

ABSTRACT

Title	A Study of Development of Broadcast and Non-Broadcast Programmes for Education
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This research titled “A Study of Development of Broadcast and Non-Broadcast Programmes for Education” was a survey type study. The objectives of the study were i) to explore the importance of media and find out the basic considerations in development of broadcast and non-broadcast programmes for distance education, ii) to explore the scope and role of broadcast and non-broadcast media, iii) to explore the characteristics of script writing and the quality of good scripts for educational programmes, iv) to critically review the development process for educational Radio and TV Programmes, v) to find out the suggestions for the improvement of broadcast and non-broadcast programmes, vi) to find out the reactions of the students regarding the usefulness of Educational Radio and TV Programmes of AIOU, vii) to find out opinion of the tutors regarding the role of educational programmes in Distance Education.

Population of the study consisted of four categories i) Producers of AIOU working in IET, ii) Scriptwriters of AIOU working in four faculties (Faculty of Education, Faculty of Social Sciences and Humanities, Faculty of Sciences and Faculty of Arabic and Islamic studies) iii) Students of graduate level of Punjab Province iv) and tutors of graduate level of Punjab Province. 100 percent of the producers and scriptwriters but only 300 students and 300 tutors were taken as sample.

Respectively four different questionnaires were developed on five point rating scale for four different categories. Data were collected from producers and scriptwriters through personal contact but students and tutors were sent questionnaires by post. The collected data were statistically analyzed by taking mean scores and percentages of the responses.

It was found that majority of producers were foreign trained, skilled and well experienced in their field. They were provided adequate development facilities at AIOU. They knew different formats of ER&TVPs. They had good proficiency of language. It was also found that all the script writers while writing the Educational Radio & T.V. Programmes (ER&TVPs) kept in mind the objectives of the programme, the level factor, mental level of the students and the format of the distance education. It was concluded that ER&TVPs were to the point, original, relevant and understandable, and were presented with fluency and continuity. It was also concluded that the ER&TVPs were attractive and specific and enhanced the students learning. It was also found that time duration of the programme was less, no quick feedback was provided while the drama and play were not considered suitable

formats for ER&TVPs. It was found from the opinions of the students that the language of ER&TVPs was simple and easy, began with ear-catching statements and eye-catching scenes, were attractive from the start to the end and provided accurate and additional information to unit contents. It was also found in the light of tutor's opinion that the method of presentation of ER&TVPs was effective and these educational programmes were well planned, provided proper pace for relevant shots, supported and elaborated different aspects of the course.

The study recommends that all the students may be provided the ER&TVPs. Audio & Video programmes of all the courses of AIOU at all levels may be developed, and may be available on line. All academicians may be provided more training in scriptwriting for intensive audio and video educational programmes. The study recommends that producers having good professional training and experience with innovative ideas may be appointed at IET; all mediums may be related to one another and revised according to the felt needs of the University. The ER&TVPs may enhance general information about the subject. It is also recommended that time duration of ER&TVPs may be increased from half an hour to one hour and may be developed in a simulated class in the studio to get feed back quickly or telephonic service might be provided in TV station control room. Audio and Video Cassettes and CDs of ER&TVPs may be provided in the libraries of regional campuses of AIOU. These programmes may be published in newspapers and magazines. The last recommendation of the study is that AIOU should have a separate radio and TV station for ER&TVPs.