

## Programming Patterns of VICTERS Channel

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### Abstract

This study does content wise programme analysis of VICTERS channel, an exclusive educational channel in Malayalam. It tries to bring out the time and theme wise allocation of programmes intended, especially for students and teachers. Being an educational channel, VICTERS play a vital role in shaping the learning and teaching attitude of the respective communities. By analyzing the content, current study brings out how the channel addresses the need of its target audience. Study found that majority of the channel time is devoted to educational programmes, especially exam oriented programmes.

### Keywords

VICTERS channel, content analysis, programming patterns

### Introduction

*Real education consists in drawing the best out of yourself. What better book can there be than the book of humanity? (M K Gandhi).*

The development of a country depends upon the quality of its citizens which, in turn, largely depends on quality education. Education is a major indicator of human development. It is very essential and positive effect for society and everyone. The chief task of education is to shape human beings. Through education people may become more useful and civilized if better educated.

“Education is just a means. If it is not accompanied by truthfulness, firmness, patience and other virtues, it remains sterile, and sometimes does harm instead of good. The object of education is not to be able to earn money, but to improve oneself and to serve the country. If this object is not realized, it must be taken that the money spent on education has been wasted (*Indian Opinion*, 9 March 1907 (CW 6, p. 361).”

Education play a vital role in our society, we cannot imagine a life without education. In today’s mediated society educational system has changed a lot. Media, especially television has become a milestone in educational system. It has become an important part of our children’s life. People believe that television as only a medium of entertainment and advertising. But it has advantages as well as disadvantages. It opened a new dimension in education. As an educator, television is the most effective medium; it has a real advantage as a medium for public education. It contributes a lot in teaching and learning process and through television learning becomes very easy. However, many parents believe that television may affect their children’s education negatively. But this belief is not true as there are a number of studies that revealed positive effects of television on education.

Family conflict negatively and educational media use positively influences the children’s reading skills. And home learning environment is directly related to children’s reading skills (Elizabeth A Vandewater & David S Bickham, 2004). It was also influenced by maternal depression or lack of economic resources. Wataru Kureishi & Keiko Yoshida (2012) found there was no evidence to prove the negative impact of television viewing on school performance.

Television can influence positively on school performance of children. Ofili & Glory Osaretin (2012) revealed the use of instructional television improves the academic achievement and it influences the performance of physics students. Kalpna Arya (2004) observed that television increases the knowledge value of the children and males had better knowledge value than females.

Nowadays educational television has become an important role in our society and also in educational system. It aired many programmes related to education. Its audio visual programmes are more effective and through these programmes, students learn their lessons easily and memorize it for a long time.

### **Educational Television**

It was in 1959 that television began to be used as an educational medium in India. The agenda of the government was to spread literacy and eradicate poverty. In 1961, the government started a service for schools. Educational development and entertainment became a new motto of government. Government has contributed a lot in the development of education through official television channels including Gyan Darshan, Ekalavya, Edusat and so on.

## **Gyan Darshan**

It was in 2000 January India's first satellite educational channel started by IGNOU, ministry of human development and Prasar Bharati. It dedicated exclusively to education and provides interactive education in specific subjects like technical education, agriculture, higher education and language. The channel offer interesting and informative programme for different category of students and public. IGNOU, UGC/CEC, NCERT/CIET, Directorate of Adult Education, IITs, TTTIs and other educational/developmental organizations are the major programme contributors of Gyan Darshan.

## **Ekalavya**

Ekalavya is the first technology satellite television channel for technical education. It was launched in January, 2003 by the collaboration with Indian Institute of Technology and the development of technical education wing of the HRD ministry. Dedicated to students of engineering colleges, Ekalavya provides quality education for the target group. It airs technical programmes using experts in IITs in the country.

## **Edusat**

Indian space research organization developed India's first satellite for educational purpose is named as Edusat. It provides satellite based education across the country and virtually creating modern classroom in rural areas. Nowadays Edusat would help in building learning environment and infrastructure to provide quality learner-centered education. By the assistance of Edusat, IT@school and educational department launched an educational channel named VICTERS.

## **VICTERS channel**

On July 28, 2005 India's first broadband network on Edusat for school was inaugurated by APJ Abdulkalam in Thiruvananthapuram. It has revolutionary classrooms through interactive IP based technology. As an exclusive channel for education which telecast programmes on educational values, general awareness and general interest, it allots time to curriculum based programmes too. The target group of the channel is entire educational community including students, teachers, and parents in the state. However channel mainly tries to focus on empowering the teaching and students community. The channel provides interactive virtual classroom for students and teachers to directly communicate with subject experts and educationalists. It aims to provide quality education to entire educational community from different genuine sources.

Mode of operation of the channel is both interactive and none interactive. Video conference and other educational training process involves in interactive

mode. As an interactive network for school, interactive mode is equipped with 116 Satellite Interactive Terminals (SITs). The main users of this facilities are IT@School Project, Directorate of Collegiate Education, Directorate of Technical Education, CDAC, SSA, Directorate of IT Lakshwadeep & CIMR.

The non interactive mode of operation is inaugurated by VS Achuthanathan on 3<sup>rd</sup> august 2006. The programmes telecast for the students and teachers on the basis of curriculum and timetable. The channel telecasts 17 hours a day from 6am to 11pm. The channel reaches almost all over the households of the state's schools and children.

As an educational channel VICTERS telecast curriculum based programmes, regional, national, international programmes on education and it gives special reference to science and technology. The channel recently signed an agreement with Deutsche Welle, international broadcaster of Germany to telecasted educational programme for school children in the state. Through this agreement schools and students in Kerala can access the Deutsche Welle's educational programme and most popular educational programmes in Germany.

The channel also telecasts classic films produced by National Film Development Corporation (NFDC). This gives students an opportunity to understand the Indian epic films which have high educational values and some of which are covered under their curriculum. Channel also telecasts programmes related to Public Relations Department. Channel initiates Request to Proposal (RFP) from firms as well as individuals to contribute programmes of educational and edutainment content.

The channel is now available throughout the state through local cable and DTH networks, Receive Only Terminals and live telecast on internet at [www.VICTERS.itschool.gov.in](http://www.VICTERS.itschool.gov.in)

### **Technical information of VICTERS educational channel**

Satellite	:INSAT4CR
Position	:74degreeEast
Azimuth	:190degree
Frequency	: 11667 MHz
Polarization	:Vertical
Symbol rate	:3000KSPS
Band	: KU

**Programme schedule of VICTERS channel**

<b>Programme title</b>	<b>Duration</b>	<b>Frequency</b>	<b>Format</b>	<b>Content</b>
Patriotic song	5mnts	Daily	Music	Patriotic Song
Nada vismayam	25mnts	Weekly	Music	Introducing musical instruments
SSLC Orukkam	180mnts	Daily	Education	Exam Oriented Class
Live with Lessons	120mnts	Daily	Education	Helpline Class
DW time	30mnts	Daily	Education	DWtv
Nerkazhchakal	30mnts	Weekly	Documentary	Documentary Analysis
Vibgyor	30mnts	Weekly	Education	Subject Related Programme
PEECS	240mnts	Daily	Education	Entrance Coaching
VICTERS News	10mnts	Daily	Education	News
Class Time	20mnts	Mon-Fri	Education	Curriculum Based Class for 9th
SSLC Excellence	30mnts	Mon-Fri	Education	Curriculum Based Class for 10th
Karnataka Sangeetha Padam	25mnts	Daily	Music	Teaching
Tallyorucheruchvaduvey ppu	30mnts	Weekly	Education	Introducing Software
Kalolsavam	20mnts	Daily	Entertainment	State School Festival
Sastralokam	30mnts	Weekly	Education	Science Based Programme
Railroad adventure	30mnts	Daily	Infotainment	DW Programme

Vishwa Malayalam	30mnts	Weekly	Literature	Literature Based Programme
Beyond the text	30mnts	Mon-Fri	Education	Curriculum Based Programme for 8th
Adidiyodothu alpaneram	30mnts	Daily	Interview	Interaction With Renowned Personality
Fourth Estate	30mnts	Twice	Interaction	Interaction with famous Journalists
Weekend	30mnts	Weekly	News	Science News
Hi English	30mnts	Twice	Education	Grammar Class
Global three thousand	30mnts	Weekly	Education	DW programme
Film	30mnts	Weekly	Film	NFDC
Enjoy physics	30mnts	Weekly	Education	Physics Class
Avasarangalude azhchavattam	30mnts	Weekly	News	Career News
Aanukalikam	30mnts	Weekly	News	Cultural News
Jillakaliloode	30mnts	Daily	Edutainment	District wise programme
Chithrasala	30mnts	Weekly	Edutainment	Film based programme
Malayalam computing	30mnts	Weekly	SIET	Computer Awareness Programme
Kutty chodhyam	30mnts	Weekly	Interaction	Interaction with Famous Personalities
School film	120mnts	Daily	Film	Film

Drishyapadam	30mnts	Daily	Education	Programme for 11std
KTET special programme	30mnts	Occasionally	Education	Teacher Training Programme
Innalakalle innu	5mnts	Daily	Education	General awareness
Ormakalile Malayalam	5mnts	Daily	Interaction	General awareness
Here is the media	30mnts	Thrice	Education	Media Education Programme

### Objective and Methodology

To find out the educational programming patterns of VICTERS Channel and content analysis and simple percentage method were used to analyze the data.

### Analysis

**Table 1: Educational Programme**

Programme type	Duration (in minutes)	Percentage
Live Class	840	18.87%
Class Room	90	2.02%
Curriculum Based	400	8.98%
Exam Oriented	2940	66.6%
Subject Based	180	4.04%
<b>Total</b>	<b>4450</b>	<b>100%</b>

Table 1 shows the types of educational programmes telecast by the channel. It includes, live class, class room based, curriculum based, subject based and exam oriented programmes. The channel contributes most of its time for exam oriented programmes (66.6%) least time for class room based programmes. Overall the channel contributes 4450 (60.91%) minutes for educational programmes in which 18.87% is for live class, 8.98% for curriculum based programme, 4.04% for subject based programme and 2.02% for class room based programmes. The table shows that channel give more important to exam oriented programme.

**Table 2: Edutainment Programmes**

Programme	Duration (in minutes)	Percentage
DW programme	210	16.27%
District wise programme	210	16.27%
Documentary Analysis	30	2.32%
School Film	840	65.11%
<b>Total</b>	<b>1290</b>	<b>100%</b>

Table 2 shows the pattern of edutainment programmes in VICTERS channel. Edutainment programme includes DW (Deutsche Walle) programmes, programmes introducing different districts of Kerala, documentary analysis and school films. Channel devotes 1290 minute (17.65%) of total time for edutainment programmes. Channel gives more time to school films and gives equal importance to DW programme and introduction of district programmes. Channel devotes least time (2.32% ) for documentary analysis.

**Table 3: News**

<b>Programme</b>	<b>Duration (in minutes)</b>	<b>Percentage</b>
General	70	43.75%
Cultural	30	18.75%
Career	30	18.75%
Science	30	18.75%
<b>Total</b>	<b>160</b>	<b>100%</b>

Table 3 shows that 2.19% of the channel's total time is devoted to different news programmes. There are general news, cultural news, career news and science news. From the table it can be seen that the channel gives equal important to cultural, career and science news; and allocates the maximum time for general news.

**Table 4: Musical programmes**

<b>Programme</b>	<b>Duration (in minutes)</b>	<b>Percentage</b>
Patriotic song	35	14.89%
Karnatic music	175	74.46%
Instruments	25	10.63%
<b>Total</b>	<b>235</b>	<b>100%</b>

The channel telecasts various musical programmes also. Channel devotes 3.21% of total time for music oriented programmes. The maximum time is allocated for Karnatic music (74.46%).

**Table 5: Talk show**

<b>Programme</b>	<b>Duration (in minutes)</b>	<b>Percentage</b>
Talk	30	10%
Interaction	60	20%
Interview	210	70%
<b>Total</b>	<b>300</b>	<b>100%</b>

Talk shows form an integral part of an educational channel. The above table shows the pattern of talk shows telecasted. 4.10% of total telecasting time is dedicated to different types of talk shows. It involves General talk show, interaction with eminent personality, and interviews. From the table it is clear that channel spends more time for interview with eminent personalities. General talk shows are given the least time.



**Table 6: Other programmes**

<b>Programme</b>	<b>Duration (in minutes)</b>	<b>Percentage</b>
General Awareness	70	10.14%
Youth Festival	140	20.28%
Film	30	4.34%
Literature	30	4.34%
Publicrelation department programme	210	30.43%
RFP programme	210	30.43%
<b>Total</b>	<b>690</b>	<b>100%</b>

Apart from the programmes mentioned in the above tables, there are other programmes telecasted by VICTERS channel. 9.68% of total time is given to programmes like film (NFDC), Youth festival, PRD (public relation Department) programme, RFP (Request for Proposal) programme etc. Channel gives least time for literature programme. And also channel telecasts programme for teacher training, but there is no specific time for this programme.

**Table 7: Programme wise categorization**

<b>Programme</b>	<b>Duration (in minutes)</b>	<b>Percentage</b>
Education	4450	62.45%
News	160	2.24%
Music	235	3.29%
Edutainment	1290	18.10%
Talk show	300	4.21%
Other	690	9.68%
<b>Total</b>	<b>7125</b>	<b>100%</b>

Table 7 summarizes the contents of tables 1-6. It gives the programme wise categorization of VICTERS channel and the time allotted for each type in a glance. It includes education, news, music, edutainment, talk show and other programmes. (62.45%) of total time in a week is used to telecast educational programme. It is visible that majority of total time is devoted to educational programme especially for exam oriented programme. Channel gives least time to news programme (2.24%). Time allocated for other programmes are (3.29%) for music programme, (18.10%) for edutainment, (4.21%) for talk show, (9.68%) devoted for other programme.

### **Findings**

- ▶ Channel dedicates most of its time (66%) to educational programs, especially exam oriented programmes. Hence, there is less time for general education programs.
- ▶ Educational programs are telecasted during school hours, so the programs may not be so effective on students

- ▶ There is no specific time schedule for teacher training programme
- ▶ Although it is an educational channel, there is equal importance to entertainment also. So it can be said that the channel focuses on edutainment programmes.
- ▶ Channel gives the live classes, through this students gets the opportunity to interact with different subject experts and clear the doubts
- ▶ Channel also telecasts educational programmes produced abroad.

### Conclusion

Television has become an essential part of our daily life. Its role as a source of information, entertainment and education is well understood. Though an exclusive educational channel, VICTERS aims to serve the needs of not only student community but also teachers as well as general audience. The study shows that the channel devoted majority of its total time for educational programmes, especially exam oriented programmes. Hence, there is less time for general education programmes. As an educational channel, it has opened up new dimensions in learning through imparting unique teaching methods.

The study has its limitations too. Only a week's programme schedule of the channel is considered for the study. Hence it is recommended to conduct further studies by taking broader aspects into consideration, and then it will help in depicting the relevance and benefits of this educational channel. Another drawback is that the Educational programmes are telecasted during school hours, so the programmes may not be so effective for students. So this paper recommends bringing some changes in the programme time schedule which will be more useful for the students.

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