

ABSTRACT

Title: ROLE OF RADIO FOR RURAL EDUCATION IN PAKISTAN: A
 CRITICAL REVIEW OF STRATEGIES

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Researcher Nabi Bux Jumani

University Allama Iqbal Open University, Islamabad.

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Radio is a mean not only for information and entertainment but also for education. Radio is being used for educational purposes all over the world. In Pakistan it is also a medium of communication. Pakistan Broadcasting Corporation has started broadcasting educational programmes of Allama Iqbal Open University. There is no denying the fact that educational broadcasting in Pakistan is being run successfully. The rural population of the country is getting benefit from the educational programme of the radio.

The main aim of the study was to examine the effectiveness of educational radio and its various strategies being applied for rural education. The study was delimited the radio listeners, radio producers/comperes and social workers/opinion leaders. The master list of listeners was obtained from Radio Station, Hyderabad. The second sample was radio producers/comperes whereas the third sample was social workers/opinion leaders. The tool used in this study was questionnaires. Separate questionnaires were administered to 800 radio listeners, while the number of population was 1200. 50 radio producers/comperes out of population of 80, and 300 social workers/opinion leaders out of 330 population.

It was found that the majority of the listeners possessed radio sets and was getting benefit from the educational programmes of radio. The programmes were informative and motivating. The strategies of radio for rural education were appreciable because these infused mobility, widened horizon of rural people and focused attention on the goals and problems of rural people. It could be used to enhance literacy (through distance and non-

formal education). The producers/comperes were found keenly interested in their job. It was revealed that priority was given to education and rural development programmes of radio. Programmes needed details and summary at the end. Furthermore language was not easy. Mobile radio station was needed for rural educational programme to cater to the needs of far flung areas. School broadcast (distance and non-formal teaching) was the need of the day. Social Workers/Opinion Leaders opined that there was need of developing self reliance. Radio provides guidance to rural people in solving the problems of rural development. They felt the need of starting school broadcasting. Radio was being utilized for apprising villagers with their problem. A brief summary of the programme should be at the end of each programme. There was need of maintaining more educational programmes. Rural programmes were to be in mother tongue.

It was recommended that for educational purposes Radio Pakistan and AIOU may produce programmes which have their strong links/roots in the surroundings of the rural people. Radio schools like Interactive Radio Instructions (IRI) may be used for effective teaching learning process in rural areas. Time of educational programmes be enhanced. Programmes like radio rural forum may be started as well as open broadcasting be adopted for rural development programme.