

## The Use Of Electronic Media In Open Distance Learning (ODL)

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### Abstract

Today's world finding a solution of "Learning Anytime and Anywhere". And distance Education is a solution such kind of problems. It makes getting a higher education much easier to fit into your busy schedule. In fact, with most distance learning programs, you will be able to schedule your class time to mesh perfectly with your busy life and demands on your time. With distance learning, you can earn a traditional degree, a certificate, a bachelor's degree, master's degree, or even a doctorate degree from the comfort of your very own home.

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**KEYWORDS:-** electronic media, open distance learning

### Introduction

Distance education is oftentimes referred to as "Distance Learning" as well, and is simply defined as "a field of education focusing on the andragogy and pedagogy, instructional systems, and technology which endeavor to deliver an education to students who are not physically in a classroom or campus setting." In its simplest terms, it means earning a degree distance mode. The use of electronic (i.e. computers) and printed media enable the student to pursue their education without attending classes on a college or university campus. They are enabled to communicate and study at the times they select, through various technologies that allow them to interact in real time and through many different ways using the internet.

There are some positive educational implications associated with using technologies in Distance Education, like the availability of greater variety of learning resources; improved opportunities for individualities learning; the possibilities of greater control for students over their learning; more extensive coverage via technologies and therefore greater access to them; greater flexibility offered by the wide range of technologies; characteristic fall in the cost of new technologies as they become established; and there is a higher degree of interactivity as convergence occurs between old and new technologies.

Because of their qualities, such as greater delivery capabilities, contributing to specific learning activities, promoting participatory learning, motivating the learners to get involved with learning activities, accommodating individual needs and extending the

role of teacher etc. electronic media such as radio, television, computer and Internet etc have been embraced as a part of learning material by many ODL institutions. However, in practice, the patterns of technologies use among institutions across the world are varied, and are commonly influenced by non-pedagogical factors, such as cost, access and availability as much as by pedagogical factors.

### **Definition of electronic media**

Broadcast or storage media that take advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information. The term 'electronic media' is often used in contrast with print media.

### **The advantages of electronic media**

Electronic communications adds a powerful new channel that not only will change how you use this mix of options, but it will create entirely new ways to interact. For example:

- Electronic communications lets you combine numerous media - text, graphics sound, video, etc. - into a single message. That can result in far more meaningful communications tailored to the nature of your particular Student. In contrast to broadcasting, narrowcasting reflects the ability to develop numerous communications for student.
- Electronic communications is interactive. It engages student in active, two-way communications.
- Two-way communication is nothing new. But electronic communications creates a new form of many-to-many communications that lets geographically distributed groups communicate interactively and simultaneously through text, sound and video. You can hold inexpensive video
- Many ODL institutions are using electronic communications facilities, such as the World Wide Web, as internal communications tools to enhance teaching learning.
- With the Internet you have the ability to transmit and receive large amounts of information quickly to and from student.
- Advantages include large information storage capacity in small size and re usability (most of electronic media devices are reusable). Storage density and how many times it can be reused for storage will depend on the electronic media type.
- Television, Radio, Internet, Mobile phones are examples of electronic media. It gives us a lot of information through news, dramas, stories, movies. CDs and DVDs are also included in electronic media as they have stored information in the form of electronic signals.
- Electronic media (or storage devices) are of different types based on technique used for storing information. e.g. Flash memory based, Optical Storage (DVD, CD) or more traditional magnetic storage devices (floppy discs/storage tapes/hard)
- The electronic broadcast media (radio and TV) provide vast coverage, and thus enable the distance education system to reach out to learners located even in

remote areas. Further, these media serve to complement and supplement the written material, thereby enhancing the learning process. TV, with its ability to present material in visual form-including in animation and slow- motion - is a particularly potent tool for education.

- Radio too provides many opportunities. Though it lacks the power of TV for subjects requiring a visual presentation, radio has the advantage of being more widely available. Further, its portability and low cost give it a distinct advantage.
- Lower costs, due to new technologies, make it possible to think of using satellites for delivery of even printed material to selected locations (e.g., study centers). A similar technology is already in use for printing multi-edition newspapers. Simultaneously from a number of locations. Thus, notes or assignments etc. can be sent out "electronically", from a central location to any number of study centers, where hard copies (i.e. printed text) can be generated for local use/distribution.
- A major constraint in distance education is the lack of interaction between student and teacher. This is sought to be overcome through "contact sessions" etc. However, it is difficult for all students to attend these. Technology now provides an alternative the creation of a "virtual classroom" through new interactive systems these enable two-way machine, data, voice or even video, interaction. Thus, a student in a study centre can, after listening to a video or audio lecture, ask questions (via satellite) for responses from the expert/teacher - who may well be located at some point a few thousand kilometers away from the student. Student at all study centers can watch and hear this interaction, just as they would in a normal classroom.
- Present costs make it difficult to think of a two-way video interaction, though technically this is feasible even now. Hence, at the moment, such interaction would probably be in the one-way-video, two-way-audio mode.
- A variation of such interactive learning could include multiple choice questions to be answered by students in various study centers using a hand-held computer keypad. This data could be processed by a central computer, so as to immediately give the teacher some feedback about how well students have picked up the information. It could also be used for assessing - over a period - the progress of a particular student.
- Multi-media is a new development which could have many applications for distance learning. A computer can be used for visual, text and graphic material to be displayed on a monitor, as also for audio. Thus, a complete learning package

### **Conclusion –**

Hence we conclude that,

- Television, Radio, Internet, Fax, CD-ROMs, DVD, and any other medium is a most powerful educational tool for Open Distance Learning (ODL).
- Television, Radio, Internet, Fax, CD-ROMs, DVD, and any other medium are use self-study for ODL student.

- Television, Radio, Internet, Mobile phones gives to student a lot of information through news, dramas ,Stories, movies, CDs and DVDs its help to ODL student to achieve goal.
  - Internet, Mobile phones could also be used for assignment and the progress of a particular student.
  - Technology now provides an alternative the creation of a "virtual classroom" through new interactive systems; it's providing two way interactions to ODL student.
  - The electronic broadcast media (radio and TV) provide vast coverage, and thus enable the distance education system to reach out to learners located even in remote areas.
- Therefore, electronic media can be used in (ODL) open distance learning.

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