

CHAPTER 3

REVIEW OF RELATED LITERATURE

3.0 INTRODUCTION

Mass media is media which is intended for a large audience. It may take from of broadcast media, as in the case of television and radio or print media, like newspapers and magazines. Internet media can also attain mass media status and many mass media outlets maintain a web presence to take advantage of the ready availability of internet in many regions of the world.

This chapter deals with review of related studies. Before carrying out any systematic study the investigator is expected to know what has been already done. Review provides an insight into the studies already been conducted in the field.

This chapter is an attempt to give a brief idea of the researches done in the area of teachers' perception of influence of mass media on students learning in Thasra Taluka. It provides the investigator an insight into the studies already being conducted in the field related to the present study. An attempt has been made to develop the holistic view of the findings In a dissertation a student is expected to provide a critical review of the existing literature (published and unpublished) on the research area being investigated. This does not mean that you have to indicate every book and article that has been written on the subject but any you do read should be referenced appropriately. Nevertheless your review should indicate that you have studied existing and recent work in the field. The Harvard System (author/date) of referencing should be used. The literature review should be:

- **Relevant:** Literature used should support your arguments relating to your research question and aim and objectives of the study. It should uphold methodology. In some cases you may need to discuss literature review and its relationship to methodology in a separate chapter.

- Up-to-Date: Recent literature (not older than five years) is recommended unless you are referring to classical works in your field of study. Sources used have to be in their majority primary sources, secondary referencing may be used.
- Comprehensive: Demonstrate that you have read extensively without being overinclusive. Develop your ability to employ summary statements and to synthesize.

3.1 Review of Past Researches done at M.Ed. Level

3.1.1

Christian J.A, (1992) completed his Dissertation on **“Impact of Television Programmes on Higher Secondary School Students of Science and Commerce Stream”**, M.S. University, Vadodra

Following were the objectives of the study

- To study the opinion of higher secondary school students.
- To compare the opinion of higher secondary school students strata wise.
- To derive the major component areas of the T.V programmes.
- To analysis the T.V programmes of twenty higher secondary students for impact study through interwia.

Tools

- Enquiry-cum-opinionnaire
- A rating scale
- Structured interview

Findings

- Most of the students did watch Doordarshan programmes but not regularly. They preferred to watch the programmes but not regularly
- The general T.V programmes did not help the higher secondary students.
- Eighty seven percent of the students felt that T.V cannot be teacher. A teacher is very much required.

- The programmes helped the students in their day to day life in a number of ways. I helped in refining manners.

3.1.2

Indu Seth., (1983) completed her Dissertation on **A Study of the Effectiveness of Educational Television on the Educational Development of Primary School Children**, M.S. University, Vadodra

Following are the objectives of the study

- To study the effect of educational television in the educational development of primary school children.
- To study the effect of intervention programmes, that is, pre and post telecast activities to be conducted by teachers along with educational television on the educational
- To improve feedback to administrate & pro-ducers on different aspects of educational television programmes.

Tools

- Instrumentation
- Intelligence test
- Tests for language development
- Tests of achievement
- Test based on ETV prgrammes
- Performance for teachers
- Interview schedule

Findings

The result of the study indicates that children exposed to ETV with intervention programmes are higher on acquisition of information related to ETV programmes.

3.1.3

Patidar N., (2004) **“Study of Program Segmentation of Educational Television Channels”**, Deartment of Education, M.S. University, Vadodra,

The objectives of the research were to study the programming pattern of Educational Channels with respect to time slots, content, discipline, duration and repeat telecast and also to prepare a guideline for the broadcasters of Educational Channels. The research design was qualitative in nature and was a case study. The sample of this research was three educational channels namely – Discovery, National Geographic and Animal Planet. The tools used to collect data were: - 1. Program Schedule Guide acquired from the channel’s official website. 2. Program Analytical Guide prepared according to different variables. The data was analyzed using content analysis, frequencies and percentage.

The findings stated that the time slot preferred most by Animal Planet was 1 am to 6 am, by Discovery was 6 am to 12 pm and by National Geographic was 12 pm to 4 pm. Most preferred time duration by National Geographic and Animal Planet was 30 mins. Followed by 60 mins. and then by 120 mins.

3.1.4

Sonia Rohilla., (2010) completed her Dissertation on **“Educational Values Reflected in the Newspaper”**, M.S. University, Vadodra,

Following are the objectives of the study

- To identify the major education values reflected in the newspaper.

- To study the education values reflected in the newspaper on the basis of the reactions of the readers.

Tools of the study

This reaction scale was prepared carefully in such a way that it was meant. The investigator had framed the statements after discussing with the guide.

Findings

On the basis of the data analysis and interpretation the following findings have been derived.

Most of the people are in favor that newspaper reflects the following educational values Political, historical, environmental, aesthetic, democratic, economic, humans, intellectual, national, religious, scientific, spiritual and university values. Majority of the people felt that social, emotional, ethical cultural and moral values are not properly reflected through the newspaper.

3.1.5

Joshi, Vibha., (1987) did her study on **“To Study the Effectiveness of School Television Programmes in Science at Secondary School Level”**, M.S. University, Vadodra.

The main objectives of his studies were: (I) To study the STV programmes in science in terms of; Instructional objectives, Number of programmes telecast, Content-coverage, adequacy and accuracy, The extent to which media-attributes of television is being taken care of, Suitability of organisation of learning experiences and Resource involved in production and related problems. (II) To study the impact of STV programmes in science on the students' performance in terms of; Scholastic achievement created to the content-covered in the exposed STV lessons and Scientific

attitude (III) To study the effect of intervention activities, i.e., pre and post-telecast activities to be conducted by the teachers along with the exposure of STV programmes in terms of; Scholastic achievement related to the content-covered in the exposed STV lessons) and Scientific attitude. The researcher used checklist and questionnaires in his study. Major findings of his study were: The frequency of the STV programmes was insufficient, the content of the STV programmes was adequate as well as accurate, the selection of the topics for STV programmes considered the attributes and limitations of the medium (television) mostly but many a times they had been over looked due to certain handicaps, the allotment of topics is only some times in accordance with the interest of the presenter but always in line with their capability and mostly I tune with feasibility, there is a need of time to time orientation and rigorous training of the persons involved in the planning, production and utilization of the STV programmes, the TV Branch and the STV unit in the TV centre are the two main bodies involved in STV programmes.

3.2 Review of Past Researches done at Ph.D. Level

2.2.1

Chatterjee (1992) completed his Thesis on **“A Study on Impact of Television Programmes on Higher Secondary School Students of Science and Commerce Stream”**, Department of Education, Northwestern University, America.

The investigator studied 100 students of 11th std from two English medium schools of Baroda namely Gujarat refinery English medium school and rosary high school. The tools like enquiry cum opinionate, rating scale and a structured interview were employed on the purposively selected sample. The major objectives for the study were to study the opinion of higher secondary school students regarding the television programmes and to compare the opinion of the higher secondary students' school wise. The study also reveals that there are huge impacts of television programmes pertaining to life in general or, daily life.

2.2.2

Parhar M., (1993) did his study on “**A STUDY OF EFFECT OF MEDIA ON STUDENT LEARNING**”, Department of foundation of Education, Jamia milliaIslamia, New Delhi.

Following are the objectives of the study

- To carry out a survey of media facilities and their utilization in school.
- To construct asset of objective, valid and reliable achievement test in English, mathematics and science for standard VII.
- To study the impact of media on student learning in English, mathematics and science for standard VII.
- To study the effect of media on students learning.
- To suggest measures for improving media impact.

Sample

The sample for the study was selected in two phases:

- 1) Selection of schools
- 2) Sample of students.

The researcher used following tools for data collection in this study was:

1. A questionnaire
2. Observation schedule
3. Achievement test in science

Findings

The main findings are as followed.

Media facilities and utilization

- Out of the 20 schools chosen and surveyed four schools.
- None of the schools had radio- cum-cassette player.
- None of the schools received the evaluate sheet from T.V

Achievement in English, Mathematics and Science

There was difference in achievement in English, mathematics, science.

2.2.3

Samal .Y. (2000) **“Effectiveness of the School Broadcast Programmers’ of All India Radio (AIR) and Educational Television (ZTV) Programmers’ of Doordarshan with Preference to School Achievement of Pupils”**, Department of Philology, Mass Communication, University, Pune..

Objectives of the study were

- To study the achievement of the primary school students on Educational Television programmers
- To study the reaction of the teachers on Educational Television programmers
- To study the reaction of the students on Educational Television programmers

3.2.4

Kalia A. k, (2003) **“IMPACT OF T.V. VIEWING ON ADJUSTMENT, VALUES, AND ACADEMIC ACHIEVEMENT OF ADOLESCENTS”** publish by the Registrar on behalf of the sardar patel university v.v.nagar-388120 India.

Following are the objectives of the study

OBJECTIVES:

- To identify the T.V. viewing and non T.V. viewing adolescents.
- To study and compare the adjustment differences among T.V. viewing and non T.V. viewing adolescents.
- To study and compare the values among T.V. viewing and non T.V. viewing adolescents.
- To study and compare the academic achievement among T.V. viewing and non T.V. viewing adolescents.

Sample

The sample comprised of 120 adolescents studying in XI class (60 TV. Viewing+ 60 non T.V. viewing) from four secondary schools(2 boys + 2 girls)affiliated to Haryana school Education Board from Rohtak district of Haryana. Only those students were labeled as T.V. viewing who used to watch the T.V. at least 8 hours per week.

Tools

- 1) A study of values
- 2) Adjustment inventory
- 3) Academic achievement

3.2.5

Zai. G. D, (2007) completed his Thesis on **“Effects of Cable Television on Women in Pakistan: a Comparative Study of Heavy and Light Viewers in Lahore”**, Department Mass Communication Lohare college for Women University, Pakistan.

Objectives

- Explore how viewing of cable television was affecting their household chores and other activities
- Determine relationship between viewing of cable television and changes in culture practices

Sample

It is survey type of the study

The researcher tools used for data collection in this study were:

- Questionnaire for women
 - Checklist
 - Interview
 - Pre and post test
-

3.3 Review of Articles

3.3.1

Sudame G. R (1983) **Development of Multi-Media Package for Teaching a Course on Audio-Visual Education**, American journal of mass communication, ISSN 1255-224X Vol. 1 No.1, pp. 10 - 34. American Publication, Inc...

Following are the objectives of the study

- To develop a multi-media package to teach a course on audio visual education for the instructor training institute for instructors.
- To study the effectiveness of the multi-media package in terms of achievement of instructor trainees.
- To study the effectiveness of the multi-media package in terms of the attitude of the instructor trines.
- To study the feasibility of the multi-media package in terms of (a) cost & (b) time for the instructor training programme.

Tools

Most of multi-media package

Findings

The researcher find out the package was useful for teacher.

3.3.2

Osman Mohd. Nizam., (2009) **“Effects of Watching Violence Movies on the Attitudes Concerning Aggression among Middle Schoolboys (13-17 years old) at International Schools in Kuala Lumpur, Malaysia”** European journal of scientific Research, ISSN 1450-216X Vol. 38 No.1, pp. 141-156. Euro journals Publication, Inc...

The following are the objectives of the study

- To identify the pattern of media use among the school boys age 13-17
- To determine the level of affection of school boys to watch violence movies.
- To compare differences in attitudes on aggression between those who watch “violent” and those who watch “non violent” films.
- To determine relationship between affection toward violent movie and attitude concerning aggression.

Sample

- Questionnaire for students

Findings

The overall pattern of research finding indicates appositive association between movies and violence and aggressive attitudes.

3.3.3

Sunday .T. (2009) “**TEACHERS’ PERCEPTION OF THE ROLE OF MEDIA IN CLASSROOM TEACHING IN SECONDARY SCHOOLS**” the Turkish online journal of education technology, ISSN: 1303-6521 volume 8 Issue Article 8, TOJET January,

This study is an evaluation of teachers’ perception of the role of media in Oyo State of Nigeria. A total of 150 secondary school teachers of Oyo State participated in the study: 110 trained and 40 untrained teachers randomly selected from ten secondary schools at two gender level (70 females and 80 males). Two media roles were selected for the study: media used to supplement the teacher by enhancing his effectiveness in the classroom and media used to substitute the teacher through instructional media system. The research tested three hypotheses. The findings revealed that there were significant differences in the perceptions of teachers about each of the two roles of media identified for the study. In addition there was significant difference found between the perceptions of trained and untrained teachers. However, the teachers’ gender was not significant. The article discusses the findings and makes some recommendations.

3.4 Conclusion

This chapter gives the brief information regarding the work done in the area of curriculum design and development. The study/ Dissertation discussed in the chapter give an insight for the development of methodology and analysis and interpretation for the development and validation of the study. In this chapter researcher review the related literature of the study including with review of past M.Ed level, review of past P.hD level and review of journal article.