

Electronic media

3rd semester/paper-303

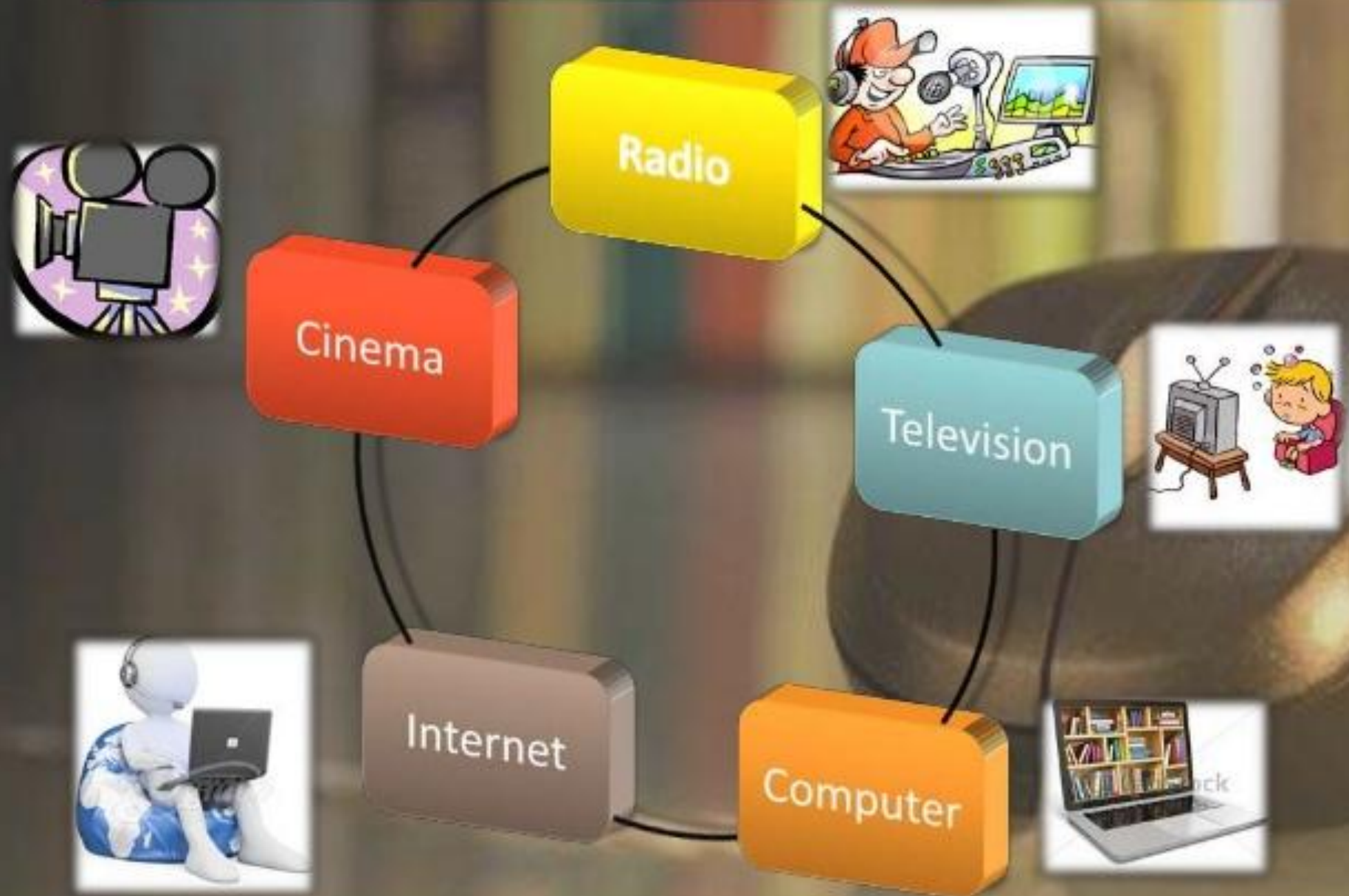
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What is Electronic Media?

- The media which uses electronic energy to transmit information to the end user is called electronic media.
- It appears as TV, radio, computer, internet, movies etc.



Types Of Electronic Media



Objective of the Study

- To know and avoid the negative impact of media on education and transform them into positive impact so that media can inform, educate, entertain and persuade people in a more responsible manner.

Television

- Among all, television is the **most powerful medium in the electronic media**. It almost **succeeded in quickening the pace of development and education**.
- It has **enormous strength to attract both literates and illiterates**.
- In India also, television has been used for educational purpose to a great extent. For this, **a separate exclusive channel named DD Gyanadarshan** has been made operational **Based on Syllabus**.
- Now, Doordarshan is presenting syllabus based programmes for primary to post-graduation level.

- **Educational Programmes**
- Two types of educational programmes are telecast-formal education and developmental education-currently.
- **Indira Gandhi National Open University** is moving towards certain other uses of **television-complementary and integrated programmes**. Nowadays, Doordarshan telecasts the following types of formal education programmes:
 - **i. Educational Television (ETV):** These programmes cater to **primary school children of 5-11 year age group**. ETV enrichment programmes are **planned, produced and evaluated by the Central Institute of Educational Technology (CIET)** and its **counterparts in (SIETs)**. The programmes are telecast by Doordarshan through satellite in the children's instructional languages. Primary school children view these programmes on community sets. An ETV capsule of 45 minutes duration.

ii. School Television (STV):

meant for students of the **secondary and the higher secondary schools.**

Produced and **telecast by Doordarshan.**

Kendras-**Delhi, Mumbai, Chennai and Srinagar,** are engaged in the production of STV programmes for the students of **their respective coverage areas.**

strictly syllabus based and are telecast **during school hours.**

iii. Higher Education Television (HETV):

to **bring a qualitative change in higher education,** (UGC) has started Higher Education Television (HTV) programmes **through Doordarshan.**

DD took a revolutionary step on 15th August, 1984 by introducing countrywide **class room programme based upon the syllabus** formulated by **EMRCs established by various states** including **Karnataka (Mysore)** for higher studies/courses.

These programmes are **telecast all over India on regular basis.** UGC programmes are produced for telecast **focusing completely on the prescribed topics** from **Languages, Science, Social Science, Mathematics, Engineering & Technology, Medicine** etc.

iv. Indira Gandhi National Open University

(IGNOU): Lakhs of students from all over country are **pursuing their education through distance education** from Indira Gandhi National Open University (IGNOU). To enrich the knowledge base of its students, IGNOU is supplying printed material, audio-video CDs containing syllabus based lessons to the students. **On screen lectures delivered by subject experts** provides the feel of class room. Moreover, in **addition to the TV coaching, print material is also provided** to strengthen and expand the knowledge base of students. In this way educational **programmes of Doordarshan** have become boon for the students.

v. Teachers' Programmes:

In order to make the **primary school teachers aware** of the innovations in teaching-learning processes, management of televised instruction, child psychology, etc., the Central Institute of Educational Technology (CIET) produces programmes for teachers, known as **'Hints for Teachers'.**



New Media (Internet)

Internet

- is an electronic communications network that connects people through various networks and organizational computer facilities around the world.



Features of New Media (Internet)

1. Webpage
2. Hypertext
3. Instant Messaging
4. E-mail
5. Distance Education
6. E-book
7. Online Shopping
8. Media convergence

Mobile phones

Mobile phones have become a boon to mankind. It has made communication possible at anytime, and from anywhere. Nowadays, mobile phones are not only used for interaction, but also for other technical utilities, like operating pumps from remote locations, etc. You can also get alerts of your monetary transactions on a mobile phone.

Advantages and disadvantages of using mass media in education

advantages

- to rest
- to relax
- to receive information
- to listen (to read) about famous people
- to study foreign languages
- to study at home

disadvantages

- to spend too much time in Internet
- to have no time to communicate with relatives and friends
- to damage your eyes
- to get lazy
- to put on weight
- to have no time for sport activities in the fresh air
- to learn about the bad side of life