

Educational Television (ETV)

Educational television or Learning show is the use of television programs in the field of distance education. It may be in the form of individual television programs or dedicated a specialty channel that is often associated with cable television networks as Public, educational, and access (PEG) channel providers.



Three Methods of Distributing ETV programs:

- **Open broadcast television:** A system which transmits messages through very high frequency (VHF) OR Ultra high frequency (UHF) television channels programs are telecast over the air and can be seen by anyone who is tuned to a particular channel.
- **Closed circuit Television (CCTV):** The system which limits the distribution of an image to those receivers which are directly connected to an origination point .
- **Video recordings:** A electronic recording of ETV programs through videotapes or videodisc. The recorder materials can be played back using VHS, VCD, and DVD players.

Purpose of Educational Television

- ❖ **As an educational medium:** Television programs are designed with primarily educational purposes in mind and other television programs are designed to raise social awareness.
- ❖ **As an entertainment:** Some television shows incorporate a considerable degree of historical or factual information of presentation or framing of such content entertaining or exciting.

- ❖ **As an incidental educational value:** It may contain an incidental amount of educational content such as with medical dramas where the plot invariably explores anatomical and biological issues.

Advantages of Using Educational Television as Teaching Aid

- ✓ The viewer is able to view certain local and / or international events as they happen.
- ✓ The color and sharpness of image of programs using television can stimulate learners effectively. This can serve large number of audiences.
- ✓ Television programs can focus viewers' attention on those aspects of the learning situation which need to be learned.
- ✓ Teachers can also learn while viewing ETV programs. Television can synthesize the needs for a variety of audio-visual and human resources.
- ✓ The ETV programs can reproduce. Schools which lack resources for open broadcast of CCTV may do video recording.
- ✓ Programs which are curriculum-based already programs are shown in knowledge channel.

Limitations of Using Educational Television as Teaching Aid

- ✓ Television is one way communication medium. It does not involve face to face interaction.
- ✓ Programing is not controlled by teachers. Viewers are forced to accept the pace of the program.
- ✓ Initial acquisition and maintenance can be costly.
- ✓ Television viewing could reduce to perceiving television as a form of entertainment.

Utilization Guidelines for Using Educational Television

- ✓ Classes for particular subject, if possible, should be synchronized with the broadcast schedules of the programs.
- ✓ Prepare the students for broadcast activity. Eliminate distractions.
- ✓ Discuss with students information, impressions, bias hidden messages and the like before and after the viewing the television program.
- ✓ Check the viewing conditions such as room lighting, ventilation, acoustics, seating arrangement, and position of AV equipment.
- ✓ Use ETV in combination with other learning media.
- ✓ Some television programs can be viewed at home as a part of assignment.