REVIEW OF LITERATURE

1. **R.V.Vyas, R.C.Sharma and Ashwini Kumar (2002)** The authors tried to explain through their article Educational Radio in India that education through radio undergone many incarnations. Radio has been significantly used in conventional and distance education. Authors also emphasized the scope of education through radio can be an effective medium in attainment quality education and training to the users. The goal for education to all can be achieved through radio.

2. **R.V.Vyas, R.C.Sharma and Ashwini Kumar (2002)** The researchers emphasized in their article Educational Television in India that television has played a very effective role in the field of education. It is very much used in conventional education as well as in distance education formats. Developed countries are taking full advantage of television in the field of education. There is a greater scope in developing countries. The goal of education for all can also be fulfilled by the use of television in education.

3. **Usha Chandar and Ramesh Sharma (2003)** The authors statically told about the consumption of print media and listening of radio and television. Authors informed that people receive information upon domestic and global events which influences their lives. They explained that by some changes in slotting, duration, format, programming, style, themes and contents, educational radio will be more useful for the people living in and around Coimbatore and provide useful test-ground for educational and broadcast content development.

4. **Matteo Merzagora (2004)** Discussed about the role of radio with science programmes. Science communication on the radio will be promoted with new initiatives and ideas by proceedings of the conferences on science communication as the radio has great variety of approaches, styles and practices for this listeners. Once the journalists got freedom to decide on the contents and follow own editorial line for science programmes, the effectiveness of radio for science programme listeners will increase.

5. **Sajan Venniyoor (2008)** The researcher described that radio can improve educational quality. It can lower educational costs and improve access to education.
Distance learning through community radio can help deprived communities and rural to access the formal education. Youth can easily and cheaply trained. It is more effective if trained facilitators, group discussion and feedback process are used. Radio can create a new class of people to educate them.

6. Zakiya Kurrien (2008) Discussed about how the technology should be used to fulfil the educational aim for children’s education. Media technologies like computer, radio, television or anything else must contain the appropriate contents necessary to achieve the educational goals and objective keeping in mind the National Curricular Framework. If such technologies are available and accessible but the above contents are missing, then there is of no use of these technologies. All India Radio programmes are one-way information programme in which teachers teach and students listen. Due to this only one way communication is possible. The researcher expressed that All India Radio or Television should understand their accountability in achieving the specific learning objectives and try to put such lessons which are more beneficiary to the students. One way communication process should try to dilute.

7. Nabi Bux Jumani (2009) Discussed about the role of broadcast media, especially radio, in nation’s development process. He informed that it is very effective in the process of development in Pakistan. Researcher discussed that the development of media is correlated with the social and economic development of rural areas. Broadcast media is able to help in development process of establishing climate for change. In rural areas, the role of media is increasing in the field of education very much and it has been widely accepted. The media has enriched the interpersonal channel of communication. Hence the techniques and methods by adopting broadcast media has helped a lot in the development process too.

8. Dhanraj A Patil (2010) The researchers discussed about the effective role of community radio in the rural and remote areas because still millions of people in developing countries are excluded from the information and knowledge due to their isolated area. Radio can improve their livelihoods and development pattern. So community radio medium is effective to provide equitable information and knowledge to the masses considering their socio-cultural and geographical structure.
9. Sohanvir Chaudhary and Suresh Garg (2010) The authors informed about the Right to Education bill for universalization of elementary education in the age group of 6-14 years which is passed in the Indian Parliament. Authors also informed about the efforts being taken by Government of India, Ministry of Human Resources and Development towards quality education by using capabilities of satellite based teaching-learning. They informed about the EduSat which was launched in 2004 to provide face to face and open flexible learning.

10. Shree Ram Khanal (2011) The author emphasized in this article about the role of radio in the development of agriculture in Nepal. He explained that Nepal's radio bears a high scope for a significant role in the development of agriculture which is important for the Nepalese economy due to dependency on agricultural products.

11. Payel Sen Choudhury (2011) The researcher expressed that Public Service Broadcasting can be utilized as a development communicator if the state owned media and non-commercial broadcasting come under one roof. Non-profit institutions like community organizations, NGOs and local bodies will be encouraged by participation in development communication. Media education can create demand for better media stories and programmes. By doing so new readers and viewers will attract.

12. Irma Hirsjarvi and Samy Tayie (2011) Discussed about the importance of internet. They informed that through the internet, students shared their conversation topic with their friends. They discussed that the younger children are more active in using this media in creating and producing contents rather than older ones. Before this media was very rarely used for the purpose of education. But due to easy accessibility and availability of internet in schools and libraries, it is becoming popular.

13. Nasreen Akhter (2011) Discussed about the evaluation of effectiveness of educational television programmes through its distance learning system. Researcher conducted the survey to find out the utility of the television programmes. Based on the survey, the researcher found that most of the students do not get the benefit of it due to non-availability of broadcast schedule of ETV programmes and many of the students were not able to note down the important features of the programme due to slow speed of writing and recording facilities is also not available.
14. **B.K.Ravi (2012)** Discussed about the need of comprehensive policy for mass media education in his paper Media and Social Responsibility: A critical Perspective with Special Reference to Television. Teachers and academicians who are involved in teaching, journalism and mass communication should be involved in policy making. Media education should be equally weighed with media criticism, analysis and consultancy. Discussed at length regarding the need of media education.

15. **Rashmi Rekha Borah (2012)** Discussed about the contributions in the field of education system by our ancestors but the corruption and politics which have loopholes in this system cannot be ignored. The researcher expressed that the day will come when the tremendous changes will occurred in our education system and one day government authority will understand and will take necessary steps to overcome from this situation. If more steps are taken by the government, India will be able enriched in knowledge culture and target of hundred percent educated citizens of the nation can be achieved. Researcher expressed that along with some other areas, we will be able to gain the supremacy in the field of education.

16. **Abrisham Aref and Khadijeh Aref (2012)** The authors informed through the article that in many of the developing countries, the rural areas is lacking of education. Due to slow pace of progress in basic education is as it is often overlooked. Education plays a key role in achieving poverty reduction and sustainable development. The persons who have education are better performing in farming and are capable of finding other employments. In the article they emphasized the role of rural education for development of the society.

17. **Meenakshi (2013)** Through this paper, the researchers emphasized that if computers and the internet is fully utilized as an educational tools by teachers whether in-service or pre-service, it can help a lot. She explained that internet and other such resources for preparation of lesson etc., teachers rarely used such tools. The teachers felt that due to lack of training, they are not so much familiar with internet etc. In the findings, researcher informed that teachers are interested to obtain training even though they are not well known to the computers and other technology and if training is provided, they can better use the available resources of schools.
18. **Asifa Rehman and Kamal Haider (2013)** In their article, the researcher discussed about the impact of motivation on the learning outcome in regards to students. They discussed that with the help of motivation, reading can be improved. Learning is not possible without motivation. Teachers are required to motive their students. Motivation can be of high or low and there are so many factors which are effecting on the students. In our day to day life, motivation is also essential. To achieve a task, motivation is required. Teachers can motivate to students for any type of task so that they will achieve the desired goal.

19. **Onkargouda Kakade (2013)** Discussed about the Radio and informed that Radio is a very powerful tool for providing information to the farmers in regards to the new technologies in agriculture. Electronic and print media are playing an important role in generating awareness regarding new agricultural technologies to the farmers and Radio is providing platform to discuss the topics at length.

20. **B.K.Ravi and Devadas M.B. (2013)** Discussed about the role of television in social change in their paper Social Impact of Television on Urban Youth in Karnataka-An empirical Study. Television has helped in social uprising, politics, education, family system and marriage etc. Expressed that public agenda can be set with the help of television and this can act in the process of social change as an opinion leader. The real impact of television can be assessed depending upon its reach and accessibility, time spent on viewing and the socio-economic status of the viewer.

21. **Jameela T (2013)** Discussed about the born of Internet. It was started in India on August 15, 1995 in five cities namely Mumbai, Delhi, Calcutta, Chennai and Pune. Internet played a significant role in Indian e-learning market with a wide rise of information and communication technologies with the policies of government of India. E-learning services widely spread the education in the country with the collaboration of private participation. Many projects have also started through e-learning. It provided online education to India professional students and corporate Indian. E-learning has brought radical effect on formal, non-formal and informal means of education.

22. **B.K.Ravi (2013)** Discussed about the role model of television for its viewers with a aim of informing, entertaining and educating in his paper Electronic Media and Agriculture Promotion-An explorative study in Karnataka. Television has played a
catalyst role in the process of social change. Television covers issues like social uprising, education, politics, family system education and marriage. In the process of social change, television sets a public agenda and act as opinion leader. The real impact of television also depends upon the reach and accessibility of the viewers.

23. Sushanta Kumar Roul (2014) Discussed regarding the utility of audio-visual programmes in his article Language Development of the preschool children: The effects of an Audio-visual intervention program in Delhi, if its contents reached to the teachers well in time, it will be more effective for them as well as for children. The researcher suggested that policy makers should allocate additional funds for such programmes to strengthen the non-formal preschool education. The findings may be useful for the teachers, children, teacher training institutions and for the policy makers. In absence of printed text books, the content of the audio visual programmes can be printed for the teachers so that they can prepare themselves to conduct activities.

24. JuriSaikia (2014) The researcher discussed about the problem faced by the children of regional medium government schools while teaching in English. The study was on Sadri speaking area of Assam where the English in the schools is very poor. Radio lessons helps a lot to the English language teachers. By adding innovative and interactive pedagogy, the radio lessons will be more useful for the teachers as well as for the students. Researcher suggested that lessons for radio programmes for the teachers should be prepared with the consultation of experts and researchers.

25. Gajpal Singh (2014) Discussed in his paper Emerging Trends and Innovations in Teacher Education about the importance of teacher education program to improve the proficiency and competence to face new challenges in the education. As teacher is the main catalytic agent for introducing desirable changes in the teaching learning process, attempts needs to be made for motivating teachers to become innovative and creative. It is recognized that teacher education program should be structured and modified in a way that enables them to respond dynamically to the new problems and challenges.

26. Altaf Ahmad Khan and Mudasir Ahmad Wani (2014) The authors examined in their report about the attitude of students regarding innovations of educational technology in teaching learning process They investigated this in the Kashmiri school. Quantitative method was used to collect the data for their study. They found that at
present there is no role of innovations of modern educational technology and this was based on the data collection through questionnaire which was distributed to 200 students.

27. Yousef Mahmood and Yousef Hameed (2014) The authors explained in their article that radio programmes are playing a vital role to promote education effectively. They also explained that by providing printed schedule of radio programmes to the students of the universities for education purpose is making them useful for teaching learning process. The article was based on the survey conducted among the students of universities through questionnaire.

28. Upasana (2014) The author explained about traditional education system and inform that overall benefit of education to the students can be provided through this. The author also emphasized that the purpose of education is to acquire knowledge and skills and to make it fruitful in life for human’s own welfare and the other people. So traditional education provides all these benefits to the society and each class of the people as a whole.

29. M. Nawaz Khan (2014) The author explained in his article that in many villages of Manipur, people rely on words of mouth or the radio for their news owing to poor communication facilities. Also people of these villages in the state often remain isolated and disconnected from the information and resources which flows in the capital city of Imphal. He also explained the impact and effectiveness of All India Radio Imphal.

30. Iribe Joseph Warui (2015) The author identified the challenges which are facing in implementation of integrated business studies curriculum in secondary schools. The author focused to examine the administrative challenges faced by the head teachers, teachers and students.

31. Vibha Singh Kushwaha (2015) The author explained the importance of role of media in forming positive attitude of the public towards the environment and explained the environmental awareness in the population of India’s complex society.

32. Payel Das (2015) Discussed that the gender problems and injustices can be solved with the role of mass media. Based on the assessment of opinion of women, a true representation have been given through the media. Media has promoted gender awareness as well as socio-cultural life of the masses. Media has also enhanced
education in male and female child. Mass media has spread the message for use of contraceptive and family planning, increase in the marriage age of the girl child, health, child care, nurturing etc. Media has reduced the gap of masculine and feminine gender thus remove the gender discrimination.

Various programmes of the television exposed the gender issues. Through advertisement, serials, shows etc. awareness of removing gender discrimination has been increased. Rather than books, children are exposed to gender issue through television

33. Zahoor Hussain Bhat (2015) Discussed about the role of television in teaching Urdu. Researcher pointed out that most of the youngsters watching Urdu programmes in television. Most of the viewers watch ETV Urdu as a favourite channel in Kashmir. Based on the study it was found that most of the viewers are youth who watch Indian Urdu television channels in Kashmir. Most of them give importance to current affairs and News on Urdu television channels. Only few viewers like entertainment and religious programmes. The researchers recommended that the contents of these Urdu channels should be purely in Urdu language.

34. Yala N (2015) Researcher discussed about the enhancement of participation of women in programme production and created awareness among women listeners through community radio. These programmes are about health and sanitation, education, food habits and family system and change in lives of women. Community radio has proved women’s self confidence, awareness generation about pollution, health and hygiene and personality development. Community radio has given the voice to the community especially to the women and the marginalized community.

35. Langat Andrew Chris (2015) Discussed about the influence of social media on habits of undergraduate students. The result of the researcher revealed that many students use social media especially whatsup, Twitter and facebook. They spend their most of the time on these networks even during lecture. Researcher suggested that social media could negatively effect on the students' academic progress. University
administration can take preventive measured to control the mis-use of social media by the students. Social media can be utilized for academic progress and study behaviour.