

Television: Its Effectiveness In The Classroom

Renuka Bhattacharjee

Department of Education, Bikali College,
Dhupdhara, Dist. Goalpara, Assam

Abstract: Television has been an important device in our daily life for a number of reasons. Its educational importance can not be denied. To create interest in lessons but television may be a good source or device in performing teaching in a classroom by a teacher if it is applied in a proper manner. Television has been the most important device for the people all over the world. It is a blessing for all of us. It has been very popular for its audio-visual presentation of programmes in an effective manner. It has been contributing in the field of education and as a result the process of education becomes easy, efficient and comfortable. Different educational programmes impart both education and entertainment to the students at the same moment. It may educate the people to be more aware of the problems and difficulties which may arise out of all the problems prevailing throughout the society in different corners of the country.

Most of the schools in different developed countries have started using television in the classroom. Television is no doubt playing a specific role in presenting current news, information in suitable moment to its audiences. Besides this, television is exercising its own time in presentation of different programmes to give pleasure and entertainment to its viewers.

The Satellite Instructional Television Experiment or SITE was an experimental satellite communications project launched in India in 1975, designed jointly by NASA and the Indian Space Research Organization (ISRO) made available television programmes which offered different information to the rural people of India. India was trying to launch its national space program under the leadership of Vikram Sarabhai. The power of television in the classroom could potentially be harnessed to allow people to relate to their studies easier, and have a more enjoyable time doing it.

Keywords: *Effective, Communication, Facilitating, Telenovela, Presentation, Experiments.*

I. INTRODUCTION

Television can be a very powerful and effective learning tool for all round benefit of children if it is used properly. Television can also help young people discover mechanisms of adjustment for developing closer and true relationships with peers and family members, and hence teach them to understand complex and critical social phenomena of communication.

Television has been an important device in our daily life for a number of reasons. It has some remarkable advantages as well as also some disadvantages. It is admitted by most people that television is a source of entertainment but it performs a number of functions which certainly comes to the benefit of all categories of people. Its audio-visual presentation of programmes is more attractive as it gives different types of

knowledge and information. At present most of the schools in Delhi are purchasing television sets with a view to enhance the effectiveness of teaching-learning situation.

It is observed that the normal and verbal teaching in a class-room is often boring for most of the students. To create interest in lessons but television may be a good source or device in performing teaching in a classroom by a teacher if it is applied in a proper manner. In the subjects like science and geography, there are many things which can be displayed on the screen of a television. The presentation of the real things may easily draw the attention and interest of the students. It is of course not possible for a teacher to show or present all relevant pictures or photos in front of the students, so, in this respect, television must play an important role to help and assist a teacher to present his lesson in a successful manner. Hence, scientific experiments can be demonstrated by

television for facilitating the students. This will positively help the weak students at least something about the topic and gradually their power of understanding will increase.

II. OBJECTIVES

- ✓ To study the effectiveness in imparting knowledge and information to the television viewers.
- ✓ To make detailed study on the experiments and projects made in terms of impact of television in respect of different aspects of the life of the people.
- ✓ To study the attempts made in the developed countries in respect of effectiveness of television on the field of education.
- ✓ To study the motives and intention of different people towards the need and importance of television.
- ✓ To study about different types of programmes and relevant interest of the people towards these programmes.

III. METHODOLOGY

The descriptive and analysis methods have been exercised in this study.

IV. DISCUSSION

'Educational television' which is known as 'Learning show' is the use of television programs in the field of distance education. Most children's television series telecast by different television channels are educational, though these programmes are arranged in a manner to give entertainment to the children. Some studies have found that educational television has a number of advantages. Television can be a very powerful and effective learning tool for all round benefit of children if it is used properly. Television can also help young people discover mechanisms adjustment or to fit into the society, develop closer and true relationships with peers and family members, and hence teach them to understand complex and critical social phenomena of communication.

The Mexican TV producer, Miguel Sabido pioneered the use of telenovela in the 1970s to execute and exercise the government's policy views. This has been later known as "Sabido Method" and it has been accepted by a number of countries, including India, Kenya, Peru, and China. Edutainment and Telenovelas: Some television programs are designed basically for educational purposes, although these are arranged in a manner to give entertainment to communicate their educational messages. In children's programming, edutainment is made for giving fun and interest to the child but yet it should be educational.

Some television programs are made to raise social awareness. The educational telenovela is one form of edutainment which is very much popular in Latin America. Miguel Sabido has combined communication theory with health and education messages to educate the people throughout Latin America in terms of family planning, literacy, and other current or socially relevant topics. A model

was developed by him which incorporated the work of Albert Bandura and other theorists which was made with a view to determine whether programs impacted audience behaviour or not. The television series produced in the Pacific Island country of Vanuatu, launched in 2007, were entitled as *Love Patrol*. This mode of television programme was praised as this gave edutainment by aiming to educate viewers on the issue of AIDS.

Though some television shows telecast historical or factual information but attempts are made to make the content to be a matter of entertaining or exciting. By making learning to be "exciting" it can be possible to create curiosity in the minds of the viewers. The "edutainment" is available and evident in children's television series like *Sesame Street*, *Teletubbies*, and *Dora The Explorer*. These programs may be something more entertaining than educational. Discovery channel gives more entertainment by producing factual and scientific proofs of new things and History channel presents historical documentaries. However, these television programmes can give knowledge and information through keeping the viewers in an atmosphere of entertainment. The Children's Television Act of 1990, became functioning in 1996, which permits broadcast television stations throughout the United States to exercise a minimum of three hours of "educational/informational" programming targeting to facilitate the children.

Television has been an important device in our daily life for a number of reasons. It has some remarkable advantages as well as also some disadvantages. It is admitted by most people that television is a source of entertainment but it performs a number of functions which certainly comes to the benefit of all categories of people. Its educational importance can not be denied. Its audio-visual presentation of programmes is more attractive as it gives different types of knowledge and information to the viewers. At present most of the schools in Delhi are collecting television sets with a view to enhance the effectiveness of teaching-learning situation.

Generally it is observed that the normal and verbal teaching in a traditional class-room is often boring for most of the students. To create interest in lessons but television may be a good source or device in performing teaching in a classroom by a teacher if it is applied in a proper manner. In some particular subjects like science and geography, there are many things which can be displayed on the screen of a television. The presentation of the real things may easily draw the attention and interest of the students. It is of course not possible for a teacher to show or present all relevant pictures or photos in front of the students, so, in this respect, television must play an important role to help and assist a teacher to present his lesson in a successful manner. Hence, scientific experiments can be demonstrated by television for facilitating the students. This will positively help the weak students at least something about the topic and gradually their power of understanding will increase.

Thus television has been the most important device for the people all over the world. It is a blessing for all of us. It has been very popular for its audio-visual presentation of programmes in an effective manner. It has been contributing in the field of education and as a result the process of education becomes easy, efficient and comfortable. Different

educational programmes impart both education and entertainment to the students at the same moment. Television is a source to make awareness about the current and sensitive issues which have been hampering the life of the people in the society. Of course it can give some ways for solution of these problems. It may educate the people to be more aware of the problems and difficulties which may arise out of all the problems prevailing throughout the society in different corners of the country.

Most of the schools in different developed countries have started using television in the classroom. Television is no doubt playing a specific role in presenting current news, information in suitable moment to its audiences. Besides this, television is exercising its own time in presentation of different programmes to give pleasure and entertainment to its viewers. Some television programmes are telecast only for giving pleasure to the children. Attempts are being made by the television programme producer to give both entertainment and education at a time to the children in order to enhance their store of knowledge and intelligence. From the television shows, it is possible for the people to learn about the problems like teenage pregnancy, poverty, drugs, etc.

The audiences of all age groups, literate and illiterate and of all the strata of the society enjoy television programmes all over the world. In India, since the beginning of 1989, television has been in use for education and information purposes besides for entertainment. It continues to telecast its programmes in favour of national integration and development. Dr. Rajendra Prasad, at the time of inauguration of India's Television Service on September 15, 1959, expressed his feeling that television would go a long way in broadening the popular outlook in line with scientific thinking.

The effectiveness of television in enhancing the process of development may be determined by the mode of use of television. Television becomes able to attract the people living in remote and backward areas of our country. It is expected to disseminate the messages of development and modernization and accordingly to create awareness among the people especially of remote areas for creating awareness for public participation in the developmental activities. It is also aimed to make programmes in support of government plans and programmes which are attempting to bring about social and economic change for protecting national security and also to develop the feeling of national integration.

The Concept of ETV Programme: Different men have different choices and satisfactions. Accordingly, the television programmes are made and scheduled for broadcasting in a scientific manner. However, attempts are being made to give knowledge and information on daily basis as required by people of different needs and desires. It has been found that children spend their time by watching television, gradually increases day by day, so it can be supposed that how it affects their academic ability. However, academic aspect of the children, rather it should be taken in a positive direction that the television may enhance the interest and capacity in terms of their study. Television may be a very useful tool for academic upliftment of the students, and has been used in the classroom for academic purposes since the 1970's. The television programmes are to be used to assist children in their subject areas, and also as a learning tool.

Research into the effects of television on children's behaviour, attitude and performance is being continued since the 1950's. However, with the formation of the Action for Children's Television society in 1970, the research has been extended to different areas. The children's television programme, Sesame Street that was first broadcast in 1969, changed the face of educational TV.

Television has been an important device in our daily life for a number of reasons. It has some remarkable advantages as well as also some disadvantages. It is admitted by most people that television is a source of entertainment but it performs a number of functions which certainly comes to the benefit of all categories of people. Its educational importance can not be denied. Its audio-visual presentation of programmes is more attractive as it gives different types of knowledge and information to the viewers. At present most of the schools in Delhi are collecting television sets with a view to enhance the effectiveness of teaching-learning situation. Generally it is observed that the normal and verbal teaching in a traditional class-room is often boring for most of the students. To create interest in lessons But television may be a good source or device in performing teaching in a classroom by a teacher if it is applied in a proper manner. In some particular subjects like science and geography, there are many things which can be displayed on the screen of a television. The presentation of the real things may easily draw the attention and interest of the students. It is of course not possible for a teacher to show or present all relevant pictures or photos in front of the students, so, in this respect, television must play an important role to help and assist a teacher to present his lesson in a successful manner. Hence, scientific experiments can be demonstrated by television for facilitating the students. This will positively help the weak students at least something about the topic and gradually their power of understanding will increase.

Thus television has been the most important device for the people all over the world. It is a blessing for all of us. It has been very popular for its audio-visual presentation of programmes in an effective manner. It has been contributing in the field of education and as a result the process of education becomes easy, efficient and comfortable. Different educational programmes impart both education and entertainment to the students at the same moment. Television is a source to make awareness about the current and sensitive issues which have been hampering the life of the people in the society. Of course it can give some ways for solution of these problems. It may educate the people to be more aware of the problems and difficulties which may arise out of all the problems prevailing throughout the society in different corners of the country.

The Satellite Instructional Television Experiment or SITE was an experimental satellite communications project launched in India in 1975, designed jointly by NASA and the Indian Space Research Organization (ISRO). This project made available television programmes which offered different information to the rural people of India. The main purposes of this sort of experiment were to educate the poor people of India.

India was trying to launch its national space program under the leadership of Vikram Sarabhai. India was interested in the role of satellites for the purpose of communication and

invited UNESCO to undergo a study for a project. Accordingly, UNESCO sent an expert mission to India to prepare a report on a pilot project for the use of satellite communication in between 18 November 1967 and 8 December 1967. However, on the basis of the positive report of the expert mission, a study team of three engineers from India visited USA and France in June 1967, and came to a decision that India could meet the technical requirements for the project. As a result, the Indian government set up the National Satellite Communications Group (SATCOM) in 1968 to look into the possible uses of a synchronous communications satellite for India. There were representatives from various cabinet ministries, ISRO and All India Radio (AIR) And Doordarshan centre in this group. This group recommended that India should use the ATS-6 satellite– a second generation satellite which is developed by NASA for an experiment on educational television.

The Department of Atomic Energy of India and NASA also signed an agreement in 1969 regarding SITE. The experiment was launched on 1 August 1975. The ISRO and NASA working group jointly studied about the possibility of using a communications satellite about TV broadcasting in India. Different review meetings were held in between NASA and ISRO scientists for this in 1969. The United Nations Development Programme (UNDP) provided an amount of \$500,00 for setting up the Experimental Satellite Communications Earth Station (ESCES) at Ahmadabad and nominated the International Telecommunications Union (ITU) to be the executing agency for this project. SITE showed that India could make use of advanced technology for fulfilling the socio-economic needs of the country. This made an increased focus on satellite broadcasting in India. ISRO began attempts for a country-wide satellite system. The Indian National Satellite System was launched by ISRO in 1982 after several technical experiments.

Television has been taken with importance in many countries throughout the world to be a source or a tool of teaching and learning. Experiments and researches, experiments or different projects performed in many countries show that the ever prevailing concept that television is for entertainment and not for applying or assisting in the field of education is quite a wrong concept. Television may be placed for facilitating and assisting the teaching-learning situation by following a number of approaches and attempts. If it is used properly and accurately in different teaching and learning situations then certainly it will be possible to see and observe the effectiveness of television in a positive manner in respect of education. Television may be helpful for assisting the learners or students of all types of education like formal, non-formal and informal education. Television is a medium for communicating information, idea, skills and attitudes with the masses. According to the opinion of the Director BBC “next to home and school I believe television to have a more profound influence on human race than any other medium of communication.” If the television is to work as an effective teaching and learning tool then it must be extending its helping hand towards reaching and fulfilling the aims and objectives of education.

Television as a audio-visual media of communication, it offers a window to the outside world. Television attracts and

influences the largest number of viewers. This is because it is able to attract the audience of all age groups, literate and illiterate, irrespective of caste, religion and language, and of all the levels of the society. Television has been given considerable importance in a number of countries to be a source and a tool of teaching. In formal education, television usually plays its role as a supportive and reinforcement tool.

Television may help to reach the following objectives:

- ✓ Social quail
- ✓ Enhance quality in education.
- ✓ Reduce dependency on verbal teaching and teachers.
- ✓ Provide flexibility of time and space in learning.
- ✓ Stimulates learning.
- ✓ Provide mass education opportunities.

Television can be used in the classroom to meet up a variety of objectives like:

- ✓ To reinforce and expand on content being taught.
- ✓ To respond to a variety of learning styles.
- ✓ To increase student motivation to learn.
- ✓ To stimulate other learning activities.

The impact of television on macro level in three areas as;

- ✓ Teacher’s Competencies.
- ✓ Student’s Competencies.
- ✓ Effects on general viewers.

The following functions may also be played and exercised for facilitating the willingness of the people and also the students:

Instructing, Explaining, Clarifying, Summarizing, Reinforcement, Imposing study speed, Supporting and enhancing teaching, Motivation and encouragement, Using as supplementary for the other materials, Presenting a reference to large masses, Presenting unreachable facts and events.

As India has diverse cultures, religions and traditions therefore the television can play an important role for developing common understanding among the people. Television has flexibility and mobility in its services because of its audio-visual presentation. Television can be the most powerful medium in terms of imparting education as it combines speaking, writing and showing. Television telecasts programmes from far and wide areas of the country and abroad. It has an important role to play for entertainment and education for the people all over the world.

It has been a common thought that the functions of both television and education are quite different, it can not be same. So, the teacher will play his role by himself, not by the help of television. The television will play its role by itself and not being accompanied with the teacher. But, now, this supposition has been proved to be wrong, and the television has been attempted to be brought to the classroom to assist the teaching-learning situation. Of course, the television programmes would need to be relevant to the course content and in favour of both the teachers and the students.

The power of television in the classroom could potentially be harnessed to allow people to relate to their studies easier, and have a more enjoyable time doing it. Along with other activities, both independent and in groups, teachers could benefit from keeping students interested through the means of educational and thought-provoking television in the classroom. The question of whether or not students should be able to

watch educational and course-related content on the television during class times, however, still remains.

There is no doubting the impact and appeal of television for children. According to Young Media Australia an Australian child 'watches an average of two hours of television each day. This means that by the time they finish secondary school, those children will have spent 11,000 hours in school, but more than 15,000 hours watching television' (Media effects - general). The potential of television as an educational tool has been widely recognized in terms of early childhood education, since the launch of Sesame Street and Play School more than 30 years ago. Television offers the same potential in primary and secondary education, particularly within the classroom setting.

Middle School Online, a project of North-western University in the United States, argues that students are much more likely to retain the knowledge gained from television programs and videos than from lectures alone (Why use television in the classroom?). While teachers now make frequent use of other popular technologies such as the Internet and multimedia, it is important to note that television has had a longer and more wide reaching effect on the lives of school students. When teachers use TV in the classroom, students has a better understanding of the topic, 'and enter into more discussion on the content and ideas presented,' according to Idaho Public Television's Technology Tips for Teachers.

Educational television or Learning show is the use of television programmes in the field of distance education. But the question should arise about why not in the field of other type of education so to say in formal, informal aspects of education. Educational television may be in the form of individual television programs or dedicated specialty channels that are often associated with cable television in the United States as Public, educational and Government access (PEG) channel providers. There are also adult education programs for an older audience; many of these are instructional television or "telecourse" services such as Open University programs on BBC television in the UK.

Mexican TV producer Miguel Sabido pioneered the use of telenovela to disseminate the knowledge of the government's policy matters to mass audiences. "Sabido Method" has been adopted by a number of countries, including India, Kenya, Peru, and China. The potential of television as an educational tool has been recognized in terms of early childhood education, since the launch of Sesame Street more than 40 years back. Television gives the same potential in primary and secondary education also. Researchers explain that the teachers and families have reported using educational TV to satisfy a variety of objectives:

- ✓ To introduce, reinforce, and expand on content being taught.
- ✓ To respond to a variety of learning styles.
- ✓ To increase student motivation to learn.
- ✓ To stimulate other learning activities.

V. FINDINGS

- ✓ It is found from the study that most of the countries are making attempts in a number of ways to make television

as an effective technological device in the field of education.

- ✓ Most of the countries are making different experiments and projects to enhance the functions to be performed by television in order to meet the needs and necessities of the people.
- ✓ India also is making experiments in cooperation with NASA etc. to facilitate the occupation and profession of the people throughout the country.
- ✓ USA and UK have made some notable progress in terms of services of television in the field of education.
- ✓ Educational television if organised accurately then it might serve the whole education system in a smooth manner.
- ✓ Television is a tool which can give proper and time concerned knowledge and education to different people of different age groups of different corners of a country.

VI. CONCLUSION

It has been found through the present study that most of the educators and philosophers think that the television may certainly help and assist in giving proper knowledge to the people for facilitating their own hopes and desires. America, Russia, China, India and a number of countries are interested in getting impact of television in all sorts of human activities and occupations.

Television has been taken with importance in many countries throughout the world to be a source or a tool of teaching and learning. Experiments or different projects performed in many countries show that the ever prevailing concept that television is for entertainment and not for applying or assisting in the field of education is quite a wrong concept. Television may be placed for facilitating and assisting the teaching-learning situation by following a number of approaches and attempts. If it is used properly and accurately in different teaching and learning situations then certainly it will be possible to see and observe the effectiveness of television in a positive manner in respect of education. Television may be helpful for assisting the learners or students of all types of education like formal, non-formal and informal education. Television is a medium for communicating information, idea, skills and attitudes with the masses. According to the opinion of the Director BBC "next to home and school I believe television to have a more profound influence on human race than any other medium of communication." If the television is to work as an effective teaching and learning tool then it must be extending its helping hand towards reaching and fulfilling the aims and objectives of education.

REFERENCES

- [1] Using television to educate, stimulate and disseminate, Megan Wood Features Editor, enhance TV, From Wikipedia, the free encyclopaedia.
- [2] Role of Television in the field of education: Electronic Media.

- [3] Educational television – Wikipedia .[https://en.wikipedia.org/wiki/Educational television](https://en.wikipedia.org/wiki/Educational_television).
- [4] Television for Learning: Our Foremost Tool in the 21st Century: Ed Palmer.
- [5] What are the Advantages and Limitations of Educational Television?: Varsha Sen.

IJIRAS