and interplay of emotions and information between individuals. Society and communication are interconnected. Without communication no society exists. Mass media is the chief carrier of mass communication.

Society expects from journalism to serve the interests of the people not only to inform, education but also to entertain. Journalists are compelled to the society that gives them freedom of expression and provides a law that bring about a free press. The study assumes the significance of media as different types of media are joining the trend of existing media has got entangled to each other and the fundamentals of functioning of media got blurred.

The findings of the study divulge the relationships between media and different aspects of the human life. The study suggested that contents of the media could be monitored through Broadcast or a Telecast Bill to ascertain the social responsibility. Media education must include media analysis, criticism, consultancy and research. The author emphasises the need to set up commission for taking care of grievances related to the media professional. People from media, academicians or responsible citizen should also be a part of such commission which have having the judicial powers to punish the violations of norms. Abrisham Aref and Khadijeh Aref (2012) find out in article the barriers of educational development in rural areas of Iran that in regards to education, the rural areas of many developing countries are still lagging. The study was a descriptive-qualitative research. There are many factors which are responsible for this like long distance to schools, poor roads and inadequate supply of furniture, equipments and textbooks to the remote rural schools. Onkargouda Kakade (2013) revealed in the article Credibility of Radio Programmes in the Dissemination of Agricultural Information: A case study of AIR Dharwad, Karnataka that mass media like Radio play a significant role to spread agricultural information when the mass of population is illiterate and unreachable to modern means of communication.

Farm and Home Units programme of All India Radio is disseminating scientific knowledge regarding the farming to the needy people living far flung areas. 200 farmers were selected for this study from the three districts of Karnataka. The study found that the



farm radio programmes are the second convincing next to agriculture extension workers. There are many reasons behind this.

IMPORTANCE OF THE STUDY:

A variety of medium are being used for disseminating education now viz. formal, non-formal, informal, correspondence or through distance, audio-visual media and specifically telecasting, broadcasting, satellite communication etc. These are addressed to formal earning of Degree or Certificate in education field and considered as good as to formal academic qualification in job etc. Modern technology has played an utmost important role to improve the quality and productivity in most of the human endeavour. AIR & Doordarshan are supplementing the formal education, informal education as well as distance education and extending support both to the teacher and the pupil with tailor-made broadcast/telecast across the country in vernacular languages.

It is obvious that acquaintance of the skill of broadcasting that has been in presence since its inception is as yet inadequate and that a lot of problems of its suitable use and creation are even now consequently matters of speculation. Equally for this grounds and because broadcasting has, by its nature to make available a frequent flow of ever varying material for a majority of listeners amalgamating each form of human taste, view and preconception, it is, and may be must for all time keep on, a susceptible aim for criticism. The contentment of the majority will for all time include the discontent of the minority. Similar to the films, it has to formulate its attraction to the masses, and not to the preferred only some, but nothing like them, it has implicit dissimilar and often official work of information and education, and not only entertainment.

OBJECTIVE:

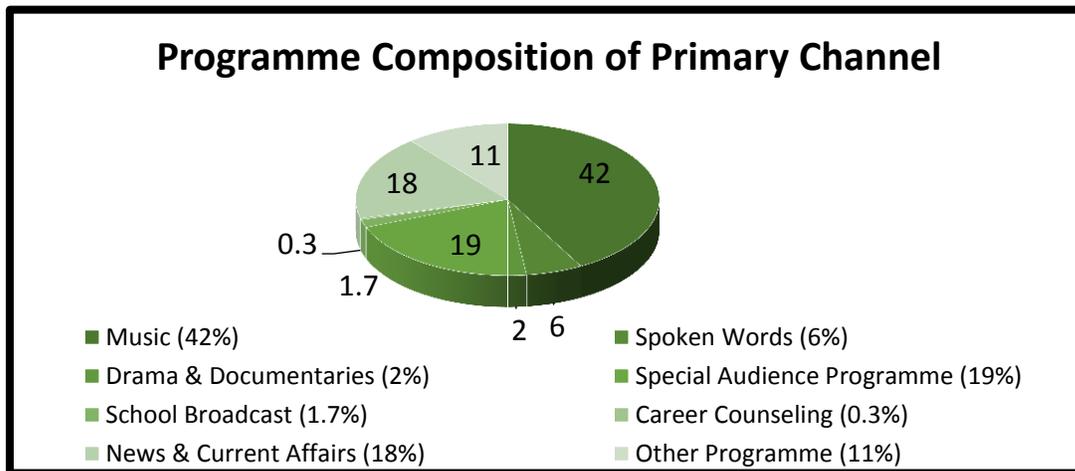
The overall objective of the research is to find the role and responsibility of All India Radio.

The specific objectives are:

1. To analyze the role of Broadcasting
2. To identify the importance of All India Radio & Doordarshan.
3. To evaluate the impact of these programmes over masses.

PROGRAMME FORMAT OF AIR AND DOORDARSHAN:**Programme Composition :****(a) Primary Channel of All India Radio**

All India Radio prepare their composition of programme for primary channel as shown in the below graph.

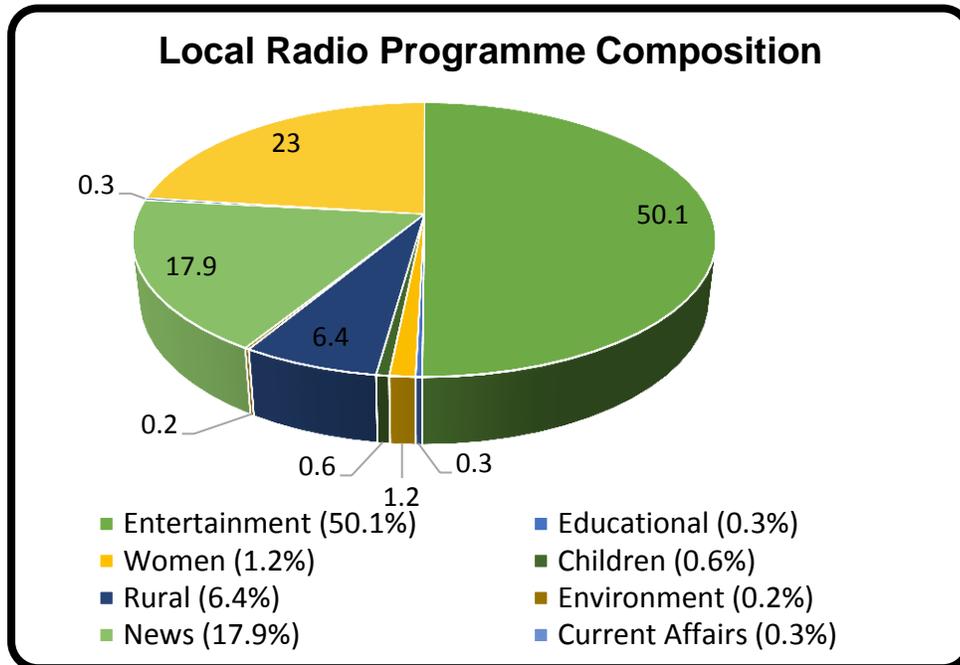


(Source : Annual Report of Prasar Bharati)

The above pattern of programmes composition of All India radio for Primary channel reflects that 42% weightage given to Music, 6% to Spoken Words, 2% weightage of programmes for Drama & Documentaries, 19% to Special Audience Programme, 1.7% weightage to school broadcast programmes, 0.03% to Career Counseling, 18% programmes on News & Current Affairs and 11% programmes for other categories. This is the overall programme percentage pattern for Primary Channel of All India Radio.

(b) Local Radio Stations of All India Radio

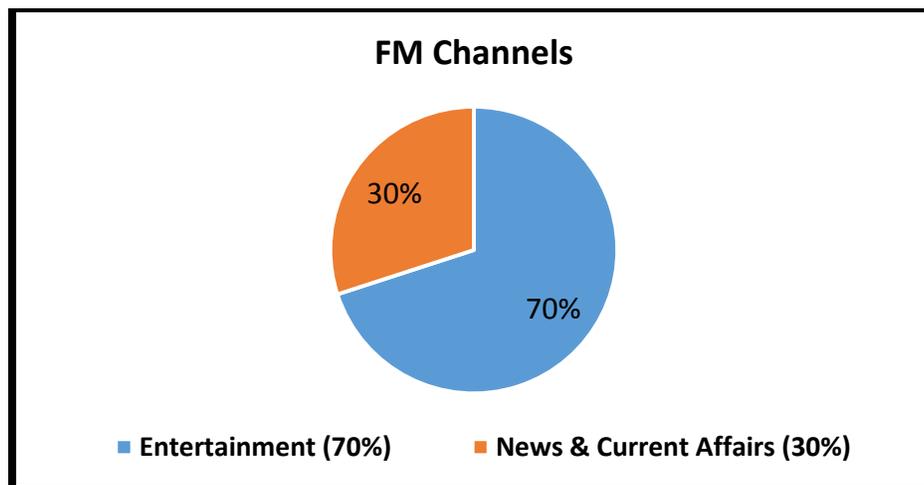
The programme percentage constitution All India Radio Stations from Local Radio Stations is as below :



(Source : Prasar Bharati Annual Book)

The above graph reflects Local Radio Station programme composition 50.1% programmes of Entertainment, 0.3% programmes for educational purpose, 1.2% programmes for women, 0.6% for children, 6.4% for rural programmes, 0.2% environment based programme, 17.9% News programme, 0.3% programmes based on current affairs and 23.0 % programmes for other categories were broadcast by the Local Radio Stations.

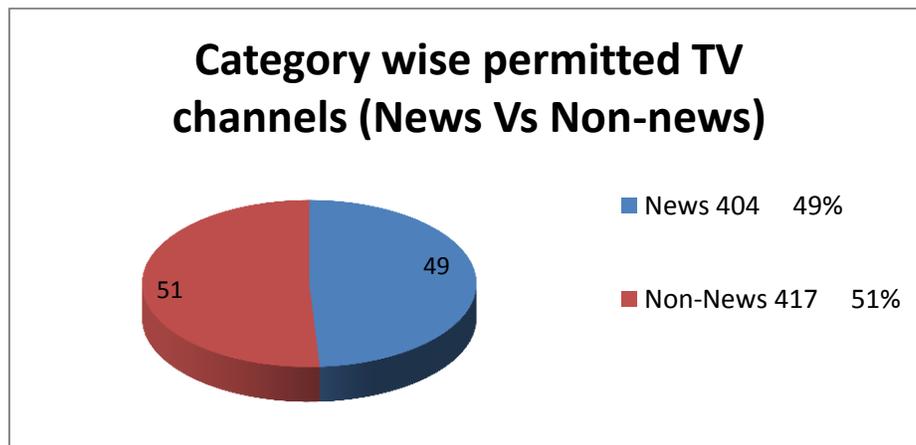
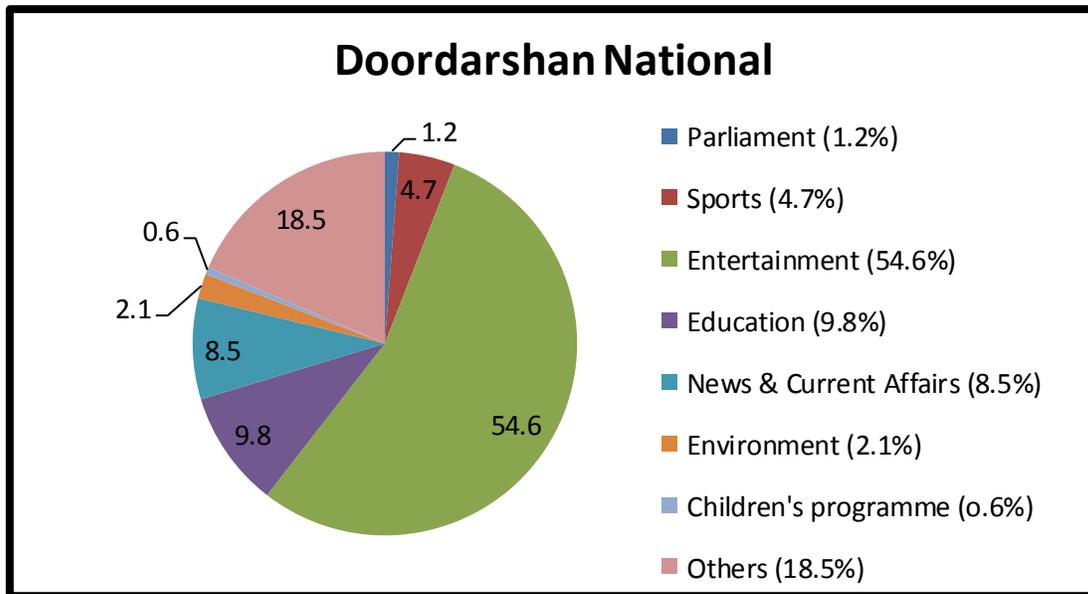
(c) FM Stations of All India Radio



(Source : Prasar Bharati Annual Book)

Above graph of FM channel programme composition shows that 70% of the programme contents are of Entertainment and 30% of programme composition is of News & Current Affairs.

Programme Composition of Doordarshan :
Doordarshan National

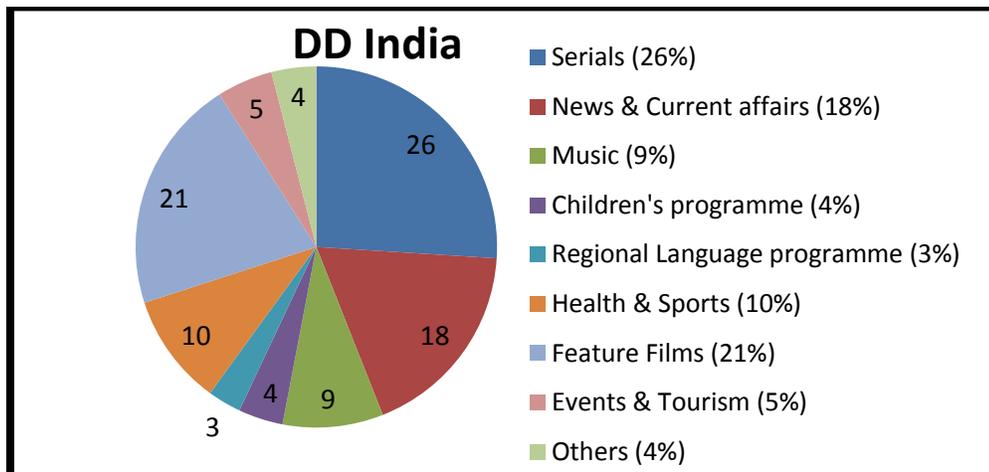


(Source : Annual Book of Ministry of Information & Broadcasting)

Above figure reflects that in India, Ministry of Information & Broadcasting granted permission for 404 News & Current Affairs TV channels which is 49% and 417 Non-news & Current Affairs TV channels which is 51%.

Lunching of DD News Mobile application of May 7, 2015 has widely spread the Doordarshan News using ICT technology.

DD India



From the above graph of DD India channel, it is found that DD India telecast 26% programmes on serials, 18% News and Current affairs programmes, 9% programmes on music, 4% programmes for children, 3% programme for regional language, 10% programmes on health & sports, 21% programmes on feature films, 5% on events & tourism programmes and out of total telecast duration of a day 4% for other programmes.

DD National channel programmes on information comprises of News and current affairs are mostly prepared in house. 92% population and 81% terrain area of the entire nation is covered by DD National. It has largest terrestrial network. It provides the viewers knowledge, education and information on population control, conservation of surroundings, family welfare, environmental stability besides attempts for women and children prosperity etc. DD National services are available in the terrestrial from 5.30 am till midnight and satellite medium is accessible 24 hours

CONCLUSION :

Broadcasting made it possible to communicate information and ideas to virtually any person anywhere on earth, literate or illiterate, in their own language. Radio and TV indeed has become the magic tool, for millions who have so far remained educationally untouchable.



It has become a question of technique of Radio and TV communication and a problem of providing a content that is educationally valuable and at the same time moots the special requirements of effective broadcasting.

All India Radio & Doordarshan's educational programme, however, to the school broadcasts as the main emphasis in education broadcasting is not on out-of-school programmes. For the students in schools and colleges broadcasting has not only to supplement the class-room education but provide a sense of purpose and direction so that students grow up to be responsible members of society.

Radio and Television are contributing to the total educational process at many points today; but there can be few areas in which its potential, direct and indirect, is demonstrated more strikingly than in the colleges of education. Here, the camera offers completely new dimensions to the quality of training that students can be given in their own professional skills; here, too, familiarity with the electronic tools of their trade can gradually build up in a new generation of teachers the fresh attitudes that are necessary if television and radio are to be accepted as quite normal indeed basic, means of instruction. In schools, in universities, and in adult education generally, one could reasonably say that what matters most is the nature of the teaching material conveyed by television; the end-product and its effect are the things that interest us. The college of education, however, must nowadays be concerned not merely with the best ways of teaching students through television, but with offering instruction in the actual techniques of television itself.

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