

SEMESTER-II

PAPER-CC-6 : TELEVISION JOURNALISM

UNIT-V

LESSON DEVELOPER : SOURABH KUMAR

MOB- 8797408738

Email-sourabh.iimc@gmail.com

DEPARTMENT : Journalism and Mass Communication

Hindi Department, Darbhanga House,

Patna University, Patna-800005

Table of Contents

LESSON –4 : Public services broadcast by IGNOU, NCERT & MHRD.

4.1 : Gyan Darshan

4.2 : Gyan Vani

4.3: Gyandhara

4.4 : CIET Audio production

4.5 : Swyamprabha

References/Further reading

Gyan Darshan :

Gyan Darshan (GD) channel is a major milestone in the field of Educational Television in India. It is a joint venture of the Ministry of Human Resource Development (MHRD), Ministry of Information & Broadcasting (I & B Ministry), Prasar Bharati and IGNOU serving as the nodal agency. Launched in the year 2000, GD is a 24-hour educational channel which offers the best of educational programmes covering a variety of subjects and catering to a wide range of viewers. These include pre-school, primary, secondary and higher secondary students, college/university students, youth seeking career opportunities, homemakers and working professionals. The software is pooled from various educational Institutions and Development Organisations. GD conducts two hours of live interactive sessions every day to build interactivity in the Open and Distance Learning (ODL) system. Teachers/Resource persons and IGNOU Regional Center functionaries interact for academic and administrative matters with students. Induction Programmes for new students and convocations for graduating students are also conducted live through Teleconferencing every year.

Gyan Darshan is also available on webcast, thus extending the reach of IGNOU programmes to audiences world over. The Gyan Darshan telecast is also beneficial for students of the formal education system and the viewers can access Gyan Darshan on IGNOU's website <https://www.ignouonline.ac.in/gyandarshan/>. As Gyan Darshan Channel is must carry channel as per the Government of India Gazette notification, a number of private DTH/Cable Operators carries Gyan Darshan in their Bouquets. Gyan Darshan is now part of Swayam Prabha and can be watched on MHRD Channel no.25.

Gyan Vani :

Vani (GV) FM Radio was conceived in 2001 as a network of educational FM Radio Channels operating from various cities in the country. With an aim to enhance and supplement the teaching-learning process, each GV Station has a range of about 60 kms and covers an entire city/town including the adjoining rural areas. Gyan Vani serves as an ideal medium for niche audience addressing the local educational, developmental and socio-cultural requirements of the people. The flavor of the channel is by and large local and the medium is English, Hindi or language of the region. The overall content pertains to Primary and Secondary Education, Adult Education, Technical and Vocational Education, Higher Education, Distance Education and Extension Education etc. Interactive Radio Counseling (IRC) facility is being provided by GV Stations to enable students to interact with the faculty, academic counselors and student support staff. The live phone-in programmes are popular components of the network. The programmes broadcast through each stations include both pre-recorrcounseling service offered by IGNOU. Students can listen to the live discussions by the teachers and experts on the topic of the day and interact with them through telephone, email and also chat mode. When live sessions are not on, Gyanvani Delhi is made available on this platform.

GYANDHARA :

The Gyandhara streaming is available for internet users anywhere in the world. Important events broadcast by GV Delhi are also relayed by all GV stations using the Gyandhara feed.t of IGNOU students are scheduled everyday with the participation of 21 schools, STRIDE, RSD and other Divisions of IGNOU. Two live sessions are broadcast every day on FM Gyanvani Delhi and online at Gyandhara from 11:00am to 1:00pm with repeats broadcast from 5:30pm to 7:30pm. In addition, every Thursday, 4-5 pm a special IRC session is conducted for Students Support Services.

Other special IRCs on different themes and issues are also conducted from time to time. Students can listen to these live discussions by the teachers and experts on the topic of the day and interact with them through telephone, email or through chat mode on Gyan Dhara.

CIET Audio production :

Today Educational Technology is playing a significant role in the area of school Education. The demand of the production of audio/radio programs has considerably increased during last couple of years. Here, it is necessary to mention that Gyanwani - Educational FM channel is operating at more than 40 stations and Broadcasting audio programs produced by CIET. These major Gyanwani FM stations are Delhi, Lucknow, Bhopal, Patna, Indore, Mumbai, Jaipur, Allahabad, etc.

To cater the existing programs requirements, the CIET has been producing audio programs for broadcast as well as for non-broadcast modes.

These programs have been developed in such a way that they could easily be incorporated into the day-to-day learning experiences of school and not school going children. They can be used in the class room as well as at home.

These programs are also useful to the teachers as exemplar material in areas not elaborated in the textbooks but a part of the curriculum. These are packages specially meant for the teachers. Audio Production Division is, dealing with the Production of Audio programs for children of all the age groups viz.

3 to 6 years, 5 to 8 years, 8 to 11 years, 12 to 14 years, 15 to 16 years.

The programs are catering the needs of the all areas of Education such as,

1. Pre-school/Elementary/Secondary/Senior Secondary Education.
2. Science Education and Mathematics.
3. Social Sciences and Humanities.
4. Teacher Education and Extension.

5. Education of Groups with special Needs.
6. Women's Studies.
7. Value Education.

SWAYAM PRABHA :

SWAYAM PRABHA is a group of 32 DTH channels devoted to telecasting of high-quality educational programmes on 24X7 basis using the GSAT-15 satellite. Every day, there will be new content for at least (4) hours which would be repeated 5 more times in a day, allowing the students to choose the time of their convenience. The channels are uplinked from BISAG, Gandhinagar. The contents are provided by NPTEL, IITs, UGC, CEC, IGNOU, NCERT and NIOS. The INFLIBNET Centre maintains the web portal.

The DTH Channels shall cover the following:

- **a).**Higher Education: Curriculum-based course contents at post-graduate and under-graduate level covering diverse disciplines such as arts, science, commerce, performing arts, social sciences and humanities, engineering, technology, law, medicine, agriculture, etc. All courses would be certification-ready in their detailed offering through SWAYAM, the platform being developed for offering MOOCs courses.
- **b).**School education (9-12 levels): modules for teacher's training as well as teaching and learning aids for children of India to help them understand the subjects better and also help them in preparing for competitive examinations for admissions to professional degree programmes.
- **c).**Curriculum-based courses that can meet the needs of life-long learners of Indian citizens in India and abroad.
- **d).**Assist students (class 11th & 12th) prepare for competitive exams.

References/ Further reading :

1. <http://ignou.ac.in/ignou/aboutignou/broadcast/1>
2. <https://ciet.nic.in/pages.php?id=audio-production&ln=en>
3. <https://www.swayamprabha.gov.in/>