



Viewership of MANUU Educational Video Programmes : Its Usefulness for the ODL Students

A Feedback Study

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Contents

<i>Acknowledgments</i>	<i>i-ii</i>
<i>Executive Summary</i>	1-14
Chapter – I	15-20
Introduction to the Study	
DDE, IMC,	15
Objectives of the Study	17
Methodology	18
Research Tool	19
Regional Centres	19
Study Centres	19
Scheme of the Chapters	20
Chapter-II	21-48
Awareness of ODL students about the MANUU Video Lessons Telecast on DD Urdu	
Overall awareness of the respondents	22
Female/Male respondent's awareness	23
Regional Centre wise Awareness	24
Stream Wise Awareness	25
Awareness of B.A Respondents	26-28
Awareness of B.Sc Respondents	29-31
Awareness of B.Com Respondents	32-34
Awareness of M.A. Urdu Respondents	35-39
Awareness of M.A. History Respondents	40-42
Awareness of M.A. English Respondents	43-48

Chapter-III	49-79
Viewership Trends of MANUU ODL students	
Overall viewership of MANUU ODL Students	51
Reasons in response of not at all	52
Female viewership	53
Reasons in response of not at all by female respondents	54
Male Viewership	55
Reasons in response of not at all by male respondents	56-57
Viewership Regional Centre wise	58-60
Reasons in response of not at all Regional Centre wise	61-64
Viewership Stream wise	65
Viewership of B.A respondents	65
Reasons in response of not at all	66
Viewership of B.Sc respondents	67
Reasons in response of not at all	68
Viewership of B.Com respondents	69
Reasons in response of not at all	70
Viewership of M. A. Urdu respondents	71
Reasons in response of not at all	72
Viewership of M.A History respondents	73
Reasons in response of not at all	74
Viewership of M.A English respondents	75
Reasons in response of not at all	76
Viewership of Diploma Courses respondents	77
Reasons in response of not at all	78-79

Chapter-IV	80-94
Language comfortability of MANUU Video Lessons	
Overall language Comfortability of the Video Programmes	82
Female language Comfortability of the Video Programmes	83
Male language Comfortability of the Video Programmes	84
Language Comfortability of the Video Programmes Regional Centre Wise	85-87
Language Comfortability of the Video Programmes Stream wise	88
Language Comfortability of the B.A students	88
Language Comfortability of the B.Sc respondents	89
Language Comfortability of the B.Com respondents	90
language Comfortability of the M.A Urdu respondents	91
Language Comfortability of the M.A History respondents	92
Language Comfortability of the M.A English respondents	93
Language Comfortability of the Diploma Courses respondents	94
Chapter- V	95-109
Rating of the quality of course content	
Overall Rating of the quality of course content by respondents	97
Rating of the quality of course content by the Female respondents	98
Rating of the quality of course content by the Male respondents	99
Rating of the quality of course content regional Centre Wise	100-102
Rating of the quality of course content by B.A respondents	103
Rating of the quality of course content by B.Sc respondents	104
Rating of the quality of course content by B.Com respondents	105
Rating of the quality of course content by M.A Urdu respondents	106
Rating of the quality of course content by M.A History respondents	107
Rating of the quality of course content by M.A English respondents	108
Rating of the quality of course content by Diploma courses respondents	109

Chapter- VI	110-124
Effectiveness of the video lesson in their learning process	
Overall effectiveness of the video lesson in their learning process	112
Effectiveness of the video lesson in the learning process of female respondents	113
Effectiveness of the video lesson in the learning process of Male respondents	114
Effectiveness in the learning process of respondents regional Centres Wise	115-117
Effectiveness in the learning process of B.A respondents	118
Effectiveness in the learning process of B.Sc respondents	119
Effectiveness in the learning process of B.Com respondents	120
Effectiveness in the learning process of M.A Urdu respondents	121
Effectiveness in the learning process of M.A History respondents	122
Effectiveness in the learning process of M.A English respondents	123
Effectiveness in the learning process of Diploma courses respondents	124
Recommendations	125
Annexure-1 English Questionnaire	
Annexure- 2 Urdu Questionnaire	

Acknowledgements

The concept of teaching and learning has entered into a new kind of domain, which includes understanding how text, graphics, colours, and words can collaboratively convey the meaning to the learner. The proficient use and success of technology in the learning process depends on how the teachers using it and how they relate it with their students and more importantly how the students perceived it. In view of this aspect a feedback study was planned aiming to explore and assess viewership trends of MANUU educational video programmes (EVP) and its efficacy and usefulness for the ODL students.

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Executive Summary

Awareness about the MANUU video programmes

Overall awareness

- Total 1143 filled in questionnaires received from different regional centres of the university.
- 91.01 % of 1143 respondents were aware about the video lesson telecast on DD Urdu.
- 8.99 % of 1143 respondents were unaware about the MANUU video lesson telecast on DD Urdu.

Gender wise awareness

- 91.01 % of total 656 *female* respondents were aware about the MANUU video lesson telecast on DD Urdu.
- 91.02 % of total 490 *male* respondents were aware about the MANUU video lesson telecast on DD Urdu.

Regional Centre wise awareness

- The highest level 96.88 % of awareness about the video programmes of MANUU telecast on DD Urdu were among the respondents of Darbhanga regional centre.
- The lowest level 88.35% awareness about the telecast on DD Urdu were among the respondents of Hyderabad sub- regional centre.

Stream wise awareness (B.A, B.Sc, B.Com)

B.A

- 91.5 % of 506 B.A students are aware about video programmes of MANUU telecast on DD Urdu.

B.Sc

- 89.25 % of total 121 respondents from the stream of B.Sc are aware about video programmes telecast on DD Urdu.

B.Com

- 84 % of total 25 respondents of B.Com were aware about video programmes telecast on DD Urdu.

M.A Urdu, History, English and other Diploma courses

M.A Urdu

- 92.30 % of 143 respondents from the M.A Urdu were aware about video programmes telecast on DD Urdu.

M.A History

- 90.16 % of total 122 respondents from the subject of M.A History were aware about the video programmes telecast on DD Urdu.

M.A English

- 90.74 % of total 205 respondents from M.A English were aware about the video programmes telecast on DD Urdu.

Diploma Courses

- 23 (95.83 %) of total 24 respondents of Diploma courses were aware about the video programmes telecast on DD Urdu.

Viewership Trend of MANUU video programmes

Overall

- 21.47 % of total 1043 respondents of all subjects from various regional centres were watching MANUU programmes on DD Urdu **regularly**.
- 43.04 % of total 1043 respondents of all subjects from various regional centres were watching MANUU programmes on DD Urdu **occasionally**.
- 35.47 % (370) of total 1043 respondents of all subjects from various regional centres **were not** watching MANUU programmes on DD Urdu at all.

Reasons mentioned for not watching the telecast

- 33.51 % of 370 respondents of all subjects from different regional centres do not have television at home.
- 36.48 % of 370 respondents said the DD Urdu channel was not available in their cable network.

- 19.45 % of 370 respondents said there was no information regarding the video programmes.
- 8.64 % of them have mentioned the timing of telecast was not suitable for them.

Gender wise viewership

- 19.43 % of 597 *Female* respondents were watching MANUU slot on DD Urdu **regularly**.
- 46.30 % of 597 *Female* respondents were watching MANUU slot on DD Urdu **occasionally**.
- And the rest 34.18 % of them **were not** watching MANUU video programmes on DD Urdu.
- 24.24 % of 446 *Male* respondents were watching MANUU slot on DD Urdu **regularly**.
- 38.56 % of 446 *Male* respondents were watching MANUU slot on DD Urdu **occasionally**.
- And the rest 37.22 % of them **were not** watching MANUU video programmes on DD Urdu.

Regional Centre wise viewership

- The highest viewership were from the regional centre of Srinagar as 36.36 % of 100 respondents were watching the telecast **regularly**
- While 54.54 % of them were watching MANUU programmes **occasionally**,
- The rest 9.99 % of them were **not watching** these programmes on DD Urdu.
- The lowest viewers were from the regional centre of Delhi where 14.49 % of 69 respondents were watching MANUU programmes **regularly**.
- 40.57 % respondents from the same regional centre were watching **occasionally**,
- Whereas 44.94 % of them **were not watching** MANUU programmes *at all*.

Stream wise viewership (B.A, B.Sc, B.Com)

B.A

- 19.43 % of 463, respondents of B.A were watching video programmes **regularly**.
- Whereas 41.25 % of 463 were watching **occasionally**.
- And the rest 39.32 % of them were **not watching** these video lessons.

B.Sc

- 17.59 % of 107 respondents of B.Sc were watching MANUU programmes **regularly**.
- Whereas 33.33 % of them were watching MANUU programme **occasionally**.
- And the rest 49.08 % of them **were not watching** MANUU programme.

B.Com

- 23.80 % of 21 respondents of B.Com were watching MANUU programmes **regularly**.
- While 38.10 % of them were watching MANUU programme **occasionally**.
- And the rest 38.10 % of them **were not watching** these video lessons.

Viewership trends of M.A Urdu, History, English and Diploma courses

M.A Urdu

- 25.75 % of 132 aware students of M.A Urdu were watching MANUU video programmes **regularly**.
- While 43.19 % of them were watching these video programmes **occasionally**,
- And the rest 31.06 % of them **were not watching** these programmes on DD Urdu.

M.A History

- 22.95 % of 110 M.A History respondents were watching video programmes **regularly**.
- While 48.36 % of them were watching these video programmes **occasionally**,
- And the rest 20.90 % of them **were not watching** these video programmes.

M.A English

- 24.19 % of 186, M.A English respondents were watching video programmes **regularly**,
- While 48.38 % of them were watching these video programmes **occasionally**,
- And the rest 27.43 % of them **were not watching** these video programmes.

Diploma Courses

- 13.04 % of 23, respondents of Diploma Courses were watching MANUU programmes **regularly**.
- 34.78 % of them were watching MANUU programmes **occasionally**.
- And the rest 52.62 % of them **were not watching** MANUU video programmes.

Language comfortability of the Video programmes

- 62.11 % 673 viewers from various regional centres of all subjects felt the language of the video programmes were *very comfortable* for them.
- 31.51 % of 673 viewers from various regional centres of all subjects felt the language of video programmes were *somewhat comfortable* for them.
- 6.38 % of viewers of them *did not feel comfortable* with the language of the video programmes.

Gender wise (Female)

- 63.35 % of 393 female viewers from different regional centres of all subjects felt the language of the video programmes *was very comfortable*.
- While 30.79 % of 393 female viewers felt *somewhat comfortable*.
- And the rest 5.86 % of female viewers of them *did not feel comfortable* with the language of the video lessons.

Gender wise (Male)

- 59.64 % of 280 male viewers from different regional centres of all subjects felt the language of the language of the video programmes was *very comfortable*.
- Whereas 33.21 % male viewers of them felt *somewhat comfortable*.
- And 7.15 % of the male viewers *did not feel comfortable* with the language of the video lessons.

Regional Centre wise comfortability

- The highest **71.43 %** of 62 viewers of MANUU programmes from the regional centre of Darbhanga felt the language of the MANUU video lessons *were very comfortable*.
- The lowest **59.07 %** 281 viewers of MANUU programmes from the regional centre of Hyderabad felt the language *were very comfortable*.

Stream wise comfortability (B.A, B.Sc, B.Com)

B.A

- 62.63 % of 281, viewers of B.A stream from the different regional centres of the university felt the language of the video programmes *was very comfortable*.
- Whereas 29.18 % viewers of them felt *somewhat comfortable* with the language of the video programmes.
- And the rest 8.18 % viewers of them *did not feel comfortable* with the language of the video programmes.

B.Sc

- 56.36 % of 55 viewers of B.Sc stream from the different regional centres of the university felt the language of the video programmes *was very comfortable*.
- Whereas 34.54 % respondents of this stream felt *somewhat comfortable* with the language of the video programmes.
- And the rest 9.10 % respondents of them *did not feel comfortable* with the language of the video programmes.

B.Com

- 61.53 % of 13 viewers of B.Com subject from the different regional centres of the university felt the language of the video programmes *was very comfortable*.
- Whereas 23.07 % respondents of the B.Com felt *somewhat comfortable* with the language of the video programmes.
- And the rest 15.40 % respondents of this stream *did not feel comfortable* with the language of the video programmes.

Comfortability of M.A Urdu, History, English and other Diploma courses

M.A Urdu

- 61.53 % of 91 viewers of M.A Urdu from the different regional centres of the university felt the language of the video programmes *was very comfortable* for them.
- Whereas 32.96 % of them felt *somewhat comfortable* with the language of the video programmes.

- And the rest 5.51 % of them *did not feel comfortable* with the language of the video programmes.

M.A History

- 63.21 % of 87 viewers from stream of M.A History of the different regional centres of the university felt the language of the video programmes *was very comfortable*.
- While 33.34 % of them felt *somewhat comfortable* with the language of the video programmes.
- And the rest 3.45 % of them *did not feel comfortable* with the language of the video programmes.

M.A English

- 62.22 % total 135 viewers of M.A English subject from the different regional centres of the university felt the language of the video programmes *was very comfortable*.
- Whereas 34.81 % of them felt *somewhat comfortable* with the language of the video programmes.
- And the rest 2.97 % of them *did not feel comfortable* with the language of the video programmes.

Diploma Courses

- 72.72 % of total 11 viewers of Diploma courses from the regional centre of Darbhanga, Hyderabad and Ranchi felt the language of the video programmes *was very comfortable*.
- Whereas 18.18 % of them felt *somewhat comfortable* with the language of the video programmes.
- And the rest 9.10 % of them *did not feel comfortable* with the language of the video programmes.

Rating of the Quality of Course Content

- 58.09 % of 673 overall viewers from various regional centres of all subjects have given the *Excellent rating* to the quality of course content of the Video programmes of MANUU.
- 33.72 % of from various regional centres of all subjects have *rated as good* to the quality of course content.
- 8.19 % of viewers from various regional centres of all subjects have given *average rating* to course content.

Gender wise (Female)

- 66.15 % of 393 *female* Viewers from various regional centres of all subjects have given the *Excellent rating* to the course content of the Video programmes.
- 31.55 % of *female* viewers from various regional centres of all subjects have *rated as good* to the quality of course content.
- 2.30 % of *female* viewers from various regional centres of all subjects have given *Average rating* to the quality of course content.

Gender wise (Male)

- 46.78 % of 280 *male* viewers from various regional centres of all subjects have given the *excellent rating* to the quality of course content of the Video programmes.
- 51.07 % of *male* viewers from various regional centres of all subjects have *rated as good* to the course content.
- 2.15 % of *male* viewers from various regional centres of all subjects have *rated as average* to the course content of the Video programmes.

Regional Centre wise Rating

- The highest (65 % of 84) *excellent rating* to the quality of course content of the Video programmes, given by the respondents of Ranchi regional centre.
- The Lowest (51.72 % of 39) *excellent rating* to the quality of course content of the Video programmes, given by the respondents of Bhopal regional centre.

Stream wise Rating (B.A, B.Sc and B.Com)

B.A

- 53.73 % of 281 viewers of B.A from the different regional centers of the university have given the *excellent rating* to the quality of course content of the Video programmes.
- 40.56 % viewers of this stream from the different regional centers have *rated as good* to the quality of course content.
- 5.71 % viewers of them from the different regional centers have given *average rating* to the quality of course content.

B.Sc

- 38.18 % of 55 viewers from the subject of B,Sc of different regional centers of the university have given *Excellent rating* to the quality of course content of the Video programmes.
- 54.54 % viewers from the same stream have *rated as good* to the quality of course content.
- 7.28 % viewers of B.Sc stream have given the *Average rating* to the quality of course content.

B.Com

- 46.15 % of total 13 viewers of B.Com from the various regional centers of the university have given the *excellent rating* to the quality of course content of the Video programmes.
- 13.76 % Viewers from the same stream of different regional centers have *rated as good* to the quality of course content.
- 33.09 % viewers of the same stream of different regional centers have given *average rating* to the quality of course content of the Video programmes.

Rating of M.A Urdu, History, English and other Diploma courses

M.A Urdu

- 73.62 % of 91 viewers of M.A Urdu from the different regional centers of the university have given the *Excellent rating* to the quality of course content of the Video programmes of MANUU.
- 15.38 % viewers of this stream from various regional centers rated the *as good* to the quality of course content.
- 11 % respondents of M.A Urdu stream of various regional centers have given the *average rating* to the quality of course content of the Video programmes.

M.A History

- 58.62 % of total 87 viewers of M.A History from the different regional centers of the university have given the *excellent rating* to the quality of course content of the Video programmes.
- 29.88 % of 87 respondents of them have rated *as good* to the quality of course content of the Video programmes.
- 11.50 % viewers of them have given the average rating to the quality of course content.

M.A English

- 66.66 % of 135 M.A English viewers from the different regional centers have given the *excellent rating* to the quality of course content of the Video programmes.
- 27.40 % viewers from the same stream have rated the *as good* to the quality of course content.
- 5.94 % viewers of M.A English subject have given the average rating to the quality of course content.

Diploma Courses

- 45.45 % of 11 viewers of Diploma courses from the regional centres of Darbhanga, Hyderabad and Ranchi only have given the *excellent rating* to the quality of course content.
- 18.18 % viewers of Diploma courses have rated *as good* to the quality of course content.
- 36.37 % respondents of Diploma courses have given the *average rating* to the quality of course content.

Effectiveness of the Video Lessons in their Learning Process

- 42.94 % of 673 viewers from different regional centres of all courses said the video programmes of MANUU helped them in their learning process to a *great extend*.
- 50.81 % of 673 viewers from different regional centres of all courses have mentioned that the video programmes of MANUU helped them to *some extend*.
- 6.25 % of them have said the programmes *were not helpful* in their learning process.

Gender wise (Female)

- 36.89 % 393 female viewers of various regional centres of all subjects have said the video programmes of MANUU helped them in their learning process to a *great extend*.
- 52.41 % of female viewers of various regional centres of all subjects have said the video programmes of MANUU helped them in their learning process to *some extend*.
- 10.70 % of them have said the programmes *were not helpful* in their learning process.

Gender wise (Male)

- 40 % of 180 male viewers of various regional centres of all subjects have said the video programmes of MANUU helped them in their learning process to a *great extend*.
- 51.78 % male viewers from different regional centres of different courses have mentioned the video programmes of MANUU helped them to *some extend*.
- 8.22 % male viewers of 180 students have said the programmes *were not helpful* in their learning process.

Effectiveness of the Video Lesson Regional Centre wise

- The highest effectiveness of the video programmes grabbed by the Delhi regional centre as 42.10 % have said it helped them to a *great extend*.
- While 52.63 % viewers from same centre said of the video programmes helped them to *some extend*.

- Whereas only 5.27 % viewers from Delhi regional have said the programmes *were not* helpful in their learning process.
- The lowest usefulness of the video programmes grabbed by the Ranchi regional centre as 30 % of its viewers have said it helped them to a *great extend*.
- While 53.33 % viewers from same (Ranchi) centre said of the video programmes helped them to *some extend*.
- Whereas 16.67 % viewers from same centre (Ranchi) said of the video programmes *did not help* in their learning process.

Effectiveness of the Video Programmes Stream wise (B.A, B.Sc, B.Com)

B.A

- 46.61 % of total 281 B.A students from different regional centres have said the video programmes of MANUU helped them in their learning process to a *great extend*.
- 48.75 % viewers of the same stream from different regional centres have said the video programmes helped them in their learning process to *some extend*.
- 4.64 % viewers from the same stream have said the video programmes were *not helpful* in their learning process.

B.Sc

- 43.63 % of 55 viewers from the B.Sc course of various regional centres have said the video programmes of MANUU helped them in their learning process to a *great extend*.
- 52.72 % of 55 viewers of B.Sc subject have mentioned the video programmes of MANUU helped them to *some extend*.
- 3.65 % of same subject have said the video programmes were *not helpful* in their learning process.

B.Com

- 46.45 % total 13 B.Com respondents from different regional centres have said the video programmes of MANUU helped them in their learning process to a *great extend*
- 53.84 % viewers of this subject from different regional centres said the video programmes were *not helpful* in their learning process.

M.A Urdu, History, English and other Diploma Courses

M.A Urdu

- 41.23 % of 91 viewers of the stream of M.A Urdu from the various regional centres have said the video programmes of MANUU helped them in their learning process to a *great extend*.
- 48.35 % of 91 respondents from same stream have mentioned the video programmes of MANUU helped them to *some extend*.
- 10.42 % of them from different regional centres have expressed these video programmes *did not help* them in their learning process.

M.A History

- 35.63 % of 87 M.A History viewers from different regional centres have said the video programmes of MANUU helped them in their learning process to a *great extend*.
- 54.02 % of 87 viewers M.A History from different regional centres have said the video programmes of MANUU helped them in their learning process to *some extend*.
- 10.35 % of viewers of M.A History have mentioned the video programmes *did not help* them in their learning process.

M.A English

- 40 % of 135 M.A English viewers from different regional centres have expressed the video programmes helped them in their learning process to a *great extend*.
- 53.33 % viewers of them from different regional centres have said the video programmes helped them in their learning process to *some extend*.
- 6.67 % of 135 respondents of the same stream *did not feel* the video programmes helped them in their learning process.

Diploma Courses

- 45.45 % of 11 viewers of Diploma courses from the regional centre of Darbhanga, Hyderabad and Ranchi only have expressed the video programmes helped them in their learning process to a *great extend*.

- 54.54 % of 11 viewers of Diploma courses from the regional centres of Darbhanga, Hyderabad and Ranchi only have said the video programmes of MANUU helped them in their learning process to *some extend*.
- No one from the Diploma courses has said that the video programmes were not helpful in their learning process.

Introduction to study

Introduction to Distance Learning:

Distance education in its broader prospect refers to all forms of education that are employed when the teacher and learner are located geographically and/ or temporally apart and the teaching-learning process is facilitated largely by the use of any technology (Perraton, 1988). Thus, technology of any kind is indispensable for distance education to take place. The connection between communication technology and distance education is also evident from the fact that, concomitant with advancements in information and communication technologies, the distance education scene too has been undergoing radical changes and improvements all over the world. The technologies that are currently used in distance education are print, audio/ video broadcasting, audio teleconferencing, computer instruction, e-learning/ online learning and computer broadcasting/ web-casting.

MANUU's Directorate of Distance Education:

MANUU is a dual mode university and is empowered to offer education through both the distance and campus modes of education. When the university came into existence, it established a Directorate of Distance Education (DDE), which offers postgraduate, graduate, diploma and certificate courses through distance education. Over 75,000 students are on the rolls in 161 study centers. It has established nine Regional Centres and six Sub-Regional centres to provide administrative and academic support in various parts of the country. Maulana Azad National Urdu University (MANUU) does not lag behind in the use of new technology; it adopts new technologies to make education learner-centric.

Instructional Media Centre:

In the initial years the University's Distance Education programme depended solely on self learning materials developed on print and supported by counseling sessions at the study centres. To be more effective, the print medium needs to be supported by multi-media approach wherein audio, video, radio, TV, internet etc. are integrated with the printed lessons for pedagogic purposes. With this objective in mind the University has established the Instructional Media Centre (IMC) in the year 2007 with a special grant and approval by UGC.

The IMC provides all the necessary facilities and infrastructure under one roof for the multimedia needs of the Directorate of Distance Education (DDE) of MANUU. The objective of adopting new technologies of open and distance learning by Maulana Azad National Urdu University (MANNU) is to improve the quality of distance as well as conventional education and foster better interactivity between teachers and learners in understanding the subjects taught.

MANUU Educational Programmes on DD Urdu Channel:

The University had entered into an MoU with DD Urdu channel for broadcasting the University's video programmes through this channel on a regular basis. The MoU came into effect on 9th January, 2008 and it remained effective till December 2013. During this period DD Urdu offered free broadcast slots to MANUU everyday to enable the University to telecast curriculum based video lessons, educational documentaries and enrichment programmes on the Urdu language and literature and cultural heritage of general interest.

The DD Urdu channel has nationwide coverage and is a free to air, must carry channel for cable operators. In addition, the channel is also available through the DTH mode (DD Direct plus). Thus cable homes as well as DTH homes received MANUU programmes.

In the beginning the programmes were telecast twice a week on Wednesday and Thursday at 8 o'clock in the morning and 5 o'clock in the evening. The telecast frequency has increased and programmes have been telecast on a daily basis at 8:05 in the morning and 5:30 in the evening till December 2013.

To know the student's feedback on video programmes telecast on DD Urdu a student survey was planned on the viewing habits of our distance education learners. This study was aimed at examining whether our programmes are being watched or not and if being watched what is the percentage of these students. We gave emphasis on particular points such as if the programmes are not being watched at all by the distance learners then what are the reasons. We also checked the quality i.e language and content of programmes through this survey.

Objective of the Study:

This Feedback Study regarding the viewing habits of educational programmes is primarily a user centric study to assess the efficacy and sustainability of MANUU Video lessons. One of the key initiatives of MANUU's ODL is regular broadcast of programmes on DD Urdu Channel.

Though there was a considerable appreciation from the DDG, DD Urdu Channel and other Urdu loving personalities from different walks of life regarding the quality of MANUU programmes, the end-users' feedback was important as they are our target audience. It was the need of the hour to check the efficacy of our broadcast, whether the broadcasts are being optimally utilized and to make it more worthy and efficient. More importantly we gave emphasis to know the reasons so that we can plan in a better way.

In order to assess the media component efforts of MANUU a study was planned by IMC to check various aspects of our Video lessons broadcast like awareness amongst target group, their viewership, if not being watched than what are the reasons, language comfortability of programmes, quality of the course content, reach, utility in distance education and usefulness as a tool of teaching.

The objectives of the study were as follows:

- To check the awareness of MANUU Video programmes on DD Urdu channel.
- To check how regular MANUU lesson based programmes are being watched by ODL students on DD Urdu channel.
- To find out the reasons why the ODL students were not able to watch these programmes i.e
 - a) Do not have a television at home
 - b) DD Urdu channel is not available through cable network
 - c) No prior information about the lessons
 - d) The timing of telecast is not suitable
- To know the comfortability of the students with the language of MANUU programmes telecast on DD Urdu.
- Views on method of teaching, content and presentation of the lessons.
- To assess the extent to which these programmes are helpful in the learning process or in the understanding of the lessons.

In that way this research is different from an earlier one

In earlier research the motivations and objectives were to check the awareness of our students regarding our Video lessons with the main focus on two points. One was regarding timing preferences i.e. which slot of the telecast they mostly prefer and the second point was regarding the format of the programmes which format of the programmes is more understandable for them i.e. straight lectures or discussion/ interview based video lessons. There were other questions related to the content and presentation of the video lessons as well.

This survey is different as it was conducted with different objectives. During the formation of the questionnaire we not only planned to know how frequently our programmes are being watched by our ODL students, but we also tried to find out the reason if some of the students are not able to watch these video lessons at all. According to our plan we mentioned four close ended reasons with an open ended option, which revealed many more surprising reasons.

This was also in our plan to collect the data gender wise and also classified into married and unmarried category.

It was also very important to assess and evaluate the end user response as stream wise which includes B. A, B. Sc, B.Com., M.A (Urdu, English, and History) and other Diploma courses offered by our university's Directorate of Distance Education.

Methodology:

The methodology of the study combined both quantitative and qualitative techniques of research with equally focus on qualitative and quantitative components. The quantitative parts of the study included respondents of question number first and second from the questionnaire which consist 1146 samples in the form of filled in questionnaires from the students of different subjects enrolled in Graduation, Post Graduation and Diploma/Certificate courses in our university spread all over India.

The qualitative aspect of the research included respondents of the question number third, fourth and fifth from the questionnaire which includes the comfortability of language, content of the lessons and extent of help in the learning process of our distance mode

students through the video lessons provided by IMC, MANUU. The data was collected from all Regional Centres and Study Centres situated all over the country, during the annual exams 2013 of DDE, some data was collected thereafter specially from the Regional Centre of Bangaluru and Srinager.

Research Tool:

This research was conducted through a standard questionnaire, as far as the structure of the questionnaire is concerned it consisted of five questions where four questions were close ended with the three multiple options A, B, and C. Except question no. 2 where the pattern is different, in case the student ticked in option (C) than he/she has to identify the reason why he/she was not able to watch MANUU programs at all. In this section four reasons have been mentioned by the researcher, with an open ended option where he/she can express his/her own problem regarding watching of the programmes on DD Urdu channel.

The finalized questionnaire was in bilingual i.e Urdu as well as in English. It was sent to the Regional Centers (RCs) and from RCs it was dispatched to the respective Study Centers through examination observer at the time of annual examinations. The questionnaire was distributed randomly amongst students at Study centers at the time of examinations 2013.

We received 1146 responses (filled in questionnaires) from various Regional Centers of the university, which include Bangalore, Bhopal, Darbhanga, Delhi, Hyderabad, Mumbai, Ranchi and Srinagar.

Study Canters:

Hyderabad, Adilabad, Adoni, Bodhan, Giddalur, Golconda Centre, Gunnamkonda, Kaghaz Nagar, Karim Nagar, Kurnool, Mahaboob Nagar, Martinet Centre, Mesco, Nalgonda, Nellore, Nizamabad, Proddatur, P.S. College, Udagiri, .Warangal.

Ranchi, Jamshepur, Bokaro, Gomoh, Hzaribagh, Ranchi, Mohra

Darbhanga, Madarsa Hameedia, Drabhanga, Muzaffarpur, Sewan, Gragwara, Kishanganj.

Dehli, Nuh, Jamia Millia Islamia New Delhi, Lucknow.

Bhopal, Raipur, Bhopal City, Indore, Rajgrah.

Bangaluru, Al-Ameen Colleg, Hrappan Halli, Raichure, Hubli, Bider, Bellary, Gulbarga, Hasanath College.

Mumbai Malegoan, Miraj, Kalegawon, Aurangabad, Sholapur, Osmanabad, Latur, Akkalkowan

Srinagar University of Kashmir, Kupwara, Anant Naag, Kargil, Audi, Barah Moola, Ari Panthan, Shoopian, Jammu.

Scheme of the Chapters:

The study is consisting of six chapters; the first chapter covers the introduction of the study, where we discussed the objectives along with methodology of the study. The second chapter quantified responses of MANUU ODL students about the awareness of MANUU educational prgrammes telecast on DD Urdu. In the third chapter the viewership of the Video Programmes has been discussed. Whereas comfortability of the language of the vide lessons has been discussed in the fourth chapter. In fifth chapter rating of the video programmes, as per the student's perception has been discussed. The efficacy and usefulness of the video prgrammes has been discussed in the sixth which is the last chapter of the study.

Awareness of ODL students about the MANUU Video lessons Telecast on DD Urdu

Television has emerged as an important medium to disseminate information to the regular students as well as Open Distance Learning (ODL) students. Of all the media available to the educators, television and video come in the most diverse forms, have arguably the greatest potential for teaching and learning, and are probably the least well used. Considering (A.W) Tony Bates Technology, E- Learning and Distance Education 2005). Television as major source of information provider, MANUU's video lessons telecast started on 9th January 2008 through DD Urdu channel with the aim to provide supplement to the print material to our students enrolled in different subjects across the country. Since then our programmes are being telecast daily in the 8 o'clock in the morning and 5:30 in the evening till December 2013.

The first question we designed to know the awareness of the ODL students regarding our programmes telecast on DD Urdu, which we considered a basic question to go into details. We asked: Are you aware about the MANUU's Educational Programmes telecast on DD Urdu?

According to the research plan, the data will be stratified into various categories. At first the data will be analyzed gender wise that how many respondents are male and how many of them are female, among them how many percentages of them are aware about MANUU telecast on DD Urdu. Not only that, but the data will also be analyzed marital status wise as well.

The data will also be analyzed regional centres wise as it is very important to know the responses of the every regional centre respectively. Which regional centre of university is more aware about MANUU slot on DD Urdu?

Since MANUU is offering many courses which consist of Undergraduate, Postgraduate, PG Diploma courses and other certificate courses through its Directorate of Distance Education. It will be interesting to know the awareness level of each stream respectively.

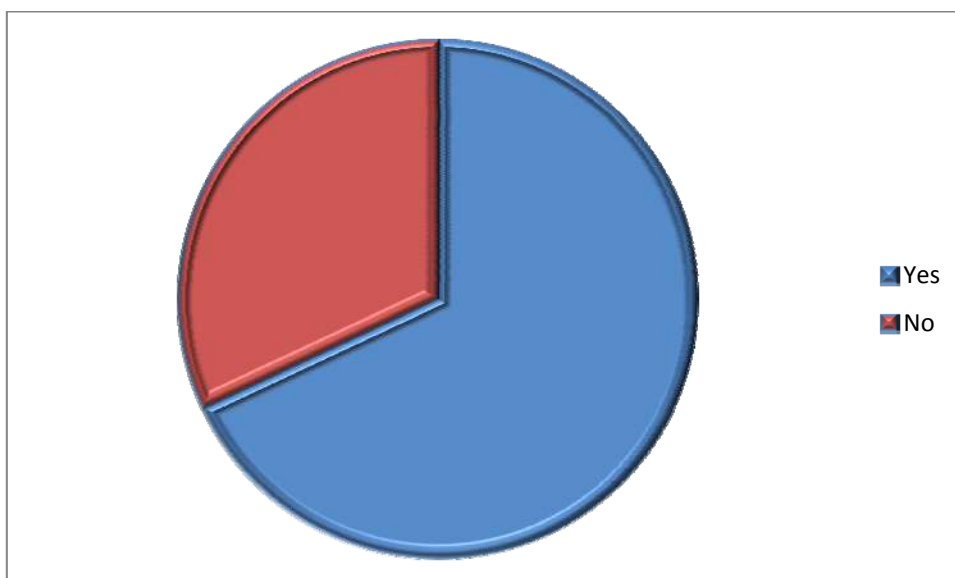
Table 2.1

Overall awareness of the ODL students of MANUU about the telecast of video lessons on DD Urdu Channel

S.NO.	Awareness	No. of Students
1	Yes	1043
2	No	103

Graph.2.1

Overall awareness of the ODL students of MANUU about the telecast of video lessons on DD Urdu Channel



Percentage

Students who have awareness: 91.01%

Students unaware: 8.99%

The total respondents are 1143 of all subjects from the different regional centres of the university across the country. Out of them 656 respondents were female and 490 were male, among them 1043 have said that they are aware about MANUU's video lessons

telecasts on DD Urdu, while the students who are not aware about MANUU's programmes on DD Urdu are 103. If we look the Graph 2.1 which shows that 91.01 percent students are aware about MANUU programmes telecast on Doordarshan Urdu channel, while only 8.99 percent students are unaware about the MANUU video lessons which is in very small size of total collected data.

If we compare with the last survey conducted (2010) by IMC itself the overall awareness level was 71 percent only, whereas the highest level of awareness was 87 percent among the students of the Hyderabad regional centre. This time the level of awareness is above 90 percent, which is very encouraging in its manner.

Table 2.2

Showing the overall awareness of Female and Male about MANUU telecast on DD Urdu channel

Gender	Total	Awareness	%	Unawareness	%
Female	656	597	91.01%	59	8.99 %
Male	490	446	91.02%	44	8.81%

This was an overall awareness trend, is there any difference in the awareness level of male students and female students about the MANUU programmes telecast on DD Urdu the table 2.2 reveals that the awareness level of female students is 93.44 percent, while 8.99 percent female respondents are unaware. The level of awareness in male respondents is 92.86 percent, whereas 8.81 percent male students are unaware, it means the female students are more aware by margin of 1.42 percent. It will be very interesting to see that is the awareness level will reflects in their viewership trends of the video lessons.

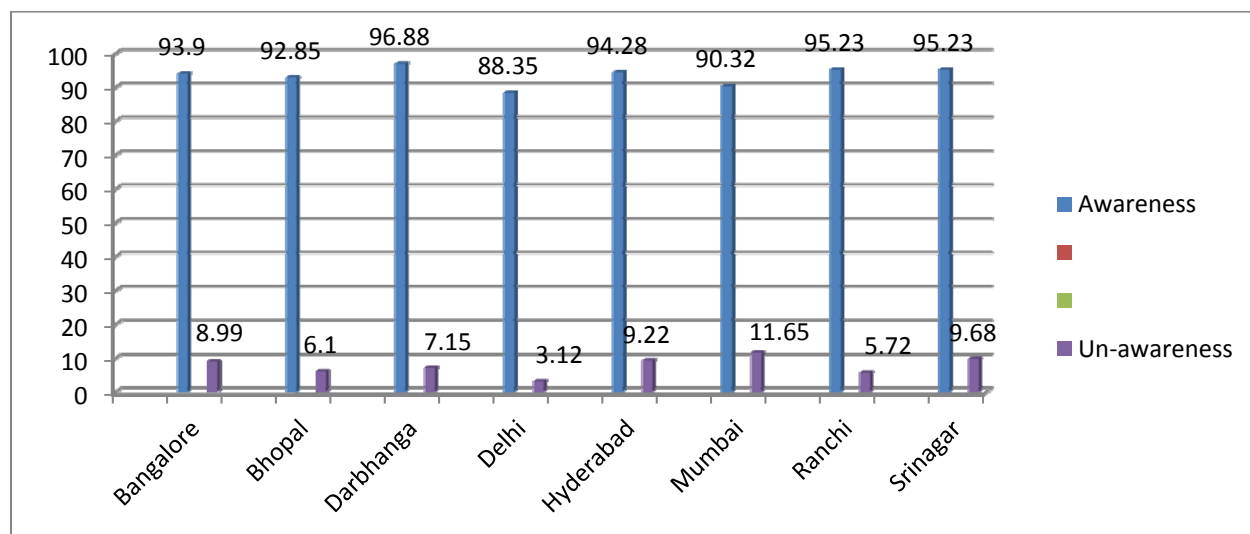
Table 2.3

Awareness of the students about MANUU Programmes telecast on DD Urdu Channel – in its percentage

Regional Centres	Sample	Yes	No	Yes %	No %
All	1146	1043	103	91.01%	8.99%
Bengaluru	82	77	5	93.90%	6.10%
Bhopal	42	39	3	92.85%	7.15%
Darbhanga	32	31	1	96.88%	3.12%
Delhi	76	69	7	90.78%	9.22%
Hyderabad	541	478	63	88.35%	11.65%
Mumbai	175	165	10	94.28%	5.72%
Ranchi	93	84	9	90.32%	9.68%
Srinagar	105	100	5	95.23%	4.77%

Graph 2.3

Awareness of the students about MANUU Programmes being telecast on DD Urdu Channel



This was the overall gender wise awareness level across the country, is the trend is similar in among the students of all regional centres, the table 2.3 provides details of the distribution of data collected from the various regional Centres of the university, while the graph 2.3 presents the percentage of the level of awareness of the respective regional centre’s respondents. The graph shows that there are variations in all regional centre’s

respondents. The highest level of awareness it is 96.88 percent in Darbhanga Regional Centre, whereas the respondents from the Srinager regional centre has the second highest level of awareness as it is 95.23 percent and the students of Mumbai regional centre stand on third in their awareness. The Bangaluru centre has 93.90 percent awareness, Bhopal 92.85 percent Delhi including Lucknow sub-regional 90.78 percent. The level of awareness among the students of the Hyderabad regional centre is lowest from the all regional centres, it is 88.35 percent by comparing to the previous research, the students of this region were on the top with 87 percent whereas the overall awareness level was 71 percent only. Though the level of awareness has increased sharply in all regional centres from northern states to a southern state, but in Hyderabad it could not increase proportionately.

Table 2.4

Provides the details B.A students Regional Centre wise & Gender wise (female & male)

Regional Centres	Gender	
	Female	Male
Hyderabad	158	55
Ranchi	13	15
Darbhangha	4	13
Bhopal	8	7
Delhi	7	43
Mumbai	92	41
Srinagar	6	9
Bangaluru	26	9
Total	314	192
%	62%	38%

This was the overall awareness level as per the Regional Centres where we have seen slight differences among all the regional Centres. Let us see is the awareness level is similar among the students of B.A which include all the discipline Urdu, English, History, political Science in every regional Centres or there are any differences furthermore, is there any disparities in their awareness level among the male and female B.A respondents?

The table 2.4 provides the details of total respondents of B.A students with male and female ration the total numbers of B.A respondents are 506, received from different regional centres of the university, among them 341, which is 62 percent respondents are female. While 192 which is 38 percent of them are male respondents.

Table 2.5

Showing the details of B.A students Regional Centre wise & Marital Status wise

Regional Centres	Marital Status	
	Married	Un- Married
Hyderabad	72	14
Ranchi	17	11
Darbhanga	5	12
Bhopal	10	5
Delhi	40	10
Mumbai	55	78
Srinagar	5	10
Bangaluru	19	16
Total	223	283
%	44%	56%

The table 2.5 exhibits the details of the marital status with their respective regional centres from the stream of Bachelor of Arts subjects. The Total 223, which is 44 percent of 506 respondents, are married, while 283, which is 56 percent respondents of all regional centres of B.A respondents are unmarried.

Table 2.6

Showing the overall awareness level of B.A students

Total no of respondents	Aware	%	Unaware	%
506	463	91.5	43	8.5

The table 2.6 depicts the awareness level of B.A students, as from 506 respondents, 463 of them which is 91.5 percent are aware about the MANUU video lessons telecast on DD Urdu, while 43 (8.5 percent) respondents of this course are unaware from all the regional centres of the university.

Table 2.7

Showing the awareness of B.A Female and Male students about MANUU telecast on DD Urdu channel

Gender	Total	Awareness	%	Unawareness	%
Female	314	287	91.5%	27	8.5%
Male	192	176	92%	16	8%

The table 2.7 also provides details of male and female overall data, as from 506 respondents, 192 are male students, 314 are female students. If we see their awareness level, gender wise, you will find that 287 which is 91.5 percent of total 314 females respondents are aware and only 8.5 percent female students are unaware, while the 176 which is 92 percent male respondents from the same stream aware and the rest 16 which is 8 percent of them are unaware about the MANUU telecast on DD Urdu.

As far as the awareness level of both the genders is concerned the male B.A students are ahead by 0.5 percent as their awareness level is 92 percent as compared to 91.5 percent in all regional centres across the country. It will be interesting to see whether this awareness will reflect in their viewership or not.

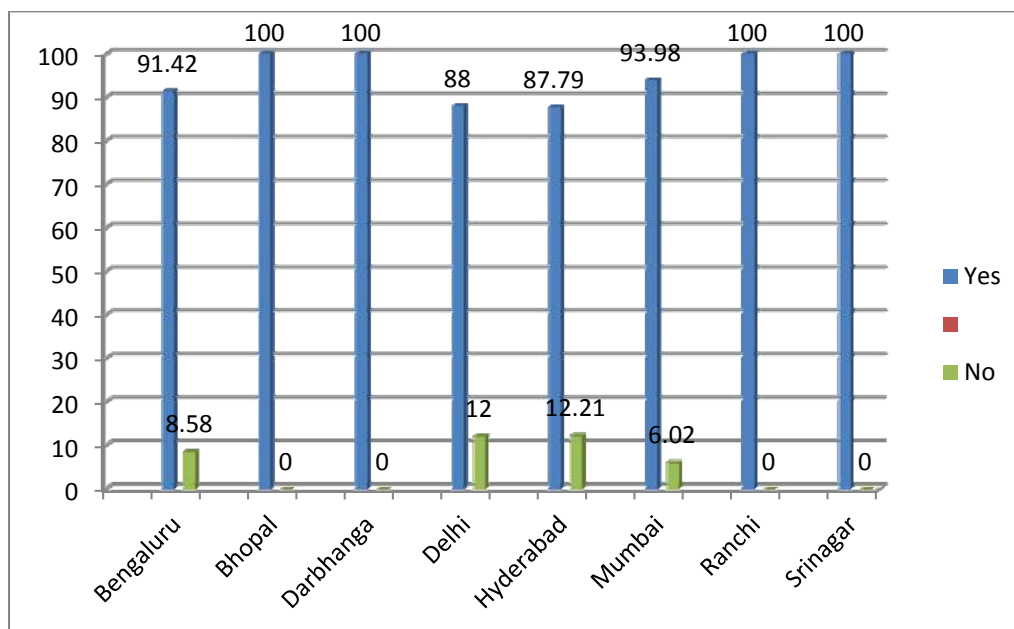
Table 2.8

Provides the details of the students of B.A. who are aware of MANUU programmes on DD Urdu regional centre wise

Regional Centres	Aware		Un-aware		
	Total Data	Data	%	Data	%
Hyderabad	213	187	87.79	26	12.12
Ranchi	28	28	100	--	--
Darbhangha	17	17	100	--	--
Bhopal	15	15	100	--	--
Delhi	50	44	88	6	12
Mumbai	133	125	93.98	8	6.02
Srinagar	15	15	100	--	--
Bangaluru	35	32	91.42	3	8.58

Graph 2.8

Showing of B.A. Students who are aware of MANUU programmes on DD Urdu channel regional centre wise



It will be interesting to know that, is the awareness level is similar among B. A students of all regional Centres of MANUU? The Table 2.8 chart 1.8 shows that there are sharp differences among respondents of every Regional Centres of MANUU. The B.A students from Bhopal, Darbhanga, Kashmir and Ranchi regional Centres have 100 percent awareness level while Regional Centre of Delhi, which include the sub Regional of Lucknow region have the lowest awareness level. The B.A students of Hyderabad regional have 87.79 percent awareness, while the Mumbai regional centre respondents have 93.98 percent awareness; Bengaluru regional Centre students have 91.42 percent awareness from the same stream.

Table 2.9

Showing the details of B.Sc students Regional Centre wise & Gender wise (female & male)

Regional Centres	Gender	
	Female	Male
Hyderabad	68	18
Ranchi	1	9
Bhopal	6	5
Delhi	0	1
Mumbai	3	2
Bangaluru	6	2
Total	84	37
%	69.42	30.58

The table 2.9 provides the details of data distribution, regional centre wise with the male and female ration. The total respondents from the stream of B.Sc are 121, among them 84 respondents which is 69.42 percent are male students and the rest 37 which is 30.58 percent are female students. According to received data it could be drawn some kind of conclusion that the enrolment of the female students will be more on this particular subject as compared to male students.

Table 2.10

Showing the details of B.Sc students Regional Centre wise & Marital Status wise

Regional Centres	Gender	
	Married	Un-Married
Hyderabad	26	60
Ranchi	1	9
Bhopal	1	10
Delhi	10	0
Mumbai	2	3
Bangaluru	3	5
Total	34	87
%	28.09	71.91

The table 2.10 exhibits marital status of the B.Sc students of different regional centres of the university, which are Hyderabad, Ranchi, Bhopal, Delhi, Mumbai and Bangaluru. The total respondents of this subject are 121, among them 28.09 percent are married and 87 respondents which is 71.91 are unmarried.

Table 2.11

Showing the overall awareness level of B.SC students

Total no of respondents	Aware	%	Unaware	%
121	108	89.25	13	10.75

The table 2.11 reveals overall awareness of B.Sc students, that among total 121 respondents of B.Sc stream, 108 which is 89.25 percent of them are aware regarding MANUU video lessons telecast on DD Urdu, while 10.75 percent of them are unaware about the video lessons of MANUU. If you will see the awareness level of B. A students, you will find that the B.Sc students are less aware by 2 percent from the B. A Students.

Table 2.12

Showing the gender wise awareness of B.Sc. students about the telecast on DD Urdu channel

Gender	Total	Awareness	In %	Unawareness	In%
Female	81	74	91.35%	7	8.65%
Male	40	34	85%	6	15%

As far as the awareness level of B. Sc students' gender wise regarding the MANUU slot in DD Urdu channel is concerned, the table 2.12 provides the details that the awareness level of female B. Sc students. Out of total 81 female respondents 71 which is 91.89 percent have said that they are aware about MANUU video lessons on DD Urdu and the rest 8.65 percent female respondents are unaware. Whereas the 85 percent of total 40 B.Sc male respondents are aware and the rest 15 percent are unaware of this video lesson telecast. It means the female respondents of this stream are ahead by a margin of 6.35 male students.

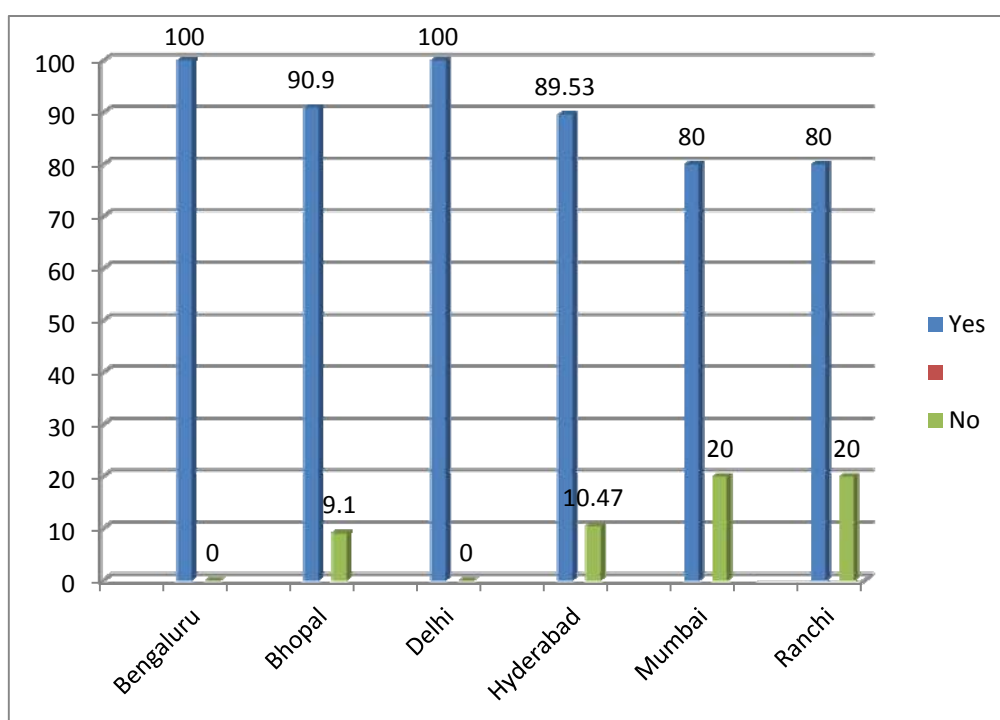
Table 2.13

Showing the details of the students of B.Sc. who are aware of MANUU programmes on DD Urdu Regional Centre wise

Regional Centres		Aware		Un-aware	
	Total Data	Data	%	Data	%
Hyderabad	86	77	89.53	9	10.47
Ranchi	10	8	80	2	20
Bhopal	11	10	90.90	1	9.10
Delhi	1	1	100	--	--
Mumbai	5	4	80	1	20
Bangaluru	8	8	100	--	--

Graph 2.13

Showing the details of the students of B.Sc. who are aware of MANUU programmes on DD Urdu Regional Centre wise



We have tried to look and analyze, the awareness level of B.Sc students regional centre wise, so that level of awareness of every regional centres can be discussed separately. The table 2.14 presents the details of received of data while the graph 1.14 shows the responses of the students regarding MANUU video lessons telecast on Doordarshan Urdu very clearly. The trends of the awareness level among all regional Centres vary with a very small margin. The respondents from the regional Centres of Bengaluru and Delhi from same discipline has the 100 percent awareness, while the Bhopal and Hyderabad 90 percent awareness and the respondents from the regional centre Mumbai and Ranchi of same discipline have 80 percent awareness regarding educational programmes telecast on DD Urdu channel.

Table 2.14

Showing the details of B.Com students Regional Centre wise & Gender wise (female & male)

Regional Centres	Gender	
	Female	Male
Hyderabad	3	4
Ranchi	1	0
Bhopal	1	4
Mumbai	1	2
Bangaluru	3	6
Total	9	16
Percentage	36%	64%

The table 2.14 provides the details of the B.com respondents regional centre wise as well as gender wise. As seen in the table the total B. Com respondents are 25, among them 9 which is 36 percent of them are female, while 16 which 64 percent are male students from all the regional centres from where we could able to collect the data.

Table 2.15

Showing the details of B.Com students Regional Centre wise & Marital Status wise

Regional Centres	Married	UnMarried
Hyderabad	1	6
Ranchi	1	0
Bhopal	0	5
Mumbai	0	3
Bangaluru	3	6
Total	5	20
Precentage	20%	80%

The table 1.15 depicts the details of the B.com respondents marital status wise along with their respective regional centres. As it shows that the total 25 feedbacks from the regional centre of Hyderabad, Ranchi, Bhopal, Mumbai, and Bangaluru have been received. Among them, 5 (20 percent) are married and the rest, 20 which is 80 percent are unmarried

Table 2.16

Showing the overall awareness level of B.Com students

Total no of respondents	Aware	%	Unaware	%
25	21	84	4	16

Although the respondents are very less in the numbers, but these few responses reflect the awareness trends. The table 2.16 reveals that the among 25 respondents, 21 have opined that they are aware about the MANUU Video lessons telecast on Doordarshan Urdu channel and the rest 4 respondents of this stream have expressed that they are unaware from this video lesson telecast on DD Urdu. If we convert these data into percentage it would be 84 percent respondents who are aware and 16 percent of them are unaware.

Table 2.17

Showing the gender wise awareness of B.Com students about telecast on DD Urdu

Gender	Total	Awareness	In %	Unawareness	In%
Female	08	07	77.78%	02	22.22%
Male	16	14	87.5%	02	12.5%

Is the trends of the awareness is similar between male and female respondents of B.com subject? The 2.17 shows that there is a sharp difference between two genders of respondents as the level of the awareness in the female respondents are 77.78 percent, where 22.22 percent of them are unaware about the video lesson facility. As far as the female awareness is concerned, 87.5 percent of the total 16 respondents are aware and 12.5 percent of these particular genders are unaware. Here the female respondents are ahead by 9.72 percent.

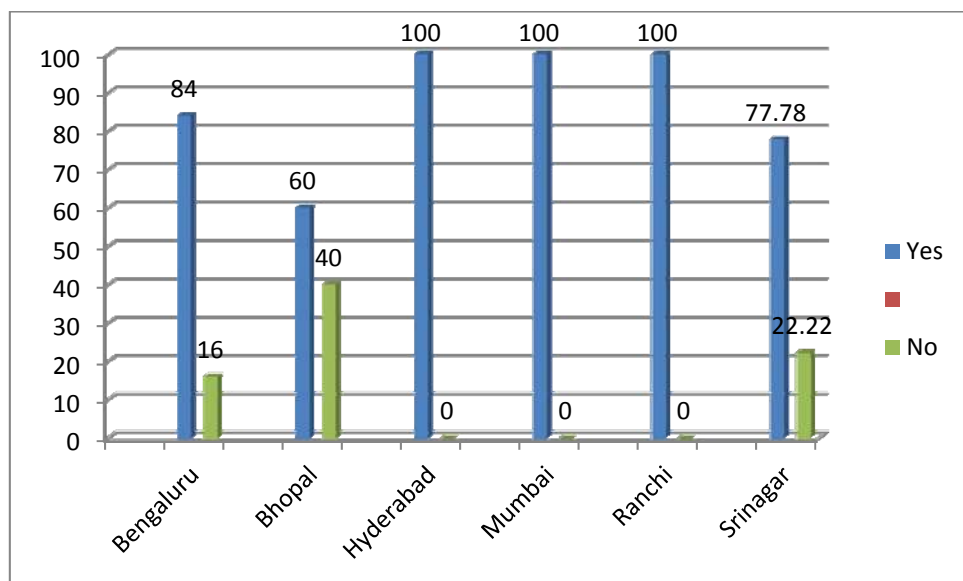
Table 2.18

Awareness of the B.Com students about telecast on DD Urdu Regional Centres wise

Regional Centres	Total Data	Aware		Un-aware	
		Data	%	Data	%
Hyderabad	7	7	100	--	--
Ranchi	1	1	100	--	--
Bhopal	5	3	60	2	40
Mumbai	3	3	100	--	--
Bangaluru	6	4	84	2	16

Graph 2.18

Awareness of the B.Com students about telecast on DD Urdu Regional Centres wise



We will not analysis these data as per region wise because there is no clear picture emerges from the collected data from the regional centres due to insufficient data. For the reference we would like to mention that 9 out of 25 filled in questionnaires received from the regional centre of Bangalore where the awareness level about the MANUU video lesson telecast on Doordarshan Urdu channel is 84 percent.

Table 2.19

Showing the details of M.A. Urdu students Regional Centre wise & Gender wise (female & male)

Regional Centres	Gender	
	Female	Male
Hyderabad	50	24
Ranchi	04	15
Darbhanga	0	04
Bhopal	6	02
Delhi	01	06
Mumbai	06	02
Srinagar	06	05
Bangaluru	07	05
Total	80	63
%	55.56%	44.05%

The table 2.17 provides the details of respondents from the stream of M.A Urdu from different regional Centres with male female ratio. The total number of respondents is 143 among them 80 students are female which is 55.9 percent, while 63 of them which is 44.05 percent students are male. This data clearly shows that female students are more numbers than male from the stream of post graduate and most probably they are housewives or working personals.

Table 2.20

Showing the details of M.A. Urdu students Regional Centre wise & Marital Status wise

Regional Centres	Marital Status	
	Married	Un- Married
Hyderabad	48	26
Ranchi	8	11
Darbhanga	2	2
Bhopal	7	1
Delhi	6	1
Mumbai	6	2
Srinagar	6	5
Bangaluru	7	5
Total	90	53
Percentage	62.94%	37.06%

The table 2.20 exhibits the marital status of the respondents from the stream of M.A Urdu, where 90 respondents which is 62.94 percent of the total 143 respondents are married, whereas 53 respondents which is 37.06 percent of them are unmarried. Although we did not classify the marital status, gender wise, but received data shows that 11.91 percent are more female respondents than male in that ratio obviously the female married respondents would be more than male married.

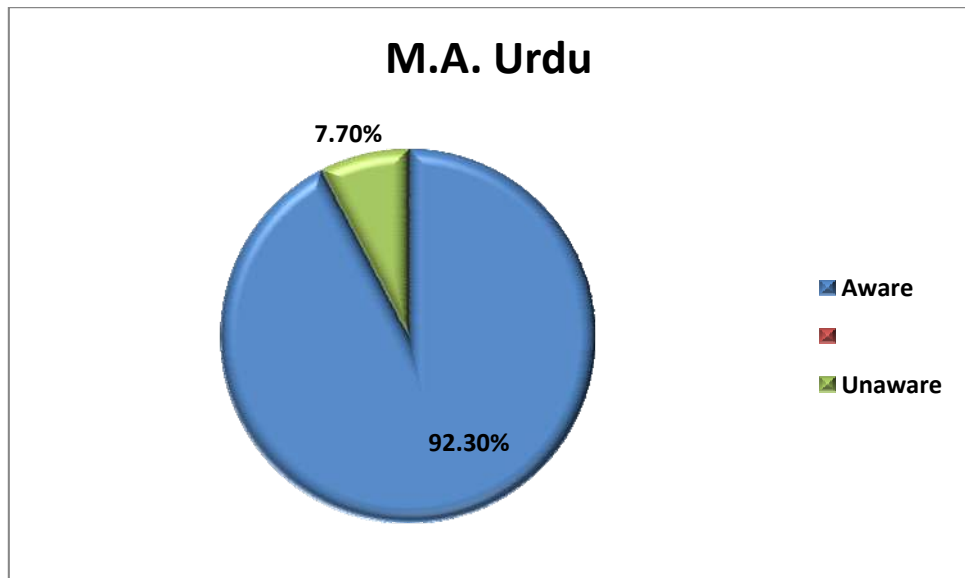
Table 2.21

Showing the overall awareness level of M.A Urdu students

Total no of respondents	Aware	%	Unaware	%
143	132	92.30	11	7.70

Graph 2.21

Showing the overall awareness level of M.A Urdu students



This was the collected data details regional centre wise and marital status wise of M.A Urdu students enrolled in the Directorate Distance Education (DDE) of MANUU. The question is how many of them are aware about MANUU's educational programmes telecasts on DD Urdu? The table 2.21 and graph 2.21 depicts the overall awareness level of the M.A Urdu respondents from various regional centres of the university. Among 143 respondents 132 which is 92.30 percent of them have said that they are aware about MANUU programme telecast on DD Urdu channel, while only 11 respondents which is 7.70 percent of them are unaware about this telecast.

Table1. 22

Showing the gender wise awareness of M.A. Urdu about telecast on DD Urdu channel

Gender	Total	Awareness	In %	Unawareness	In%
Female	80	74	92.5%	06	7.5%
Male	63	58	92.7%	05	7.93%

The table 2.22 provides the awareness level of M.A Urdu, gender wise, the total 80 respondents are female from the same subject, among them 74 students, which is 92.5 percent of them have expressed that they are aware about MANUU programmes telecast on DD Urdu, whereas 7.5 percent of them have mentioned that they are unaware. As far as the awareness of male respondents are concerned the total students are 63 among them 58 which is 97.7 percent of them are aware about this video lesson facility on DD Urdu, while 7.93 percent of them are unaware about the same. It means the level of awareness between two genders more or less similar with 0.2 differences, the female students are ahead of from male by 02 percent.

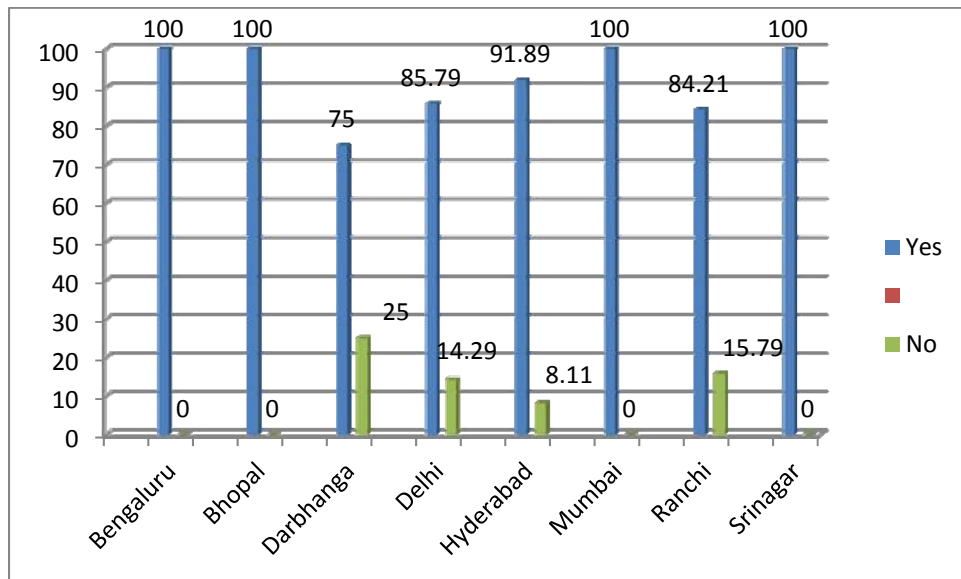
Table 2.23

Showing the details of the students of M.A. Urdu who are aware of MANUU programmes on DD Urdu Regional Centres wise

Regional Centres	Total Data	Aware		Un-aware	
		Data	%	Data	%
Hyderabad	48	42	91.30	6	8.70
Ranchi	4	4	80	1	20
Darbhanga	2	2	100	--	--
Bhopal	1	1	100	--	--
Mumbai	10	9	90	1	10
Srinagar	46	92	4	4	8
Bangaluru	6	6	100	--	--

Graph 2.23

Showing the details of the students of M.A. Urdu who are aware of MANUU programmes on DD Urdu Regional Centre Wise



Let us see the trends of awareness level in all regional centres across the country from the stream of M.A Urdu. The table provides the distribution of the received data with their respective regional centres, while the graph 2.23 shows the awareness level every regional centre very clearly. It shows that there are differences in their awareness level as, the Bengaluru, Bhopal, Mumbai and Srinager have 100 percent awareness, while Hyderabad has 91.89 percent awareness, 8.11 percent are unaware; the Delhi regional centre has 85.79 percent awareness and 14.29 respondents are percent aware, Ranchi

has 84.21 percent awareness and 15.79 percent unaware. The respondents from the Darbhanga regional centre of M.A Urdu students have the lowest awareness at 75 percent, while 25 percent respondents are unaware about the MANUU video lessons telecast on DD Urdu.

Table 2.24

Showing the details of M.A History students Regional Centre wise & Gender wise (female & male)

Regional Centres	Gender	
	Female	Male
Hyderabad	33	15
Ranchi	3	2
Darbhanga	0	2
Bhopal	1	0
Delhi		
Mumbai	7	3
Srinagar	18	32
Bangaluru	2	4
Total	64	58
%	52.45%	47.55%

The table 2.24 provides the details of the total numbers of M.A History respondents from different regional centres of the University including their male and female details. The total numbers of respondents are 122 from this particular subject across the country, among them 64 respondents which is 52.45 percent are female. While 58 respondents which is 47.55 percent from the same stream are male.

Table 2.25

Showing the details of M.A History students Regional Centre wise & Marital Status wise

Regional Centres	Marital Status	
	Married	Un- Married
Hyderabad	28	20
Ranchi	5	0
Darbhanga	2	0
Bhopal	1	0
Mumbai	7	3
Srinagar	35	15
Bangaluru	1	5
Total	79	43
%	64.75%	35.25%

The table 2.25 goes into details of these respondents as we have seen 79 respondents are married which is 64.75 percent, while 43 students are unmarried which is 35.25 percent. These figures show that the more numbers of respondents are female and married; it means generally they are housewives or working women. These data not only encourage our multimedia approach, but also endorse one of the mandates of the university, which is empowering women through higher education.

Table 2.26
Showing the overall awareness level of M.A History students

Total no of respondents	Aware	%	Unaware	%
122	110	90.16 %	12	9.84 %

These were the details of the received data regional centre wise as well as gender wise. The table 2.26 depicts the awareness level of M.A History students about the MANUU educational programmes telecast on DD Urdu channel. As we have seen that total respondents are 122, among them 110 which is 90.16 percent of them are aware while, only 12 respondents which is 9.84 percent are unaware about the MANUU video lesson facility apart from Self Learning Materials.

Table 2.27
Showing the gender wise awareness of M.A History students about telecast on DD Urdu channel

Gender	Total	Awareness	%	Unawareness	%
Female	64	57	89.6%	07	10.94%
Male	58	53	91.37%	05	8.63%

If we look level of awareness of M.A History students' gender wise, we find that the male awareness level is a little bit higher as compared to female respondents. The table 2.27 reflects that 57 which is 89.6 percent of total 64 female respondents are aware about the video lesson telecast on DD Urdu channel, whereas 10.94 percent are unaware. As far as the female respondents from the same subject is concerned 53 of 58 have mentioned that they know about MANUU's telecast on DD Urdu while the rest 8.63 percent said that they are unaware about this video lesson facility.

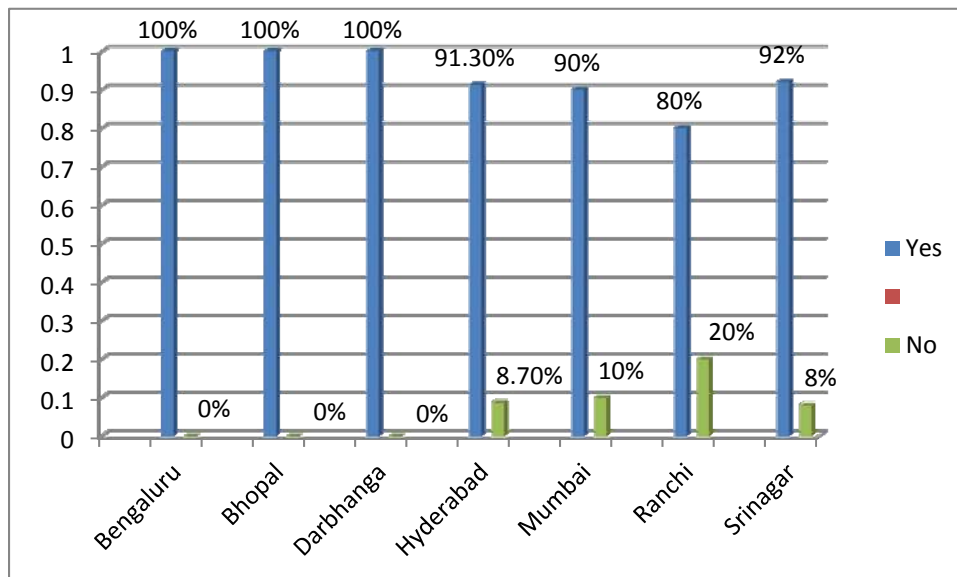
Table 2.28

Showing the details of the students of M.A History who are aware of MANUU programmes on DD Urdu Regional Centre wise

Regional Centres	Aware			Un-aware	
	Total Data	Data	%	Data	%
Hyderabad	48	42	91.30	6	8.70
Ranchi	5	4	80	1	20
Darbhanga	2	2	100	--	--
Bhopal	1	1	100	--	--
Mumbai	10	9	90	1	10
Srinagar	48	46	92	4	8
Bangaluru	6	6	100	0	--

Graph 2.28

Showing the details of the students of M.A History who are aware of MANUU programmes on DD Urdu Regional Centre wise



This was an overall and gender wise awareness level; is the trend of the awareness similar among all respondents express from different regions of the country? The table 2.28 provides details of the data, while the graph 2.28 shows the awareness level M.A History respondents of the respective regional centres of the university. It reveals that there are variations in their awareness among the students of M.A History from the various regional centres. The graph clearly depicts that the students of M.A History from Bengaluru, Bhopal and Darbhanga have 100 percent awareness, while 90 percent students of Hyderabad, Mumbai and Srinager region have said that they know about MANUU's educational programmes telecast on DD Urdu. The History students from the regional centre of Ranchi are have the lowest awareness as only 80 percent respondents said they know about MANUU educational Programmes, while 20 percent said they are unaware regarding MANUU's video lessons telecast on DD Urdu.

Table 2.29

Showing the details of M.A. English students Regional Centre wise & Gender wise(female & male)

Regional Centres	Gender	
	Female	Male
Hyderabad	56	35
Ranchi	12	17
Darbhangha	0	8
Bhopal	2	13
Delhi	5	13
Mumbai	3	13
Srinagar	11	18
Bangaluru	8	4
Total	97	108
%	47.32%	52.68%

The table 1.30 presents the details of the total respondents of M.A English from the various regional centres of the university across the country. The total numbers of respondents of this particular stream are 205, among them 108 are male, which is 52.68 percent and 97 respondents are female which is 47.32 percent.

Table 2.30

Showing the details M.A. English students Regional Centre wise & Marital Status wise

Regional Centres	Marital Status	
	Married	Un- Married
Hyderabad	45	46
Ranchi	16	13
Darbhanga	6	2
Bhopal	2	
Delhi	16	2
Mumbai	11	5
Srinagar	18	11
Bangaluru	4	8
Total	118	87
%	57.57%	42.43%

The table 2.31 provides the details of marital status of the respondents with their respective regional centres. The total respondents are 205, out of them 118 (57.57 percent) are married, whereas 87 (42.43 percent) are unmarried students. This data clearly shows that the ratio of the married students enrolled in MANUU ODL system of education more in compare to unmarried students, especially in postgraduate courses, they may be professionals or housewives.

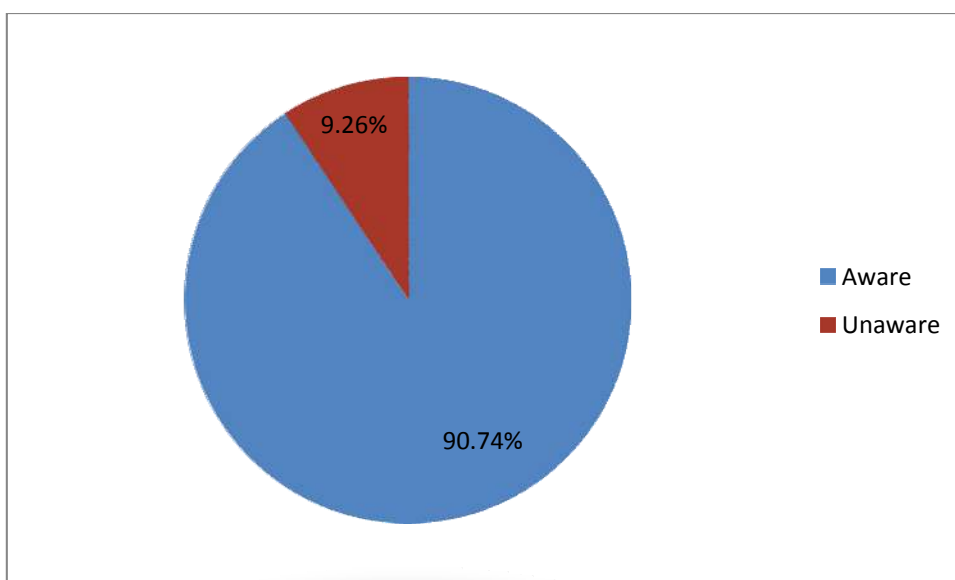
Table 2.31

Showing the awareness of the students of M.A. English about MANUU programmes telecast on DD Urdu Channel-

Total no of respondents	Aware	%	Unaware	%
205	186	90.74 %	19	9.26 %

Graph 2.32

Showing the awareness of the students of M.A. English about MANUU programmes telecast on DD Urdu Channel-



Let us see the overall awareness level of the M.A English respondents about the MANUU video lessons telecast on DD Urdu channel. The table 2.32 and graph 2.32 exhibits that 90.72 percent of 205 respondents are aware about MANUU video lessons telecast on DD Urdu, whereas the rest 19 respondents which is 9.26 percent of them are unaware about this video lesson facility, provided for the ODL students of the this university exclusively.

Table 2.33

Showing the awareness of M.A. English Female and students who are aware and un-aware of DD Urdu channel

Gender	Total	Awareness	In %	Unawareness	In%
Female	97	88	90.72%	09	9.28%
Male	108	98	90.75%	10	9.25%

If we see the awareness level of M.A English students gender wise, the table 2.33 shows that the total female respondents are 97 among them (88) 90.72 percent respondents have said that are aware about MANUU video lesson telecast on DD Urdu channel, while the rest 9.28 percent female respondents have said that they are not aware of any telecast activities offered by the MANUU on DD Urdu. The awareness level of the same subject of male students is more or less equal with very thin margin (03) as their awareness level is 90.75 percent, while the rest 9.27 percent respondents said that they are not aware about this telecast.

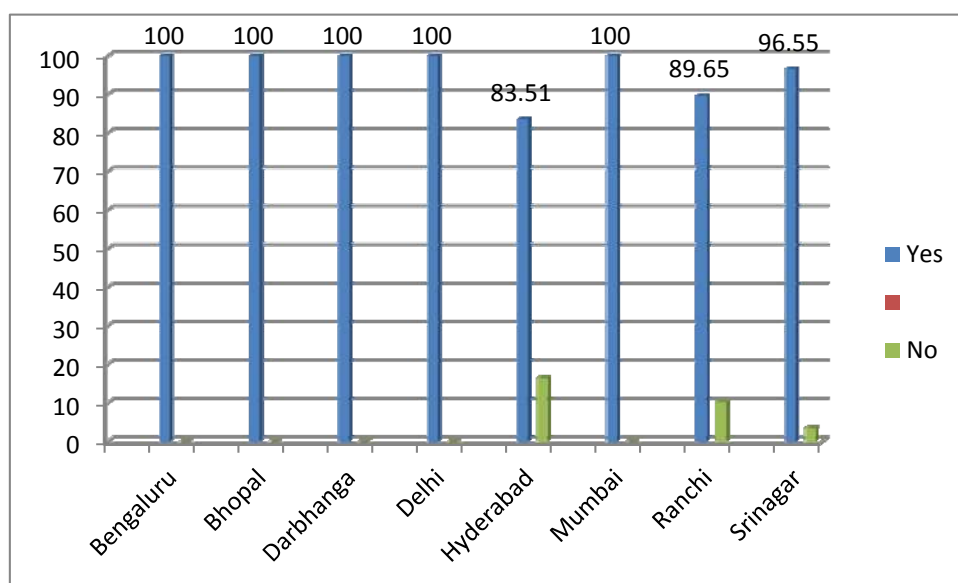
Table 2.34

Showing the awareness of M.A. English students about telecast on DD Regional Centres wise

Regional Centres	Aware		Un-aware		
	Total Data	Data	%	Data	%
Hyderabad	91	76	83.51	15	16.49
Ranchi	29	26	89.65	3	10.35
Darbhanga	8	8	100	0	--
Bhopal	2	2	100	0	--
Delhi	18	18	100	0	--
Mumbai	16	16	100	0	--
Srinagar	29	28	96.55	1	3.45
Bangaluru	12	12	100	0	--

Graph 2.34

Showing the awareness of M.A. English students about telecast on DD Regional Centres wise



According to our research plan, we are also looking these received data region wise. The table 2.34 provides the details of the distribution of the data while the graph 2.34 exhibits the awareness level of the respondents of every regional centres very promptly. That 100 percent respondents of M.A English from the regional centre of Bangalore, Bhopal,

Darbhanga, Delhi and Mumbai have ticked that they know about this video lesson facility of the university, have been provided for the ODL student on DD Urdu. Whereas 96.55 percent Students from the regional centre of Srinager have said they are aware only 3.45 percent respondents are unaware. Respondents from the regional centre of Ranchi of same subject have 89.65 percent awareness. The respondents of M.A English from the Regional of Hyderabad have less awareness among all regional centres as 83.51 percent are aware and 16.49 percent are unaware about the MANUU video lesson telecast on DD Urdu.

Viewership Trends of MANUU ODL students

The levels of awareness about MANUU's video lesson raised several connected questions whether this awareness means access and viewership of the programmes. Is there any correlation between awareness of video lesson and its viewership amongst the target students? In the second chapter, we would try to assess the viewership frequency of the target students. To know the actual viewership status, we asked "*Are you watching MANUU's Video programmes on the Doordarshan Urdu channel?*" For this question they were given three options (A) Regularly, (B) Occasionally and (C) Not at all. If the answer is "**C**" not at all, why these students are not watching these programmes, we have also designed the sub – question to find out the actual reasons which are as follows;

- a) Do not have TV at home
- b) DD Urdu channel is not available in our cable network
- c) No prior information about the lessons
- d) Timing of Telecast is not suitable
- e) Any other (specify) the space is provided thereon to mention the reason.

We will discuss the viewership trends of the video lessons according to our research plan as at first we will see the overall viewership trends of our target audience enrolled in different subjects in various regional Centres of the university across the country. The analysis will go into details that how frequently they are watching MANUU video lessons, how many of them are watching regularly, how many of them watching occasionally and finally what is the percentage of the overall respondents not watching MANUU programmes on DD Urdu at all. If they are not benefiting at all from the video lesson facility of the university provided for them other than Self Instructional in the form of print materials than what are the reasons for them.

The analysis will go into details try to find that if they are not watching what is reason of that. According to the sub- question the reason categorically will be analysed e. i how many percent of the respondents do not have television at home, what is the percentage of respondents the DD Urdu channel was not available on their cable network. How many of them have mentioned that there was no prior information regarding the video lessons and

what was the percentage of the respondents feels that the timing of the telecast is not suitable for them.

There was option e which was open ended for the respondents so that could identify themselves their own problems other than those mentioned in the questionnaire.

This data will also be analyzed gender wise, as what are the viewership trends of the male and female respondents separately, is there any major differences between them if yes then what the reasons are for them for not watching at all.

We also would like to discuss the viewership trends of the respondents of various subjects enrolled from the different parts of the country, like Bangalore, Bhopal, Delhi, Darbhanga Hyderabad, Mumbai, and Srinagar. In that way we can easily identify the problems.

The data will also be analyzed stream wise as it has been done in first chapter, first Undergraduates courses e.g. B.A, B.Sc, B.Com than Post Graduate courses e.g. M.A Urdu, M.A History and M.A English and in the last other diploma courses e.g. PG diploma in Tourism and management, PG diploma in Food and Nutrition, Diploma in Journalism and Mass Communication, some certificate courses also been offered by the university such as Proficiency in Urdu Through English, Proficiency in Urdu Through Hindi and Functional English. Although the Instructional Media Centre did not produce more video lessons of those courses as some of the courses newly introduced by the Directorate of Distance Education but some lessons have been produced and telecasted on DD Urdu.

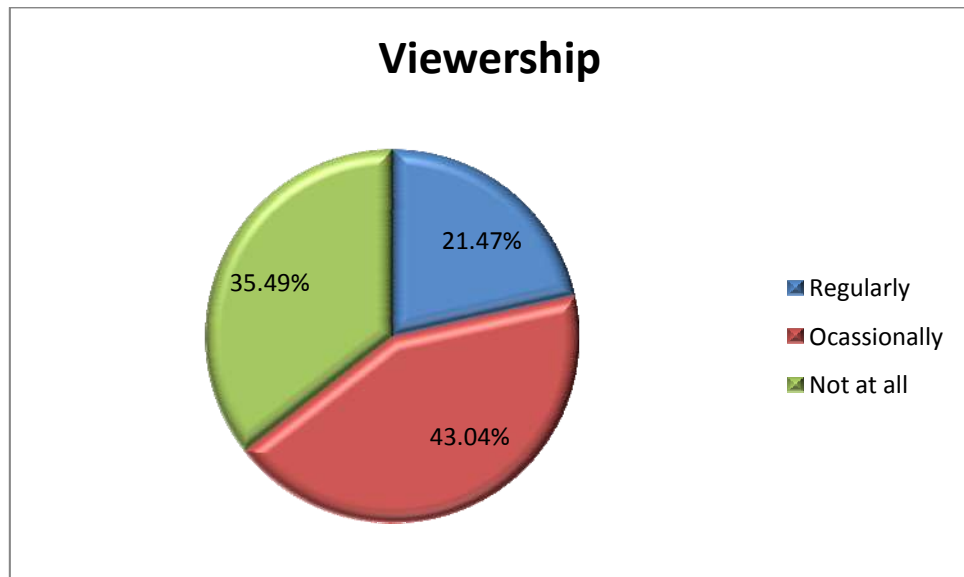
Table 3.1

Showing the overall viewership of MANUU programmes on DD Urdu channel

S.No.	Particulars	Viewership (students)	Percentage
1	Regularly	224	21.47%
2	Occasionally	449	43.04%
3	Not at all	370	35.47%

Graph 3.1

Showing the overall viewership of MANUU programmes on DD Urdu channel



The table 3.1 provides the details of the overall respondents who are aware about the MANUU programmes telecast on Doordarshan Urdu channel. The table revealed that total 1043 respondents are known about this facility, among them 224 respondents were watching regularly, while 449 of 1043 respondents were watching occasionally and the rest 370 respondents were not watching at all. The graph 3.1 shows the overall viewership trends of all courses across the country very clearly that 21.47 percent of 1043 respondents are watching MANUU educational programmes regularly, 43.04 percent students of them watch occasionally, whereas 35.49 percent of aware students have expressed that although they knew about telecast of MANUU's video lesson facility on DD Urdu but they are not watching these educational programs at all.

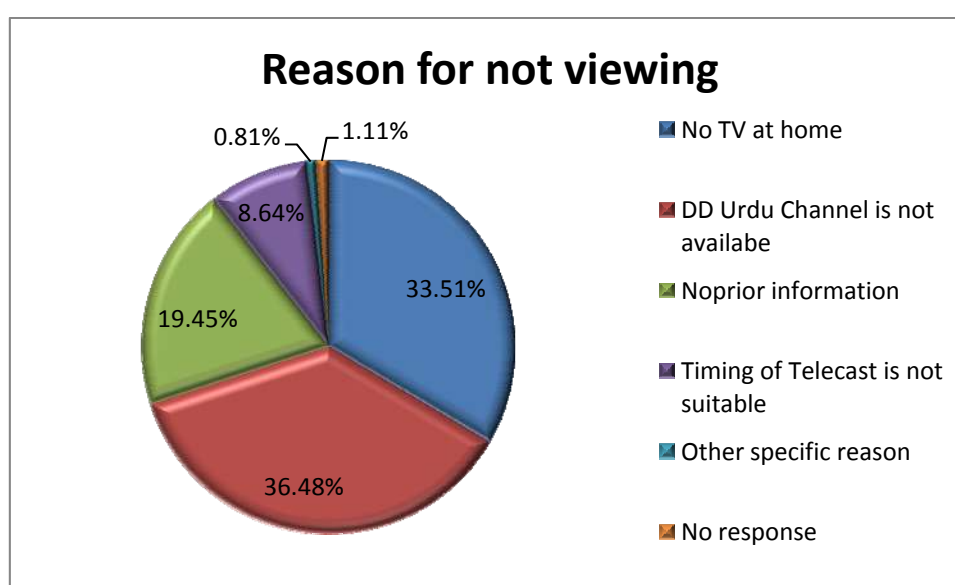
Table 3.2

Showing the reasons in response to “NOT AT ALL” from the students

S. No.	Particulars	Viewership (students)	Percentage
1	No TV at home	124	33.51%
2	DD Urdu channel is not available	135	36.48%
3	No prior information	72	19.45%
4	Timing of Telecast is not suitable	32	8.64%
5	Other specific reason	3	0.81%
6	No response	4	1.11%

Graph 3.2

Showing the reasons in response to “NOT AT ALL” from the students



Why they are not watching at all the table 3.2 exhibits that 33.51 percent of 370 respondents have said that they do not have Television at home, whereas 36.55 percent have said that DD Urdu channel is not available in their cable network, while 19.45 percent have answered that because of the no prior information they could not watch these programmes. While 8.64 percent among the 370 respondents across the country from all the courses has said that the timing of the telecast is not suitable for them, Only three students have expressed any other reasons which very surprising they said, because in Islam religion television watching is being considered an evil that’s why we do not wish to watch these programmes.. If this is the case, then we have to think about the mindset of these the students enrolled in our ODL system of education. Some of them have said, because we do not have time that’s why we could watch these video lessons.

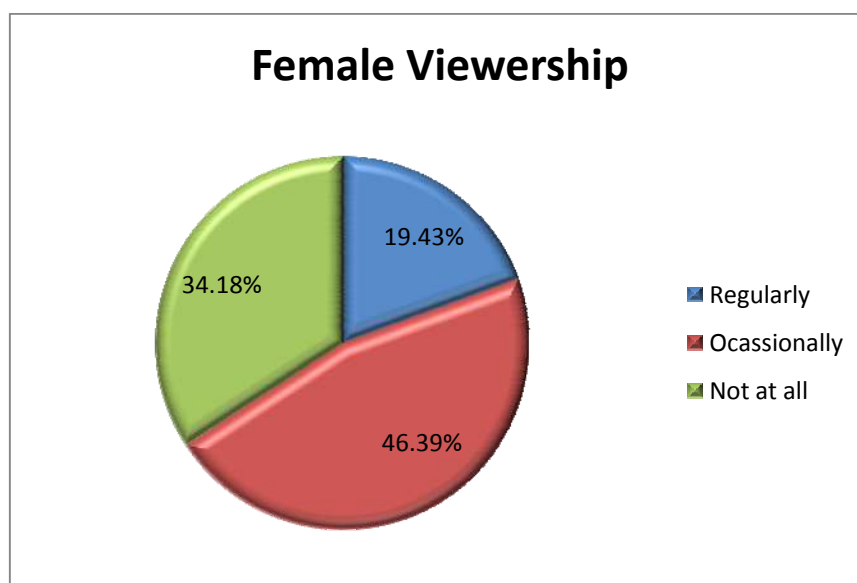
Table 3.3

Showing Female students viewing of MANUU programmes on DD Urdu channel

S.No.	Particulars	Viewership	Percentage
1	Regularly	116	19.43%
2	Occasionally	277	46.39%
3	Not at all	204	34.18%

Graph 3.3

Showing Female students viewing of MANUU programmes on DD Urdu channel



This was the overall viewership trend of MANUU programmes on DD Urdu, is the trends similar among male and female students of all subjects in every regional centres of the University? The answer will be no, there is variations in the viewership trend gender wise. The table 3.3 provides breaking up of the details of total female viewerships. The graph 3.3 depicts that 116 which is 19.43 percent of total 597 female respondents watching regularly, whereas 277 which is 46.39 percent of them watching MANUU progarmmes occasionally, and the rest 204 which is 34.18 percent have said that they are not watching at all.

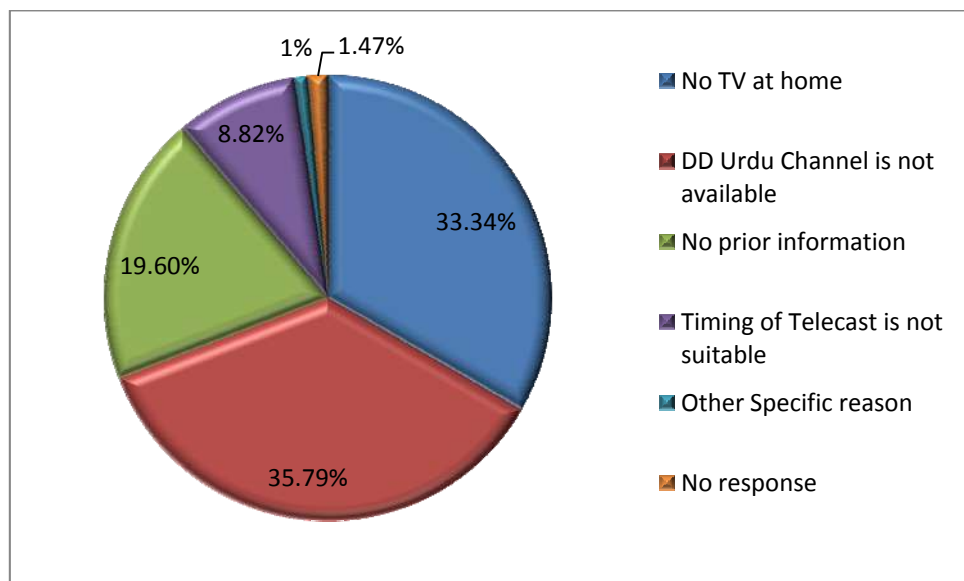
Table 3.4

Showing the reasons in response to “NOT AT ALL” from the Female students

S. No.	Particulars	Viewership (students)	Percentage
1	No TV at home	68	33.34%
2	DD Urdu channel is not available	73	35.79%
3	No prior information	40	19.60%
4	Timing of Telecast is not suitable	18	8.82%
5	Other specific reason	2	0.98%
6	No response	3	1.47%

Graph 3.4

Showing the reasons in response to “NOT AT ALL” from the Female students



As seen in the table 3.3 that the total 204 female respondents of all subjects have said they were not watching MANUU programmes at all. Why these respondents were not watching the video lesson of MANUU? The table 3.4 presents the reasons, among 204 respondents, 3.34 percent of them have mentioned that they do not have television, whereas 35.79 percent of 204 female respondents have given the reason that the DD Urdu channel was not available in their cable network that’s why they could not watch MANUU video lessons. 19.60 percent of them have said that because there was no prior information regarding video lesson telecast on DD Urdu, whereas 8.82 percent of them have said that the timing of the telecast was not suitable for them that’s why they were unable to watch these video lessons of the university. Two respondents of them have said, because they were busy with other work, that’s why could not watch MANUU programmes and the three of 204 respondents did not mention any reasons.

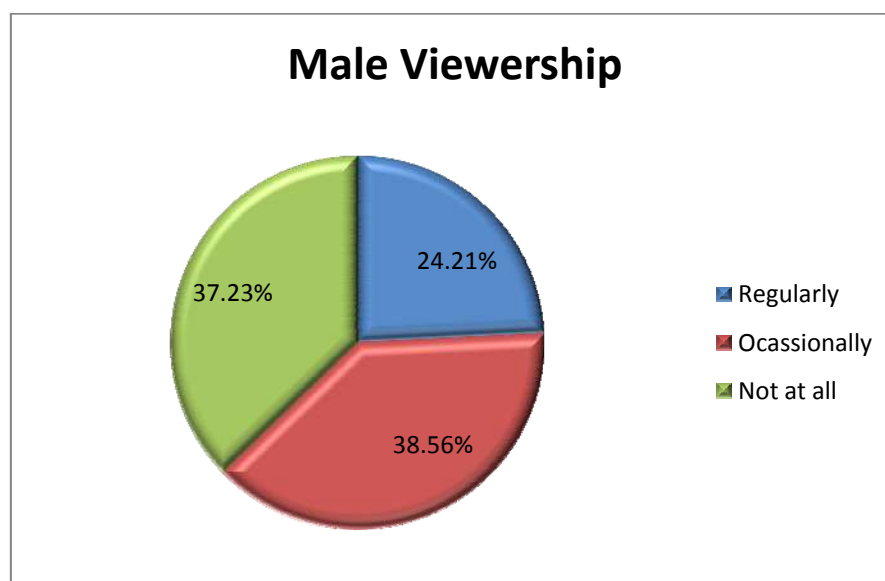
Table 3.5

Showing Male students viewing of MANUU programmes on DD Urdu channel

S.No.	Particulars	Viewership	Percentage
1	Regularly	108	24.21%
2	Occasionally	172	38.56%
3	Not at all	166	37.22%

Graph 3.5

Showing Male students viewing of MANUU programmes on DD Urdu channel



The table 3.5 provides the details of the total 446 male respondents of all subjects spreads across the country, who have expressed that they are aware about MANUU video lesson facility on Doordarshan Urdu. The graph 3.5 shows viewership trends of the male respondents, 108 respondents which is 24.21 percent of the 446 male students watching MANUU programmes regularly, whereas 38.56 percent of 446 respondents watching occasionally and the rest 166 which is 37.23 percent of them not watching MANUU educational programmes at all.

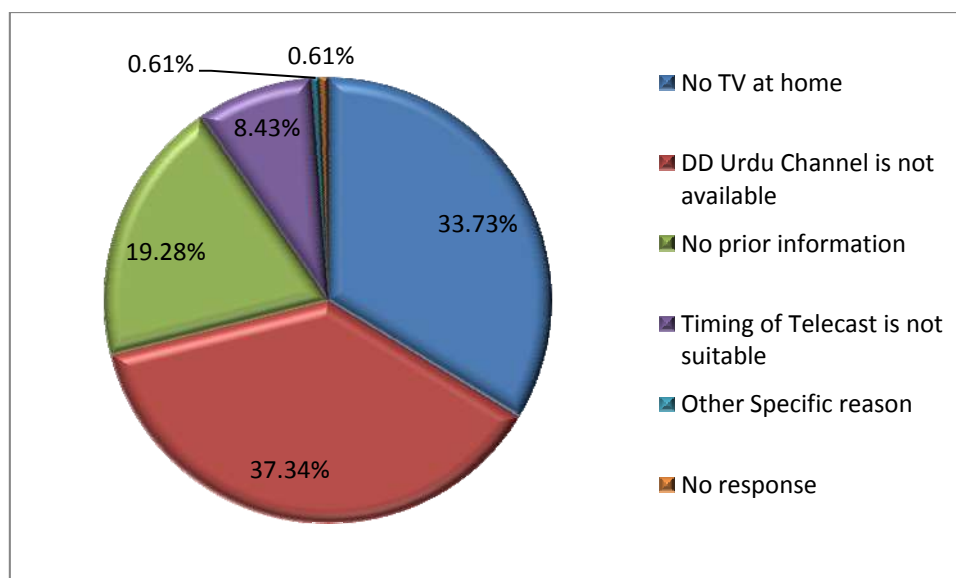
Table 3.6

Showing the reasons in response to “NOT AT ALL” from the Male students

S. No.	Particulars	Viewership	Percentage
1	No TV at home	56	33.73%
2	DD Urdu channel is not available	62	37.34%
3	No prior information	32	19.28%
4	Timing of Telecast is not suitable	14	8.43%
5	Other specific reason	1	0.61
6	No response	1	0.61

Graph 3.6

Showing the reasons in response to “NOT AT ALL” from the Male students



As seen in the table 3.5 that 166 male respondents all subjects from various regional centres are not watching MANUU programmes at all. Why they are not watching these programmes at all, the table 3.6 provides the reasons wise details of the data, while graph 3.6 presents reasons with the percentage of the respondents. Among 166 (who were not watching) respondents, 33.73 percent gave the reason that they do not have television at home, whereas 37.34 percent have said that the DD Urdu channel was not available in their cable network that’s why they could not benefited from these video lessons. 19.28 percent of 166 respondents have mentioned the reason that there was no prior information regarding MANUU video lessons from any sources that was the reason we were unable to watch these

programmes, while 8.43 percent have said the because of the timing of the telecast was not suitable for them that's why they could not watch video lessons. One person has said that although I knew about this video lesson facility of the university, but due to other works he could not watch at all, whereas the equal numbers of them have did not mention any reason for not being watched at all.

If we compare the viewership trends of both genders we will see the female students are more active in watching these programmes as 65.82 percent female watching MANUU video lessons, whether it is regularly or occasionally, whereas 62.78 percent male watching MANUU video lessons weather it is regularly or occasionally. This figure clearly shows that the female viewership ahead male viewership by the margin of 3.04 percent.

Table 3.7

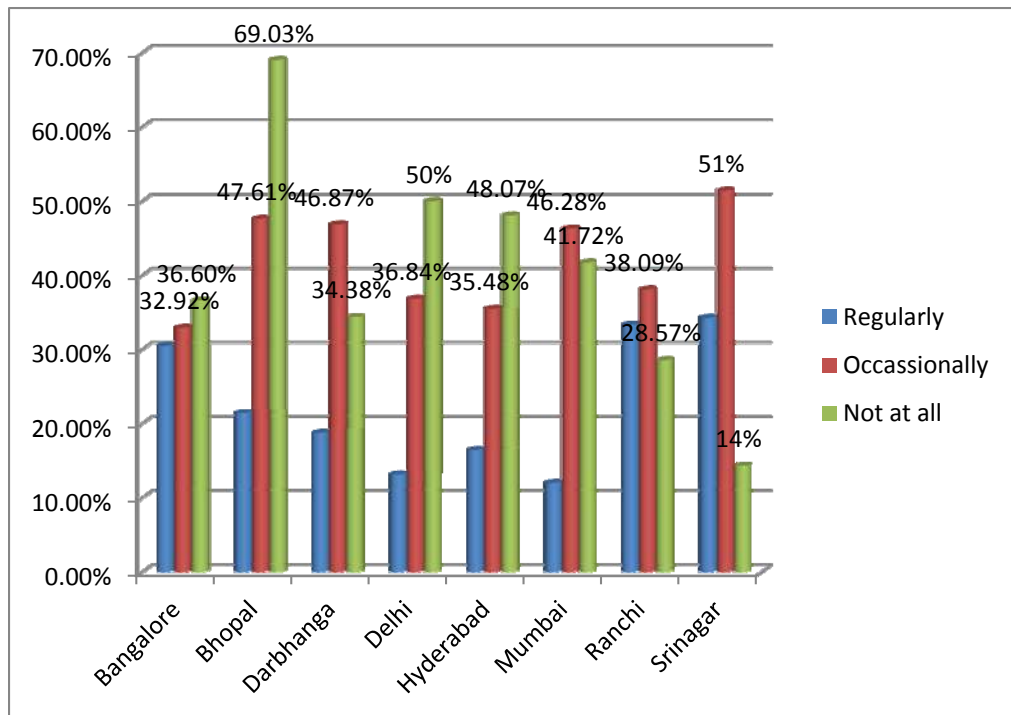
Showing the overall viewership of MANUU programmes on DD Urdu channel – Regional Centre wise

Viewing habit of RC'S	Regularly	Occasionally	Not at all			
Hyderabad	89	18.61%	192	40.16%	197	41.21%
Ranchi	28	33.33%	32	38.09%	24	28.57%
Darbhanga	6	19.35%	15	48.38	10	32.27%
Bhopal	9	23.07%	20	51.28%	10	25.65%
Delhi	10	14.49%	28	40.57%	31	44.94%
Mumbai	21	12.72%	81	49.09%	63	38.19%
Bangluru	25	32.46%	27	35.08%	25	32.46%
Srinagar	36	36%	54	54%	10	10%

Graph 3.7

Shows the overall viewership of MANUU programmes on DD Urdu channel –Regional Centre wise

VIEWERHABIT OF MANUU STUDENTS



Viewership Trends of the Regional Centers across the Country

This was gender wise viewership trends of all disciplines from all the regional centres, it was in our plan that we will also analyze these data region wise so that we can find out actual viewership trends of the particular regional centre located in different parts of the country.

The table 3.7 provides the details that the total 541 filled questionnaires have been collected from the Hyderabad sub- regional centre out them 478 respondents are aware about MANUU telecast on DD Urdu. 18.61 percent of 478 respondents have said they are watching MANUU video lessons regularly, while 40.16 percent of them from Hyderabad Regional Centre ticked that they are watching these video lessons occasionally and rest of them means 197 (41.21 percent) respondents expressed that they are not watching at all.

The Ranchi Regional says the different story about the viewership trends, the total respondents of this Centre is 93, out them 28 students, 33.33 percent have said that they are watching MANUU educational programmes regularly on DD Urdu Channel. Whereas 32.09 percent students have said that they are watching these video lessons occasionally and the rest 28.57 percent respondents of this centre have said they are not watching at all.

The table 3.7 provides the viewership trends of Darbhanga Regional Centre as well. 19.35 percent (31 respondents) said that they are watching MANUU video lessons regularly, whereas 48.38 percent respondents are watching occasionally and the rest 32.27 percent respondents not watching at all.

The total numbers of respondents for the second question are 39 from the Bhopal Regional Centre among them 23.07 percent respondents have said they are watching regularly from these video lessons, while 51.28 percent have ticked in the second option that they are watching occasionally. Whereas 25.65 percent respondents have said that they are not watching MANUU educational programmes at all.

Total numbers of respondents for question number 2 from the Regional Centre of Delhi are 69; out of them 14.49 percent respondents have said that they are watching these video lessons regularly. Whereas 40.57 percent respondents have expressed that they are

watching MANUU video lessons occasionally; whereas 44.94 percent students have said that they are not watching these video lessons at all.

Total numbers of respondents of question no. 2 from the Mumbai Regional Centre are 175 among them only 12.72 percent have ticked on the first option that is regularly they are watching MANUU programmes on DD Urdu, while 49.09 percent respondents have said that they are watching occasionally. And the rest 38.19 percent students of them of all subjects have said that they are not benefitting from this facility at all.

Total number of respondents in this particular question are 77 from the Regional Centre of Bangaluru, among them 32.46 percent said that they are watching these video lessons of MANUU regularly on DD Urdu, whereas 35.08 percent of them have said that they are watching these video lessons occasionally, while 32.46 responded that they are not watching at all.

Total filled in questionnaires received from the Srinagar Regional Centre are 105, among them 100 respondents are known the MANUU telecast on DD Urdu. 36 percent respondents of them have said that they are watching MANUU video lessons regularly, while 55 percent respondents have said that they are watching occasionally. And only 10 percent students of this centre have said that they are not watching MANUU educational programmes on DD Urdu channel.

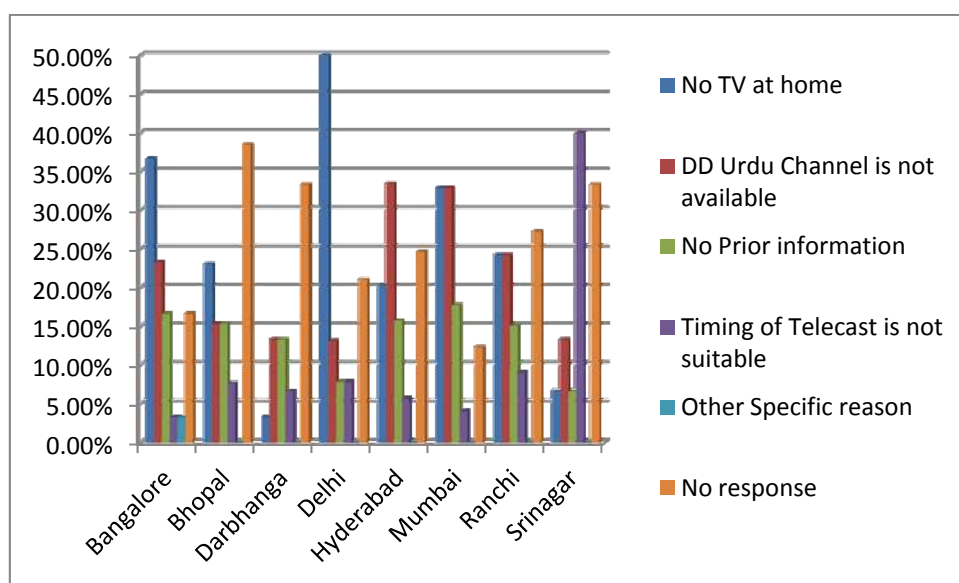
Table 3.8

Showing the reasons in response to “NOT AT ALL” from the students – Regional Centre wise

Regional Center	No TV at home		DD Urdu channel is not available		No prior information		Timing of Telecast is not suitable		Other specific reason		No response	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
Hyderabad	53	26.90%	87	44.17%	41	20.82%	15	7.61%	0	0%	1	0.50%
Ranchi	8	33.33%	8	33.33%	5	20.83%	3	12.51%	0	0%	0	0%
Darbhanga	5	35.71%	2	14.28%	2	14.28%	1	7.14%	4	28.59%	0	0%
Bhopal	3	27.27%	2	18.18%	2	18.18%	1	9.09%	0	0%	3	27.27%
Delhi	19	61.29%	5	16.13%	3	9.68%	3	9.68%	0	0%	1	3.22%
Mumbai	24	38.09%	24	38.09%	13	20.63%	2	3.19%	0	0%	0	0%
Bangluru	11	44%	7	28%	5	20%	1	4%	1	4%	0	0%
Srinagar	1	10%	2	20%	1	10%	6	60%	0	0%	0	0%

Graph 3.8

Showing the reasons in response to “NOT AT ALL” from the students – Regional Centre wise



Reason mentioned by respondents of the various Regional Centres

As have been mentioned in the introduction of this research that we will try to find out the reasons regional centre wise also if the answer is (C) which is 'Not At All' in question no.2, why these students not able to watch MANUU programmes on DD Urdu?

The table 3.8 shows that at least 197 respondents have ticked on the option (C) that is Not At All from the regional centre of Hyderabad. Among them, 26.90 percent have said that they do not have Television at home. Whereas 44.17 percent have said that Doordarshan Urdu channel was not available on their cable networks. While 20.82 percent students have said that because of no prior information they were unable to watch MANUU educational programmes on DD Urdu. While 7.61 percent mentioned that the timing of the telecast was not suitable that's why they could not watch the telecast. Only one respondent chose not to respond in the mentioned reasons.

The total respondents for this particular option from the Regional Centre of Ranchi are 33. Out of them 33.33 percent students have said that they do not have television at home and an equal percentage of respondents also express that the DD Urdu was not available in their cable network. Whereas 20.83 percent respondents have said that because of the no prior information they could not watch these programmes. While 12.51 percent of them have said that the timing of the telecast was not suitable for them.

Total numbers of respondents who were not watching MANUU programme on DD Urdu are 11 from the Regional Centre of Darbhanga among them 35.71 percent has mentioned that they do not have television at home. Whereas 14.28 percent have said that the DD Urdu channel was not available on their cable network and the equal percentage of the respondents also said because of no prior information we are not watching the telecast. While only 7.14 percent have said that because the timing of the telecast was not suitable for them, so, we could able to watch at all. The four students, which is 28.59 percent did not give any response.

As seen table 3.8 that eight students have ticked on option (C) which is not at all from regional centre of Bhopal. 27.07 percent of them have mentioned that they do not have television at home, while 18.18 percent have said that DD Urdu channel was not available on their cable networks, as the equal numbers of the respondents have mentioned that there was no prior information regarding telecast of video lessons. And 9.09 percent respondents have mentioned the timing of the telecast was not suitable for them. There are three of 8 respondents (27.27 percent) have chosen not to give any reason.

31 respondents which are 44.94 percent of total respondents (who are aware of MANUU telecast DD Urdu) from the regional centre of Delhi are not watching MANUU programmes on DD Urdu, among them 61.29 percent have mentioned that they do not have television at home. While, 16.13 percent have said that the DD Urdu channel was not available on their cable networks. Only 9.68 percent of them have express that because of no prior information they could not watch these video lessons, while the equal numbers of respondents have said that the timing of the telecast was not suitable for them. Whereas 3.22 percent respondents from this centre have not given any response.

In response to question no. 2 total numbers of respondents are 73 which are 41.72 percent from the Regional Centre in Mumbai not watching MANUU programmes at all. Out of 73 students, 24 which is 32.88 percent have said that they do not have television at home. The equal numbers also mentioned that DD Urdu channel was not available in their cable network. 17.80 percent have given reason, because of no prior information they could not watch these video lessons, while only three which is 4.11percent of them have mentioned that the timing of the telecast was not suitable for them that's why they were not able to watch MANUU programmes. Nine students did not give any response.

According to the table 3.8 that 25 respondents do not watch MANUU programmes at all from the Bangalore Regional Centre, among them 44 percent has mentioned, they do not have television at home, that's why they were not watching MANUU programmes. Whereas 28 percent have given reason that the DD Urdu channel was available in their cable network. 20 percent of them have said there was no prior information regarding video lessons of MANUU so they could not watch theses programmes, while only 4 percent students given reason that the timing of the telecast was not suitable for them, the equal

numbers also have given any other reason that although they are aware of this kind of facility but because of the other engagement they could not watch.

The total numbers of students who have chosen to tick on the option (C) are 10, which are 10 percent from the Regional Centre of Srinagar, out them only 10 percent have given the reason that they do not have television at home. Whereas 20 percent of them have expressed that the DD Urdu Channel was not available in their cable network. While 20 percent have mentioned that they could not receive prior information related to the this kind of telecast on DD Urdu channel, while 4 percent given the reason that the timing of the telecast was not suitable for them that's why they were not able watch these video lessons of MANUU on Doordarshan Urdu. One person has mentioned that because of the other engagement he could not watch the telecast.

Stream wise Viewership

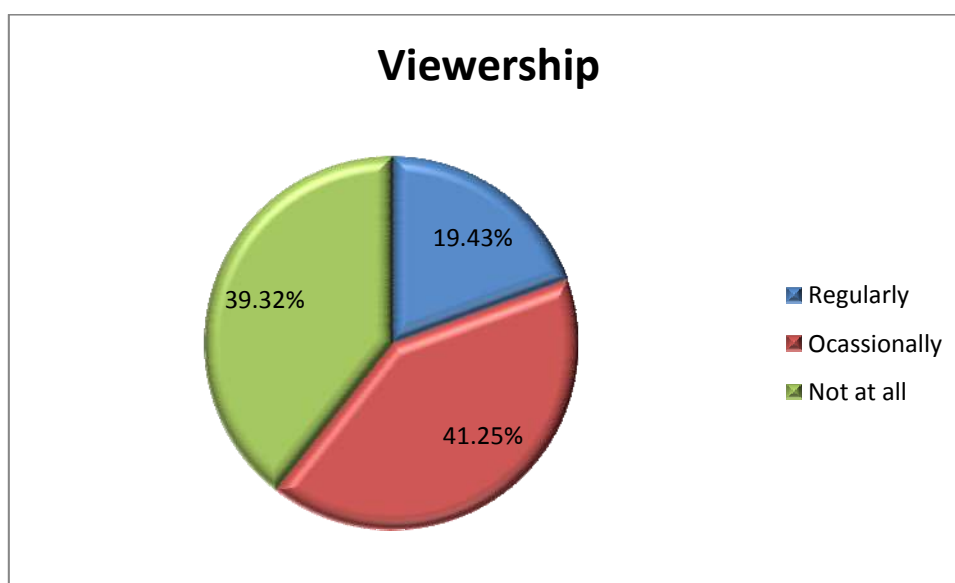
Table 3.9

Showing the viewership of MANUU programmes on DD Urdu channel –B. A students

S.No.	Particulars	No. of Students	Percentage
1	Regularly	90	19.43%
2	Occasionally	191	41.25%
3	Not at all	182	39.32%

Graph 3.9

Showing the viewership of MANUU programmes on DD Urdu channel –B. A students



Viewership Trend of B.A students

The total respondents from the stream of the Bachelors of Arts are 506 from all the Regional Centre across the country, 192 are male and 314 are female. The over all of awareness levels of B. A students of all Regional Centres is 91.5 percent (463 respondents) whereas only 8.5 percent (43 students) respondents are not aware about the telecast of MANUU programmes on DD Urdu.

The point of discussion is whether this awareness level reflects on their viewership' or not, if they are not watching what are reasons for them? If they are watching how frequently they are watching these video lessons. The table 3.9 reveals that out of 463 respondents, 90 (19.43 percent) students are watching MANUU video lessons regularly, 190 respondents which is 51.25 percent of them are watching occasionally, while 182 which are 44.47 percent respondents are not watching these video lessons at all.

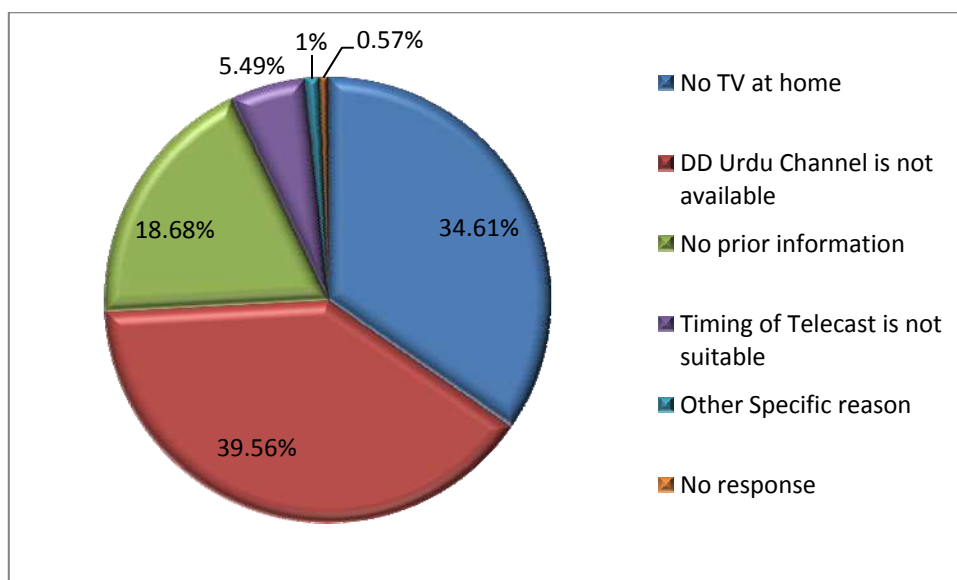
Table 3.10

Showing the reasons in response to “NOT AT ALL” from the students – B A students

Reasons	No. of students	Percentage
No TV at home	63	34.61%
DD Urdu Channel is not available	72	39.56%
No prior information	34	18.68%
Timing of Telecast is not suitable	10	5.49%
Other specific reason	2	1.09%
No response	1	0.57%

Graph 3.10

Showing the reasons in response to “NOT AT ALL” from the students – B A students



As seen in the table 3.9 that the total respondents who were not watching the telecast were 182. The table 3.10 shows the reasons, among 182 respondents 63 which are 34.61 percent B.A students have said that they do not have TV at home that’s why they were unable to watch video lessons of MANUU on DD Urdu channel. Whereas 39.56 percent respondents have said that the DD Urdu channel was not available in their cable network, while 18.68 percent of them have express that because of the no prior information regarding the telecast of MANUU video lesson they were unable to watch them. 5.49 percent respondents have given the reasons that the timing of the telecast was not suitable for them, that’s why they could not benefitted from this video lesson facility. Two students have given the reasons that they were busy with other work. 2 students did not respond.

Viewership Trends of B. Sc Students

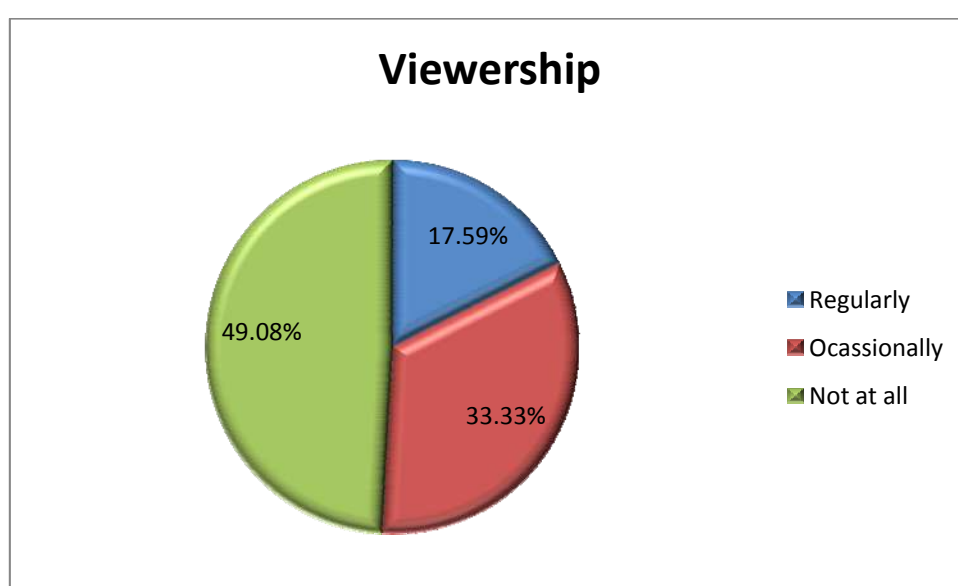
Table 3.11

Showing the viewership of MANUU programmes on DD Urdu channel –B. Sc students

S.No.	Particulars	No. of Students	Percentage
1	Regularly	19	17.59%
2	Occasionally	36	33.33%
3	Not at all	53	49.08%

Graph 3.11

Showing the viewership of MANUU programmes on DD Urdu channel –B. Sc students



The total numbers of respondents from the stream of B.Sc are 121 from various regional centres of the university. Among them 108 (89.25 percent) are aware about the MANUU slot on Doordarshan Urdu, rest of means 10.75 percent of them are not aware. Let us discuss about the viewership on this particular aspect.

The table 3.11 shows 17.59 percent of 108 respondents have said that they are watching regularly, whereas 33.33 percent of them have mentioned that they are watching MANUU video lesson on DD Urdu occasionally, 49.08 percent of 108 respondents have expressed that they are not watching MANUU video lessons DD Urdu at all.

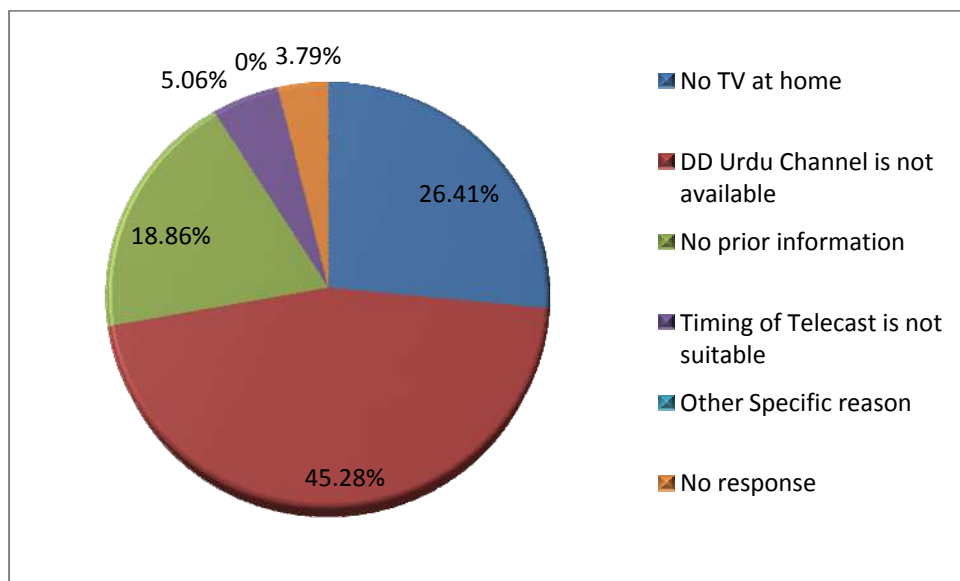
Table 3.12

Showing the reasons in response to “NOT AT ALL” from the students – B.Sc students

Reasons	No. of students	Percentage
No TV at home	14	26.41%
DD Urdu Channel is not available	24	45.28%
No prior information	10	18.86%
Timing of Telecast is not suitable	3	5.66%
Other specific reason	0	0%
No response	2	3.79%

Graph 3.12

Showing the reasons in response to “NOT AT ALL” from the students – B.Sc students



Why 53 respondents (49.08 percent) are not watching at all? The table/ graph 3.12 reveals that 26.41 percent of them have given the reason that they do not have TV at home that’s why they are not watching these video lessons of MANUU. While 45.28 percent of them have mentioned that DD Urdu channel was not available on their cable network. 18.86 percent respondents of them have ticked that because of no prior information they were unable to watch, whereas 5.66 percent have given the reason that they have a problem with the timing of telecast of MANUU programmes on DD Urdu. 3.79 percent respondents of them did not respond to this question.

Viewership Trends of B.Com Students

The total 25 filled in questionnaires received from the various regional centres of the university from stream of B.com students. As we have seen in the first chapter that the awareness level of B.com students, 84 percent, (21 respondents) while 16 percent of them (4 students) are unaware about the MANUU slot on DD Urdu.

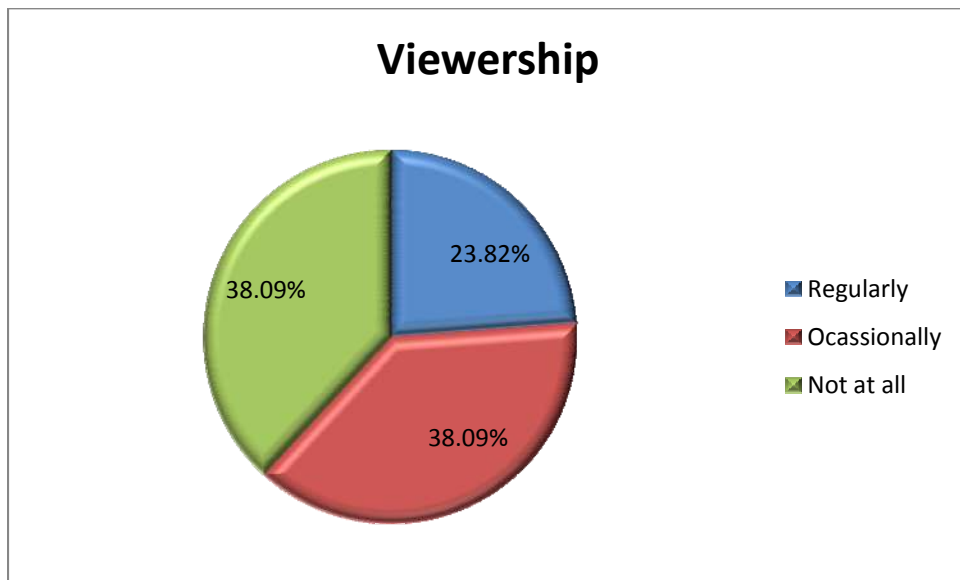
Table 3.13

Showing the viewership of MANUU programmes on DD Urdu channel –B.Com students

S.No.	Particulars	No. of Students	Percentage
1	Regularly	5	23.80%
2	Occasionally	8	38.10%
3	Not at all	8	38.10%

Graph 3.13

Presenting the reasons in response to “NOT AT ALL” from the students – B Com students



Let us see the viewership trends the of B.com students of various regional centres across the country. The table 3.13 exhibits that 23.82 percent respondents of them have said they are watching MANUU video lessons regularly, whereas 38.09 percent respondents of this stream express that they are watching occasionally, while 38.09 percent respondents have said they are not watching these video lessons at all. According to this data the viewership is less than the awareness it means, although they are aware, but they are not watching MANUU programmes on DD Urdu.

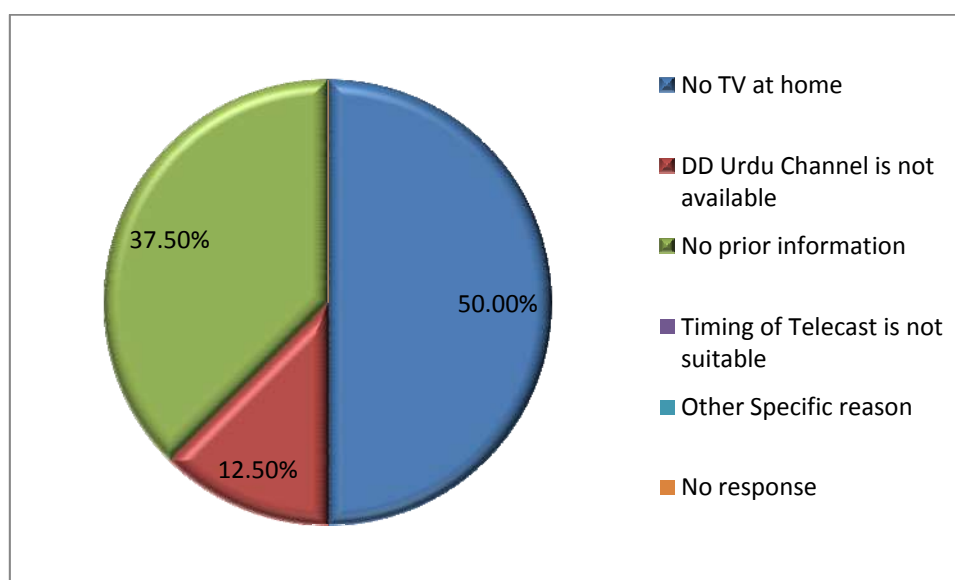
Table 3.14

Showing the reasons in response to “NOT AT ALL” from the – B Com students

Reasons	No. of students	Percentage
No TV at home	4	50%
DD Urdu Channel is not available	1	12.5%
No prior information	3	37.5%
Timing of Telecast is not suitable	0	0%
Other specific reason	0	0%
No response	0	0%

Graph 3.14

Showing the reasons in response to “NOT AT ALL” from the – B Com students



The table 3.14 shows that four (33.33 percent) out of 12 have given the reason that they do not have television at home. Only one respondent of them has said the DD Urdu channel was not available in their cable network, while three respondents which are 25.01 percent of them given reason, because of the no prior information they were unable to watch MANUU video lessons on DD Urdu.

As have been mentioned earlier that we could not collect much data from B.com students, the reasons is that the enrollment in this particular subject is less than to the courses offered by the DDE. Although the respondents are very less but they clearly indicate their viewership trends which are very much similar to the viewership trends of the other subjects.

One more thing would like to mention here is that most of the respondents from the B.Com subject are from Bangaluru regional centre.

Viewership of M.A Urdu

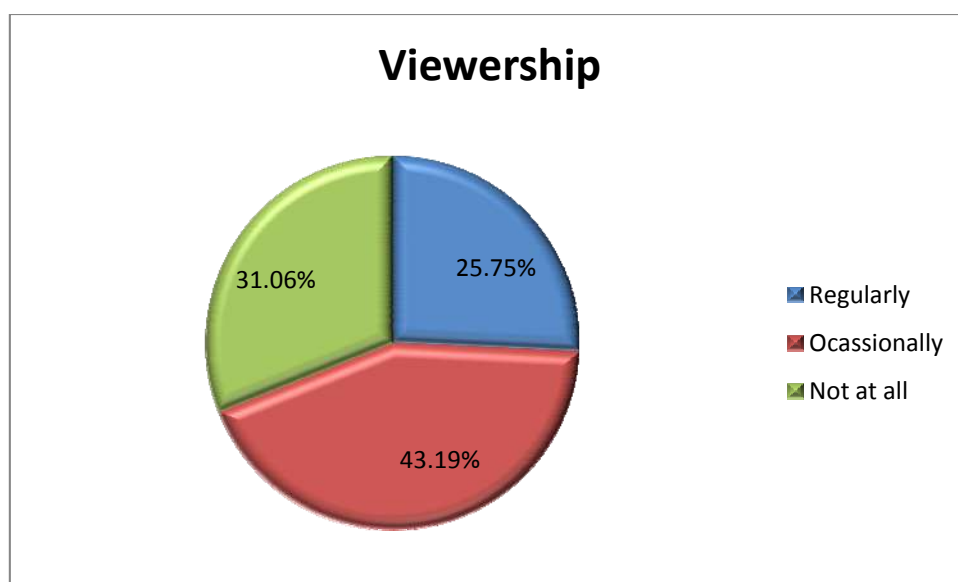
Table 3.15

Showing the viewership of MANUU programmes on DD Urdu channel –M.A Urdu students

S.No.	Particulars	No. of Students	Percentage
1	Regularly	34	25.75%
2	Occasionally	57	43.19%
3	Not at all	41	31.06%

Graph 3.15

Showing the viewership of MANUU programmes on DD Urdu channel –M.A Urdu students



The total respondents of M.A Urdu are 143 from all the regional Centres of the university. Among them 132 respondents (90.30) are aware of MANUU programmes and the rest of 7.70 are unaware. The table/graph 3.15 exhibits the viewership trends of MANUU programs. 25.75 percent of the 132 respondents have said that they watching MANUU video lessons regularly, whereas 43.19 percent have said that they are watching these programmes occasionally and the rest 31.35 percent of them are not watching MANUU video lessons at all on DD Urdu.

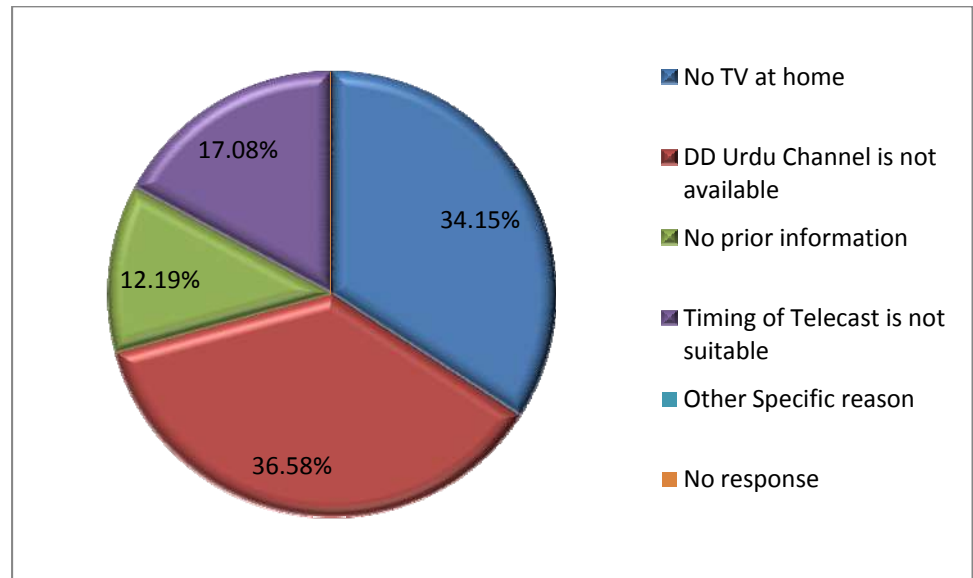
Table 3.16

Showing the reasons in response to “NOT AT ALL” from the – M.A Urdu students

Reasons	No. of students	Percentage
No TV at home	14	34.15%
DD Urdu Channel is not available	15	36.58%
No prior information	5	12.19%
Timing of Telecast is not suitable	7	17.08%
Other specific reason	0	0%
No response	0	0%

Graph 3.16

Showing the reasons in response to “NOT AT ALL” from the – M.A Urdu students



The table 3.16 provides the details of the reasons of the M.A Urdu respondents who were not watching the telecast at all. As we have also seen the in the table 3.15 that 36.35 percent of 52 respondents have said that they were not watching MANUU slot. Among them 34.15 percent of them have given the reasons that they do not have television at home, while 36.58 percent of them have mentioned that DD Urdu channel was not available to their cable network. Whereas 12.19 percent of 52 respondents said there was no prior information regarding the video lessons of MANUU telecast on DD Urdu. 17.08 percent of them have given reason that the timing of the telecast was not suitable for them.

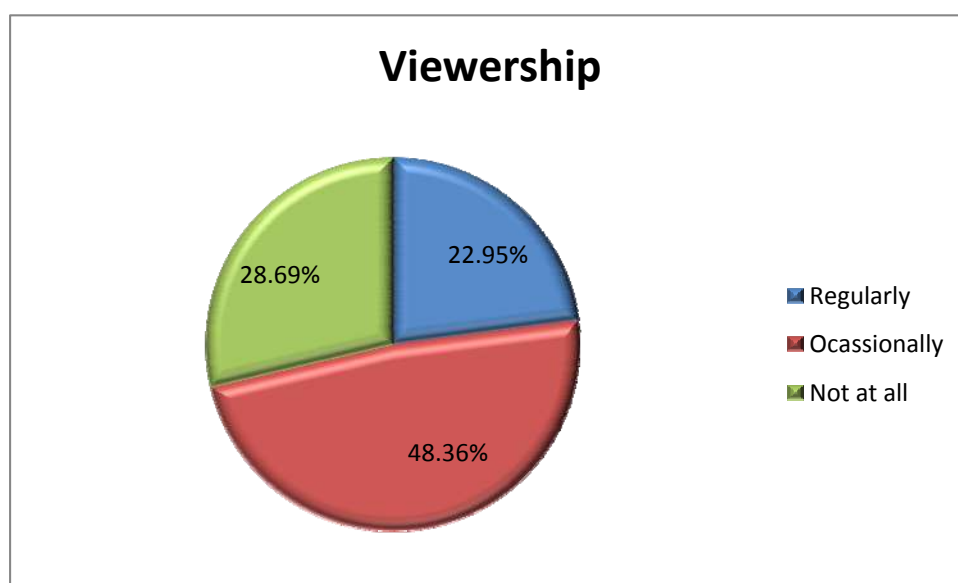
Table 3.17

Showing the viewership of MANUU programmes on DD Urdu channel –M.A History students

S.No.	Particulars	No. of Students	Percentage
1	Regularly	28	22.95%
2	Occasionally	59	48.36%
3	Not at all	23	20.90%

Graph 3.17

Showing the viewership of MANUU programmes on DD Urdu channel –M.A History students



The total respondents from the stream of M.A History are 122, among them 110 which is 90.16 percent of are aware about MANUU slot, while 12 respondents which is 9.84 percent are unaware about the MANUU video lesson facility apart from self instructional materials. Let us see is awareness level reflects in their viewership trends? The table 3.17 exhibits the viewership trends of the M.A History students of various regional centres of the university. 22.95 percent respondents have said that they are watching video lessons of MANUU regularly, whereas 48.36 percent respondents mentioned that they were watching occasionally, while 28.69 percent of respondents of this stream have said that they were not watching these programs on DD Urdu at all.

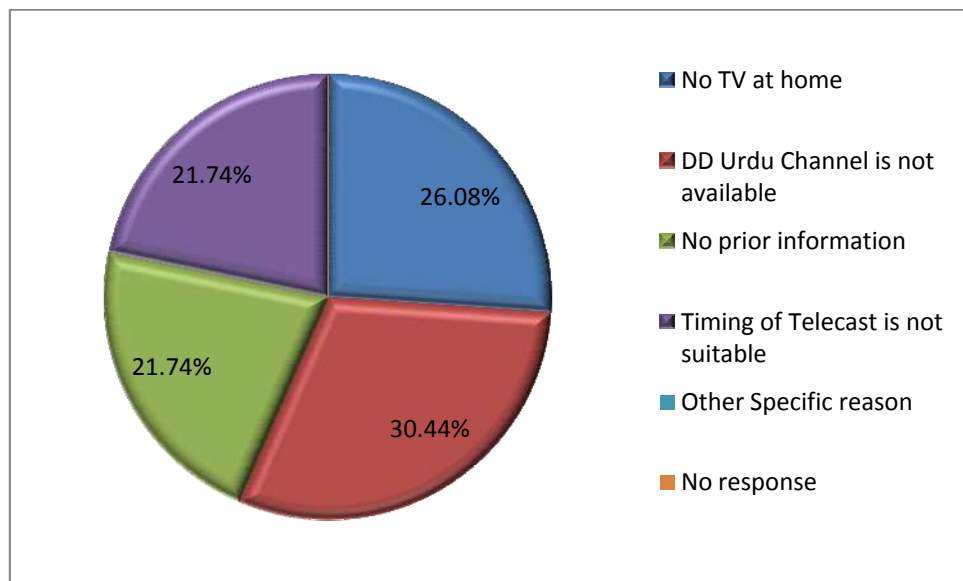
Table 3.18

Showing the reasons in response to “NOT AT ALL” from the – M.A History students

Reasons	No. of students	Percentage
No TV at home	6	26.08%
DD Urdu Channel is not available	7	30.44%
No prior information	5	21.74%
Timing of Telecast is not suitable	5	21.74%
Other specific reason	0	0%
No response	0	0%

Graph 3.18

Showing the reasons in response to “NOT AT ALL” from the – M.A History students



The table/ graph 3.18 provide the details o the reasons 28 M.A History respondents who said that they were not watching the MANUU slot on DD Urdu. 26.08 percent of them have given the reason that they do not have television at home, while 30.44 percent respondents have answered that the Doordarshan Urdu channel was not available in their cable network that’s why they were unable to watch these video lessons. Whereas 21.74 percent have given the reason that there was no prior information regarding MANUU slot in DD Urdu and an equal percentage of the respondents have told that the timing of the telecast was not suitable to them.

Viewership Trends of M.A English

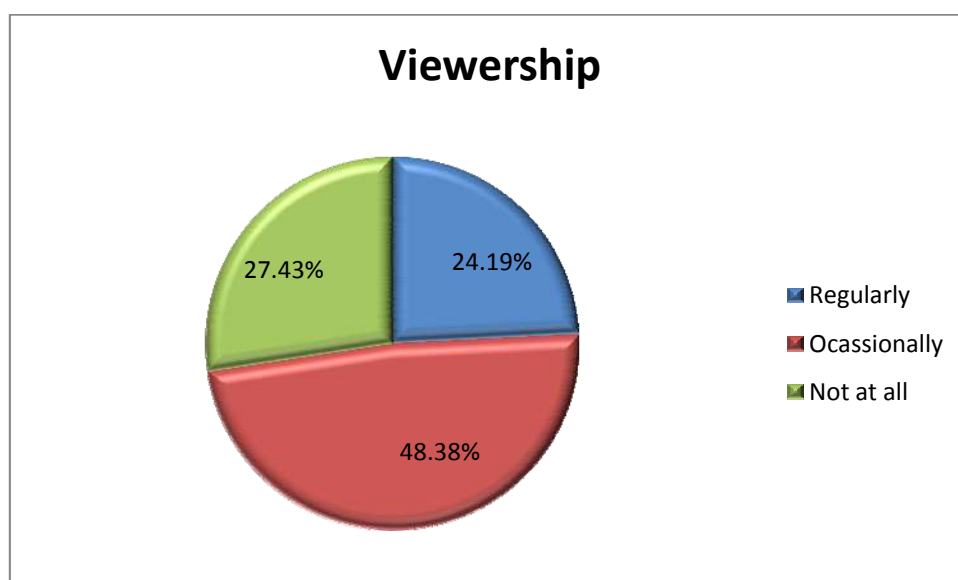
Table 3.19

Showing the viewership of MANUU programs on DD Urdu channel –M.A. English students

S.No.	Particulars	No. of Students	Percentage
1	Regularly	45	24.19%
2	Occasionally	90	48.38%
3	Not at all	51	27.43%

Graph 3.19

Showing the viewership of MANUU programs on DD Urdu channel –M.A. English students



Total numbers of respondents from the stream of M.A English are 205 from various regional centre of the university. Among them, 90.74 percent respondents are aware about the MANUU video lesson facility on DD Urdu, whereas the rest 19 respondents which is 9.26 percent of them are unaware about this video lesson facility, provided for the ODL students of the this university exclusive.

But point of discussion here is how far they are interested in watching this video lesson on DD Urdu. The table 3.19 revealed the viewership trends of the M.A English respondents, as 24.19 percent students have said they are watching these video lessons regularly, while 48.38 percent of respondents have said they are watching these video lessons occasionally, whereas 27.43 percent have said they are not watching at all.

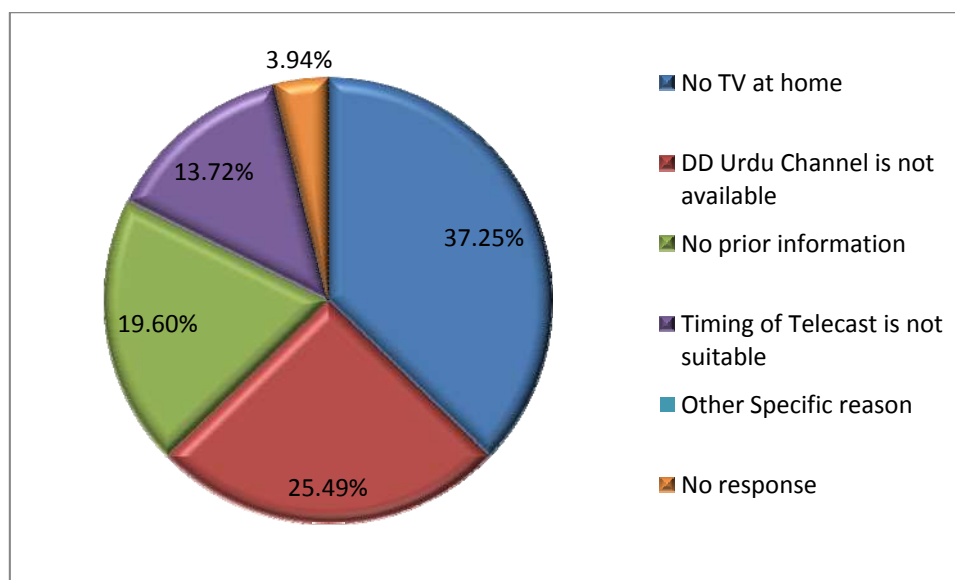
Table 3.20

Showing the reasons in response to “NOT AT ALL” from the– M.A English students

Reasons	No. of students	Percentage
No TV at home	19	37.25%
DD Urdu Channel is not available	13	25.49%
No prior information	10	19.60%
Timing of Telecast is not suitable	7	13.72%
Other specific reason	0	0%
No response	2	3.94%

Graph.3.20

Showing the reasons in response to “NOT AT ALL” from the – M. A English student



The Table/Graph 3.20 provides the details of the reasons mentioned by the respondents who are not watching video programmes. Among 51 respondents, 37.25 percent students of this subject have given reason that they do not have television at home, while 25.49 percent of them have said DD Urdu channel was not available in their cable network. Whereas 19.60 percent students have said that there was no prior information regarding video lessons of MANUU, while 13.72 percent have given the reason, because the timing of the telecast was not suitable for them that’s why they were unable to watch these programmes on DD Urdu. Three of them, which is 3.94 percent did not given any reason or did not mentioned any of the above reasons.

Viewership Trends of other Diploma Courses

Directorate of Distance Education of MANUU also offers diploma courses which are PG diploma in Tourism and management, PG diploma in Food and Nutrition, Diploma in Journalism and Mass Communication, some certificate courses also being offered by the university such as Proficiency in Urdu Through English, Proficiency in Urdu Through Hindi and Functional English. Although the Instructional Media Centre did not produce more video lessons of those courses as some of the courses newly introduced by the Directorate of Distance Education but some lessons have been produced and telecasted on DD Urdu.

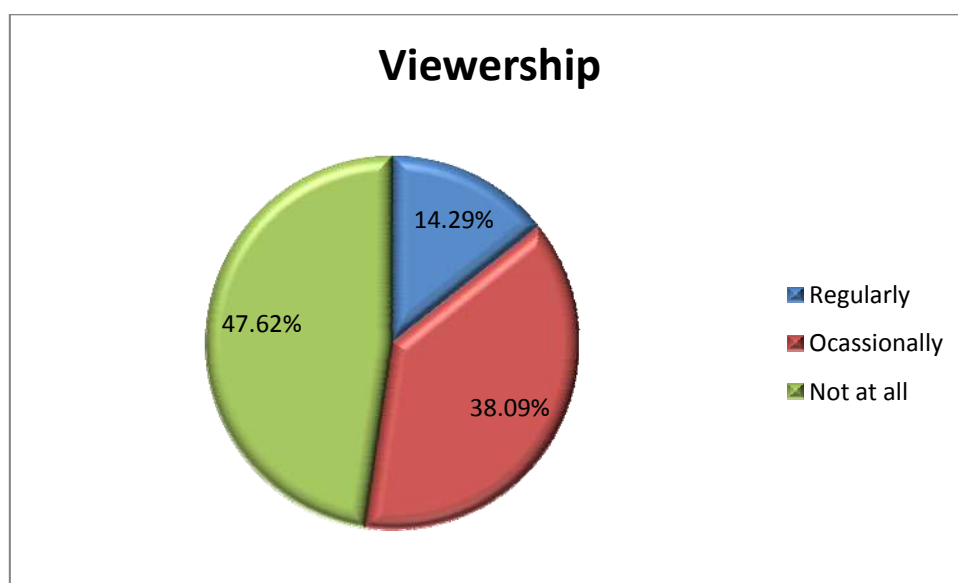
Table 3.21

Showing the viewership of MANUU programmes on DD Urdu channel – Other Diploma Courses students

S.No.	Particulars	No. of Students	Percentage
1	Regularly	3	13.04%
2	Occasionally	8	34.78%
3	Not at all	12	52.62%

Graph 3.21

Showing the viewership of MANUU programmes on DD Urdu channel – Other Diploma Courses students



The table 3.21 provides the details of the respondents of Diploma courses from three regional centres only Hyderabad, Ranchi and Patna. The total 24 filled in questionnaires received, among them 14.29 percent have said they are watching MANUU video lessons regularly, while 38.09 percent respondents have said that they are watching these programmes occasionally, whereas 47.62 percent have answered that they are not watching MANUU video lesson at all.

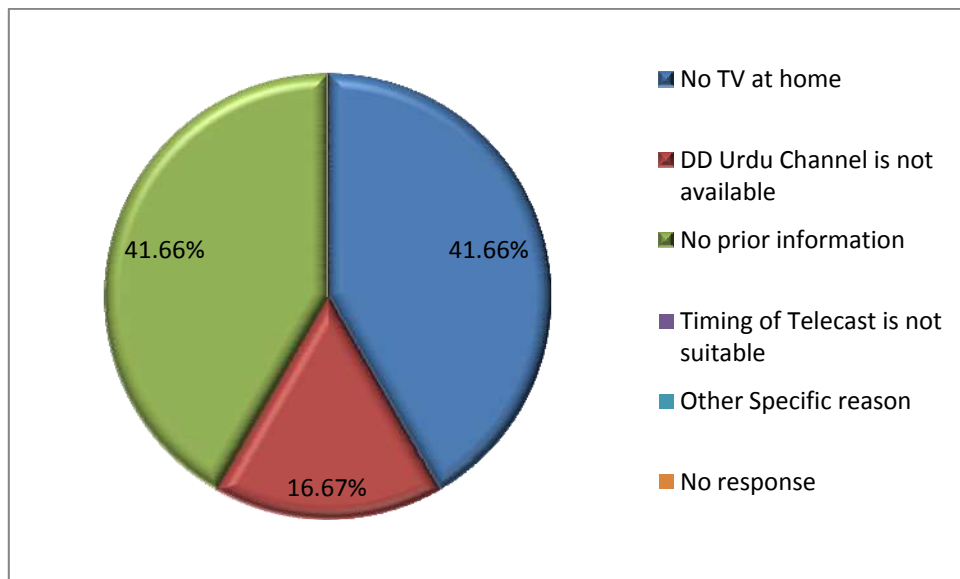
Table 3.22

Showing the viewership of MANUU programmes on DD Urdu channel – Other Diploma Courses students

Reasons	No. of students	Percentage
No TV at home	5	41.66%
DD Urdu Channel is not available	2	16.67%
No prior information	5	41.66%
Timing of Telecast is not suitable	0	0%
Other specific reason	0	0%
No response	0	0%

Graph 3.22

Showing the reasons in response to “NOT AT ALL” from the students – Other Diploma Courses students



The table 3.22 exhibits the reasons as 41.66 percent of 12 respondents have given the reason that they do not have television at home, while 16.67 percent of respondents have mentioned that the Doordarshan Urdu channel was not available in their cable network. Whereas 41.66 percent have identified the reason, saying that there was no prior information regarding the video lesson facility being provided for the ODL students of MANUU except Self Instructional Materials.

Language Comfortability of MANUU Video Lessons

The language plays a vital role into the process of teaching and learning and the importance of language also becomes imperative when it has been mixed with multimedia for the instructional objectives. The concept of teaching and learning has entered into a new kind of domine, which includes understanding how graphics, color, music and words can collaboratively convey the meaning to the learner.

A University which offers the courses through Urdu medium, it is very important to evaluate and assess the medium of instruction which is mixed with multimedia. As we all know the use of Urdu language in popular entertainment programmes has been quite prevalent in Indian Television as well as in Cinema. But the educational Programmes telecast in this medium is still not prevalent and the programming is done mostly in English or some extend in Hindi language by the different educational channels in the country. This study explores the need for telecasting educational programs in Urdu language since it has been considered as a local language / mother tongue in many states of the country, which would be more helpful for the students to understand and comprehend them easily.

We have seen the encouraging viewership trend of our target audience (ODL students of our University) which is considered to be quite satisfied in the telecast of MANUU programmes. This viewership leads several connected question that if the viewership is quite satisfied (21.47 percent regularly) than how they are comfortable with the language of the MANUU programmes telecast on Doordarashan Urdu channel.

The students were asked how comfortable they are with the language of the MANUU programs telecast on DD Urdu. To assess the students we have given three options in questionnaire e. I (a) very comfortable (b) somewhat comfortable and (c) Not comfortable.

The analysis will go accordingly that at first we will see the overall comfortable level of the viewers with the language of the video lessons. If the viewers of the MANUU video lessons feel comfort with the language of the video lessons than what extend they feel comfortable, whether are they very comfortable or somewhat comfortable. And the most importantly it will be interesting to know that how many of them are not feeling comfortable with the language of the video lessons telecast on Doordarshan Urdu.

The data will also be analyzed gender wise related to comfortability of the languages, between the male and female respondents with the language of the video lessons and whether there are differences in their comfort level across the country.

The comfortability of the language also will be analyzed region wise. It was very important to know the response of the viewers regarding the language comfortability of the various Regional Centers of the university located in different parts of the country. As ODL as well as regular students, spread from Kashmir to Kaneya Kumari. It will be very important to assess the viewer's comfort level of the medium of instruction used in various subjects offered by the university. As a researcher and students Urdu language we have studied that this beautiful language has many schools of thoughts popularly known as Dabistan-e- Dlehi, Dabistan-e- Deccan, Dabistan-e- Lucknow and Dabistan-e- Azeemabaad etc. These schools of different locations reflect on the meanings and dialects in many Urdu words. Point for the evaluation and assessment is that, whether students of Delhi region feel the same comfort as the students of Hyderabad feel or they feel discomfort with the language used in the programmes.

The comfortability of the language will also be analyzed stream wise. It will be very useful to know that whether the students of the undergraduate feel the same comfort with the language of the video lessons as the Post Graduate students feel, because the level of understanding is different in both. It will also be interesting to know the status of the comfort level of the students of the diploma courses enrolled from many parts of the country.

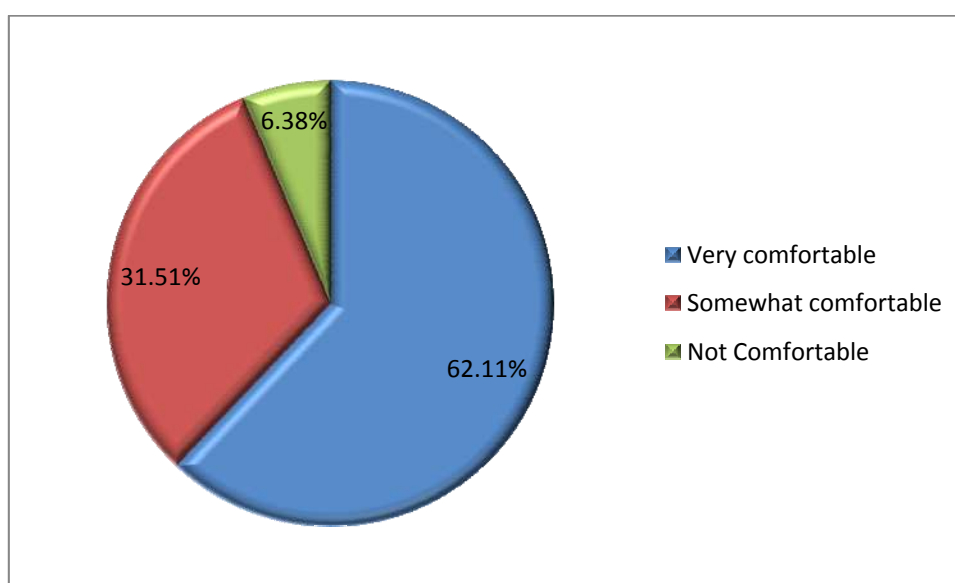
Table 4.1

Showing the language comfortability of the overall students of all Regional Centres

S.No.	Particulars	Viewership	Percentage
1	Very comfortable	418	62.11%
2	Somewhat comfortable	212	31.51%
3	Not comfortable	43	6.38%

Graph 4.1

Showing the language Comfortability of the overall students of all Regional Centre



We have seen in the third chapter the total respondents were 673 (Please see table 3.1) who have said they were watching MANUU slot in Doordarshan Urdu, whether it is regularly or occasionally, these respondents expressed their comfort level with the language of the video lessons as well. The table 4.1 revealed the overall comfortability that 62.11 percent of them felt they are very comfortable with the language of the video lessons while watching on DD Urdu, whereas 31.51 percent of 673 viewers have felt somewhat comfortable with the language of the lessons and the rest only 6.38 percent did not feel comfortable with the language of the lessons telecast on DD Urdu.

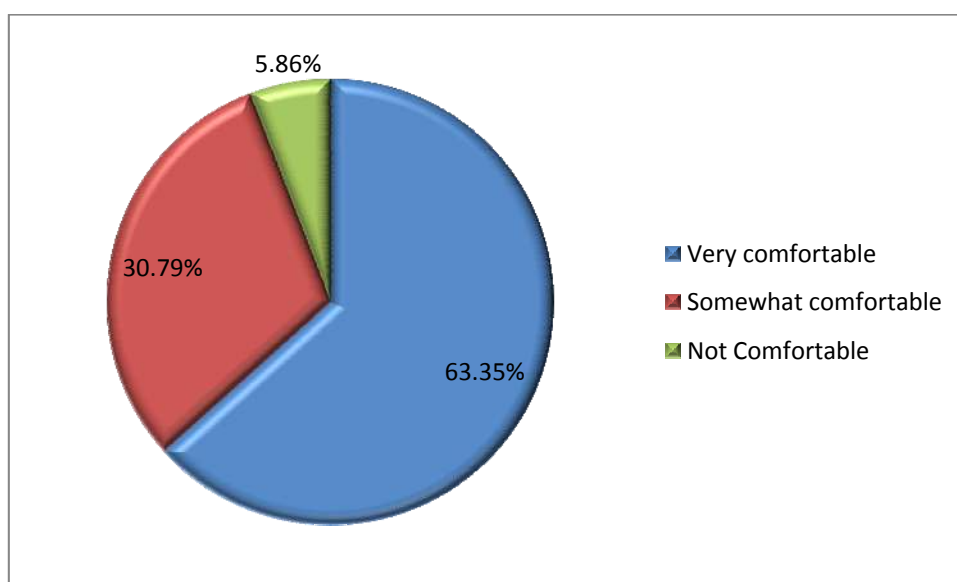
Table 4.2

Showing the language comfortability of Female students from all regional Centres

S.No.	Particulars	Viewership	Percentage
1	Very comfortable	249	63.35%
2	Somewhat comfortable	121	30.79%
3	Not comfortable	23	5.86%

Graph 4.2

Showing the language comfortability of Female students from all regional Centres



This was the overall comfort level and discomfort level with the language of MANUU video lessons across the country. Let us see the female respondents' comfort level how many of them are very comfortable with the language of video lessons telecast on DD Urdu. The table 4.2 revealed the status of female respondents is that 63.35 percent of 393 respondents feel very comfortable with the language of MANUU video lessons, whereas 30.79 percent of them have said that they were somewhat comfortable with the language of the programmes while watching and rest 5.86 percent female respondent of all subjects across the country are feeling not comfortable with the language used in the video programmes telecast on DD Urdu.

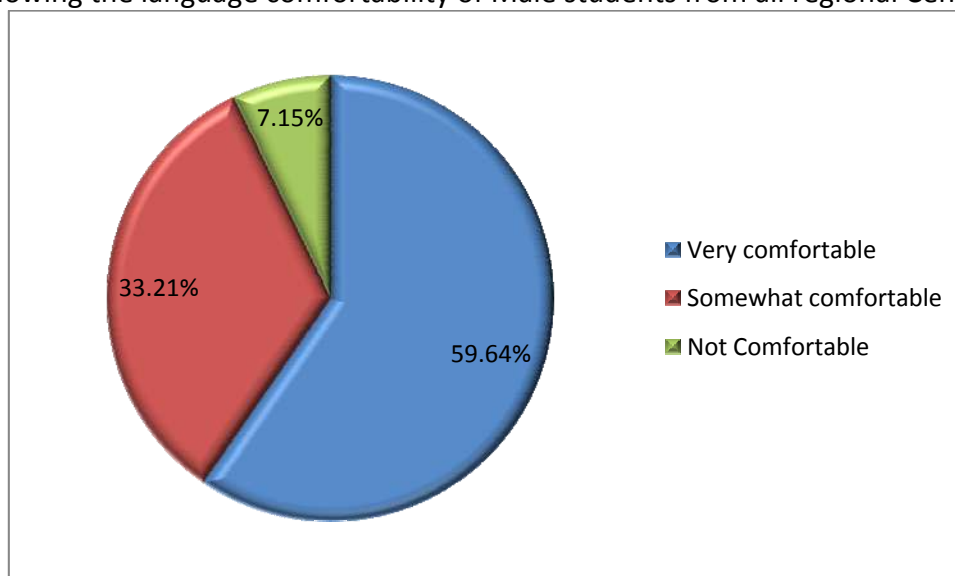
Table 4.3

Showing the language comfortability of Male students from all regional Centres

S.No.	Particulars	Viewership	Percentage
1	Very comfortable	167	59.64%
2	Somewhat comfortable	93	33.21%
3	Not comfortable	20	7.15%

Graph 4.3

Showing the language comfortability of Male students from all regional Centres



The graph 4.3 depicts the male student responses about the language of the MANUU video lessons. 59.64 percent male respondents have said that the language of the video lessons is very comfortable and easy to understand, whereas 33.21 percent male viewers have thought that the language is somewhat comforting to understand the lessons, while the rest 7.15 percent male viewers did not feel comfortable with the language used in MANUU video lessons telecast on DD Urdu. If we compare the between genders the data shows that female viewers are feeling more comfortable than male viewers and they are ahead by 3.71 percent in their comfort level.

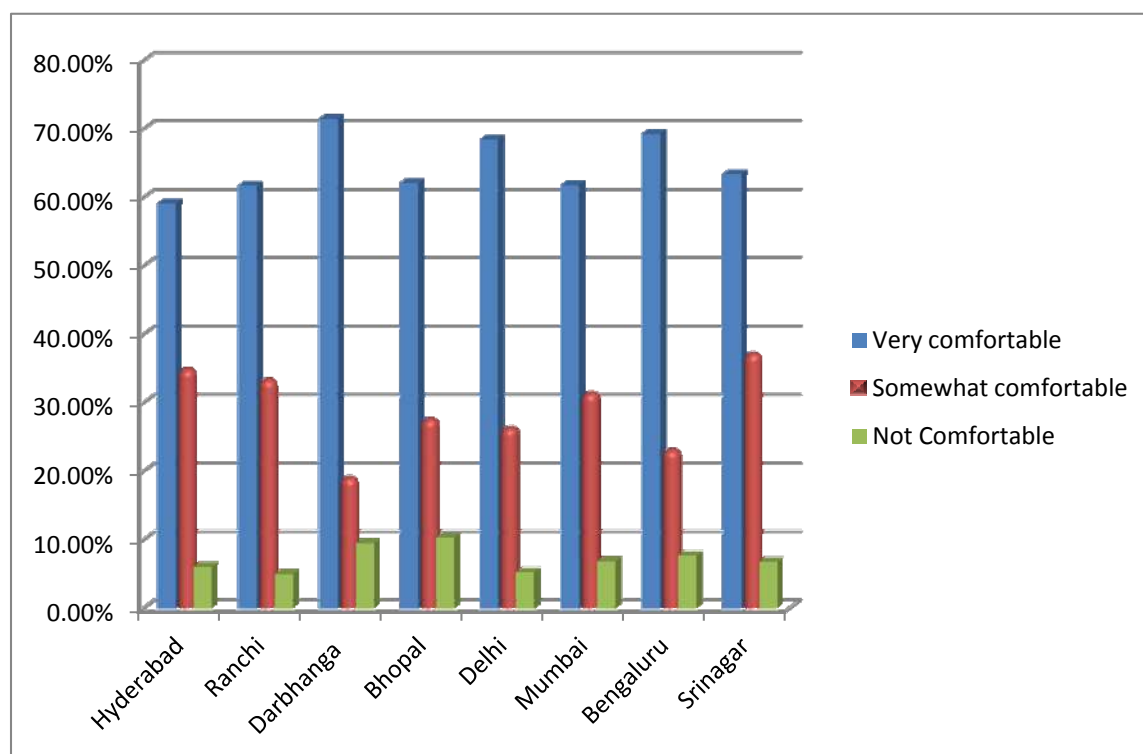
Table 4.4

Showing the language comfortability of the students of all subjects – Regional Centre wise

Regional Centers	Very comfortable		Somewhat comfortable		Not comfortable	
Hyderabad	166	59.07%	98	34.87%	17	6.06%
Ranchi	37	61.66%	20	33.33%	3	5.01%
Darbhanga	15	71.43%	4	19.05%	2	9.52%
Bhopal	18	62.06%	8	27.58%	3	10.36%
Delhi	26	68.42%	10	26.31%	2	5.27%
Mumbai	63	61.76%	32	31.37%	7	6.87%
Bangluru	36	69.23%	12	23.07%	4	7.69%
Srinagar	57	63.34%	28	31.11%	5	5.55%

Graph 4.4

Showing the language comfortability of the students of all subjects – Regional Centre wise



The analysis of the data is made according to the objective of the study as it has been discussed in the first and second chapter that we will also look the data region wise so that we could get a clear picture of the viewers' comfort level with the language of the MANUU programmes telecast on DD Urdu from the different regional centres of the university. The table 3.4 exhibits the distribution of data according the Regional Centre from where we could collect the filled in Questionnaires. These are Hyderabad, Ranchi, Darbhanga, Bhopal, Delhi, Mumbai, Bangalore, and Sringer.

The table/graph 4.4 shows that the total viewers from the Hyderabad Regional Centre are 281 among them 59.07 percent have expressed that they feel comfortable while watching these video lessons on DD Urdu channel, whereas 34.87 percent of 281 viewers felt that the language is somewhat comfortable used in the university programmes for the ODL students and the rest 6.06 percent viewers of Hyderabad Region did not feel comfortable and face difficulties in understanding the topic of the video lessons.

The total viewers from the Ranchi Regional Centre are 60 out them 61.66 percent have mentioned that they are very comfortable with the language of video lessons while watching on DD Urdu. Whereas 33.33 percent viewers of them have said that they somewhat feel comfortable with the language used in the video lessons and the rest 5.01 percent viewers feel discomfort with the language of video lessons during the watching these programmes.

The story of viewers of the Darbhanga Regional is that the total 21 respondents have watched our programs on DD Urdu, among them 71 percent feel very comfortable and easy to understand during the watching of these video lessons, whereas 19.05 percent viewers of this centre have told that they somewhat feel comfort with the language, while the rest 9.52 percent of them did not think that the language is good and easy to understand the topic.

62.06 percent of 29 viewers from the Bhopal regional Centre expressed that they feel very comfortable with the language of the video lessons while watching these video lessons DD Urdu, whereas 27.58 percent respondents of them felt somewhat comfort with the language of the lesson telecast on DD Urdu and the rest 10.36 per cent viewers of this particular center did not feel comfortable with the language of the video lessons.

The responses of Delhi regional Centre's viewer are like other centres, as 68.42 percent of the 38 students have said that they are very comfortable with the language of the video lessons produced by MANUU for the distance learning students, whereas 26.31 percent of them felt somewhat comfortable with the language used in the MANUU video programmes telecast on DD Urdu and the rest 5.27 percent viewers feel they are not comfortable with the language of the video lessons.

As far as the Mumbai regional Centre is concerned the total viewers are 103 of all subjects, among them 61.76 percent have felt that the language of the video lessons is very comfortable and easy to understand the subject. Whereas 31.37 percent of them expressed that somewhat they felt comfortable with language of the video lessons while watching these programmes on DD Urdu and the rest 6.87 percent viewers of Mumbai Centre did not feel comfortable with the language of the video lessons.

The response of the viewers of the Bangalore Regional Centre is that 69.23 percent of the total 52 respondents have said that they feel very comfortable with the language of the MANUU video lessons while watching on DD Urdu. While 23.07 percent of viewers of this particular region have mentioned that they felt somewhat comfortable with the language of the video lessons, whereas only 7.9 percent of them have said that they did not feel comfortable with the language used in the video lessons telecast on DD Urdu.

At last let us see the status of language comfortability of the Srinager Regional Centre, 63.34 percent of total 90 viewers have opined that they were feeling very comfortable and easy to understand with the language of the video lessons during watching these video lessons on DD Urdu channel. Whereas 31.11 percent of them have said that they were feeling somewhat comfortable with the language of the MANUU programmes and the rest 5.55 percent viewers of this region mentioned that they were not comfortable with the language of the video lessons.

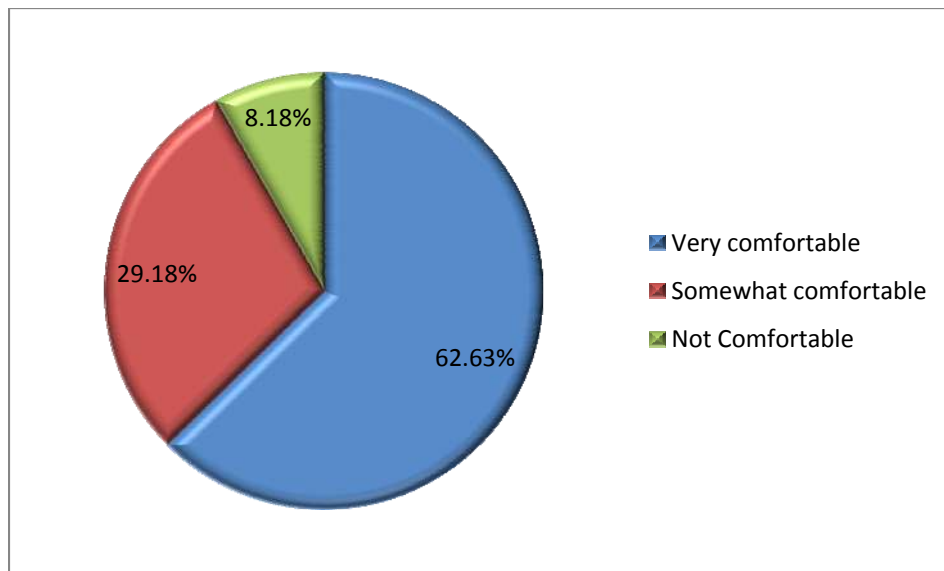
Table 4.5

Showing the language comfortability of the – B. A students

S.No.	Particulars	Viewership	Percentage
1	Very comfortable	176	62.63%
2	Somewhat comfortable	82	29.18%
3	Not comfortable	23	8.18%

Graph 4.5

Showing the language comfortability of the – B. A students



It is very important to analyze the response of viewer’s stream wise, that level of understanding towards the language and the content of the lessons will differ with their respective courses.

The table 4.5 shows the details of the data of Bachelor of Art students and graph 3.5 clearly reveals the percentage of the viewers regarding language of the video lessons, as 62.63 percent B.A viewers were feeling comfortable and easy to understand about the language of the video lessons, whereas 29.18 percent of them have said that they were feeling somewhat comfortable with the language of the video lessons telecast on DD Urdu and the rest 8.18 percent B.A viewers said they did not think that the language of the video lessons was easy to understand the topic.

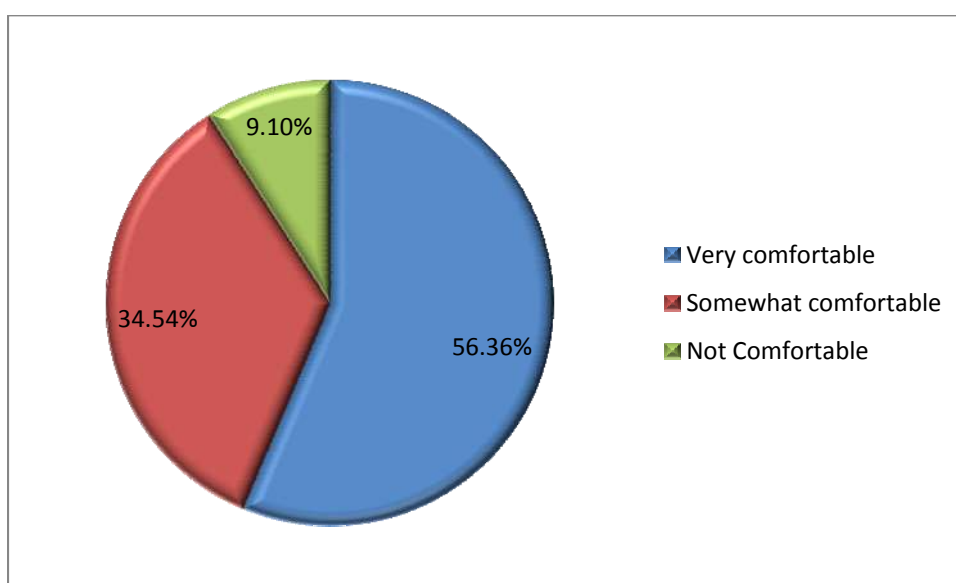
Table 4.6

Showing the language comfortability of the– B. Sc students

S.No.	Particulars	Viewership	Percentage
1	Very comfortable	31	56.36%
2	Somewhat comfortable	19	34.54%
3	Not comfortable	5	9.10%

Graph 4.6

Showing the language comfortability of the – B. Sc students



As seen the table 4.6 that total viewers from the stream of B.Sc are 55, which include the regular as well as occasional viewers gave their opinions about the language of the video lessons of MANUU, that 56.36 percent of them were feeling very comfortable during the watching of these programmes. Whereas 34.54 percent viewers of them expressed that somewhat they are comfortable with the language of programmes, while the rest 9.10 percent of them did not think the language is very smooth and easy to understand. Here the margin of discomfort is little bit high in comparison to other stream, the reason may be that being Science subject the terminology which being used in Urdu language were not easy to understand or these were new and uncommon for them that's why they were not feeling comfortable with this language.

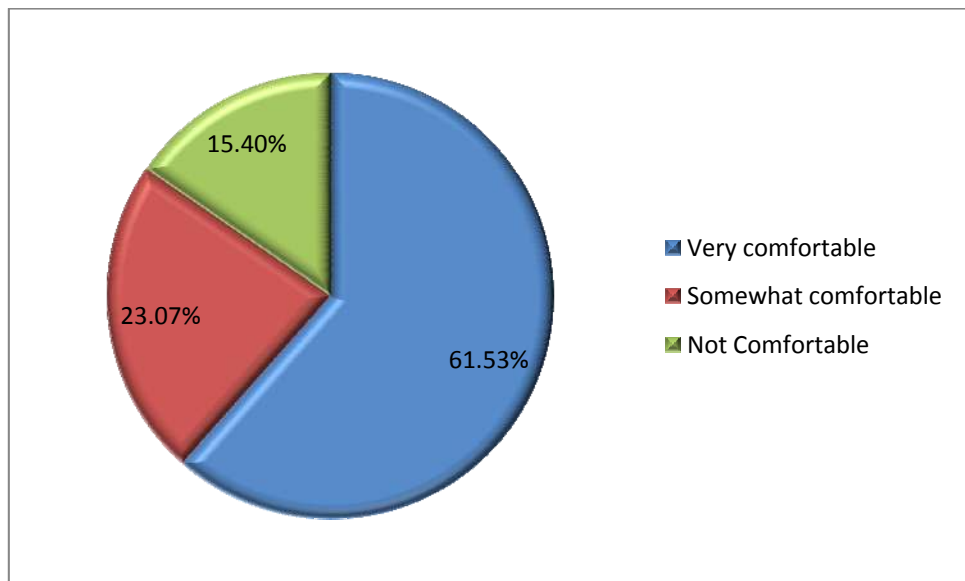
Table 4.7

Showing the language comfortability of the – B.Com students

S.No.	Particulars	Viewership	Percentage
1	Very comfortable	8	61.53%
2	Somewhat comfortable	3	23.07%
3	Not comfortable	2	15.40%

Graph 4.7

Showing the language comfortability of the – B.Com students



The table/graph 4.7 shows that 61.53 percent of total 13 B. Com viewers which are mostly from the regional centre of Bangaluru have opined that they were feeling very comfortable with the language of the video lessons of MANUU. While 23.07 percent viewers of them have said that they were feeling somewhat comfortable with the language used in these MANUU programmes. And the rest 15.40 percent viewers of this particular stream mentioned that they were not feeling discomfort with the language MANUU programmes.

As we seen that the level of discomfort from the stream of B.Com is very high but it is highest among all subjects, this discomfort level raises many questions. Why they feeling discomfortable and more importantly where they feel discomfortable?

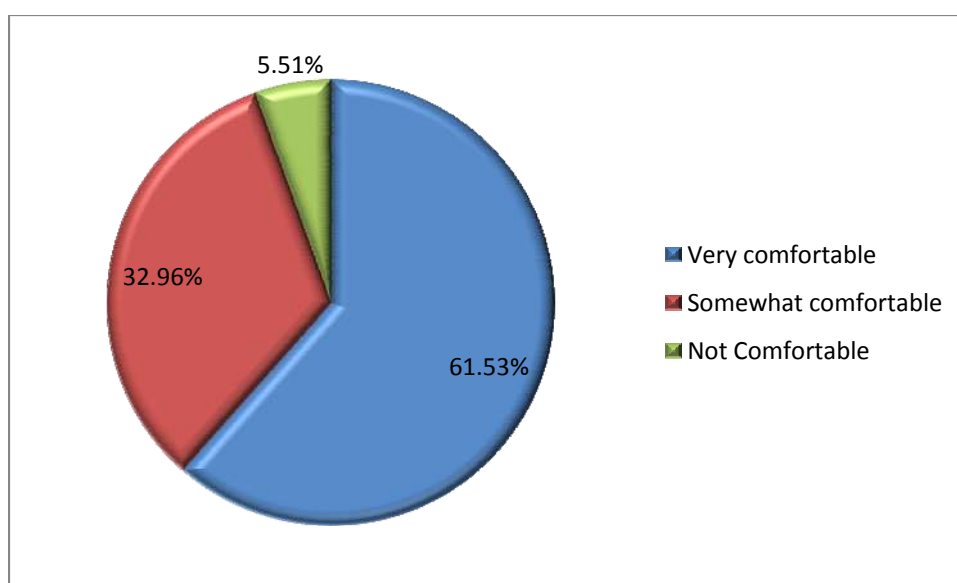
Table 4.8

Showing the language comfortability of the – M.A Urdu students

S.No.	Particulars	Viewership	Percentage
1	Very comfortable	56	61.53%
2	Somewhat comfortable	30	32.96%
3	Not comfortable	5	5.51%

Graph 4.8

Showing the language comfortability of the – M.A Urdu students



The table 4.8 gives the details of the data and the graph 4.8 presents the clear picture of the language comfortability and discomfortability of the video lessons from M.A Urdu students responded from the various regional centres of the university. As seen in the graph that 61.53 percent 91 viewers of this course were feeling comfortable and easy to understand with the language of the MANUU programmes telecast on DD Urdu. While 32.96 percent viewers of this subject mentioned that they are considered somewhat comfortable with the language of the video lesson during watching on television, whereas only 5.52 percent respondents of M.A Urdu did not feel comfortable with the language used in these video lessons.

Table 4.9

Showing the language comfortability of the – M.A History students

S.No.	Particulars	Viewership	Percentage
1	Very comfortable	55	63.21%
2	Somewhat comfortable	29	33.34%
3	Not comfortable	3	3.45%

Graph 4.9

Showing the language comfortability of the – M.A History students

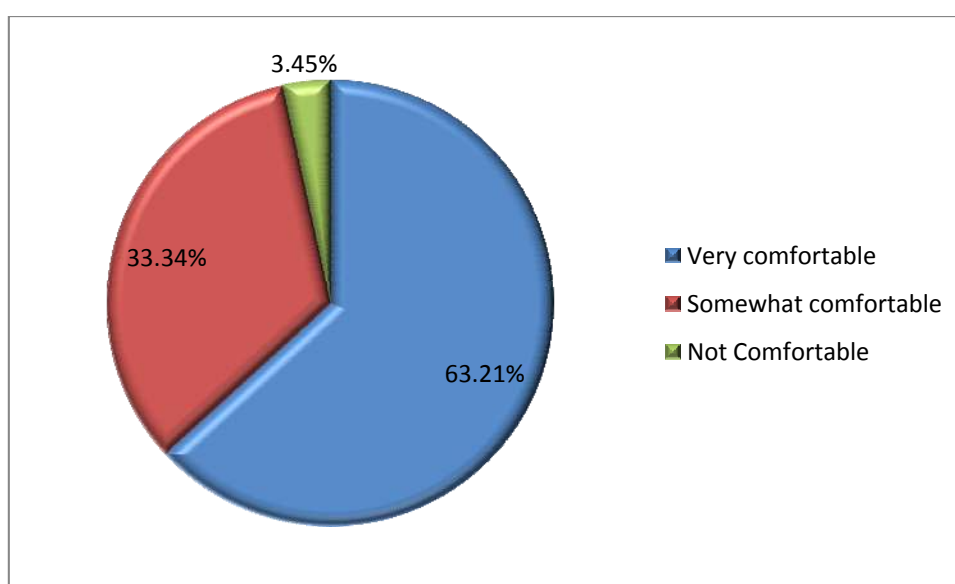


Table 4.9 depicts the details of the respondents from the stream of M.A History regarding comfortability with the language of MANUU programmes telecast on DD Urdu channel. The graph 4.9 shows more clearly that 63.21 percent of total 87 viewers opined that the language of video lessons of MANUU is very comfortable to understand. Whereas 33.34 percent viewers from this particular course considered somewhat comfortable with the language and the rest 3.45 percent of M.A History viewers did not consider that the language is comfortable for them.

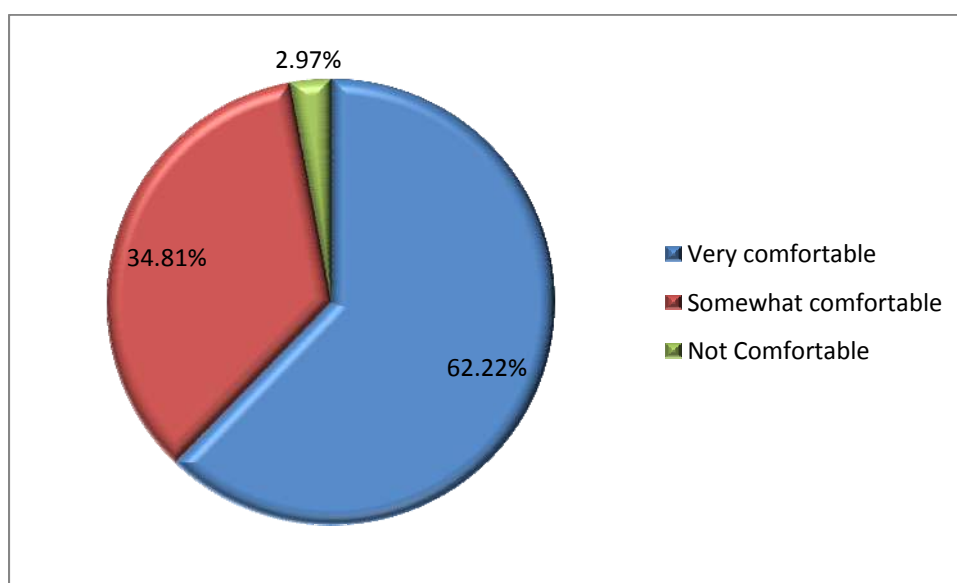
Table 4.10

Showing the language comfortability of the – M.A English students

S.No.	Particulars	Viewership	Percentage
1	Very comfortable	84	62.22%
2	Somewhat comfortable	47	34.81%
3	Not comfortable	4	2.97%

Graph 4.10

Showing the language comfortability of the – M.A English students



As far as the language comfortability of M.A English is concerned the table 4.10 provides the details of viewers with language comfortability. The graph 4.10 shows the 62.22 percent of total 135 viewers of this particular subject have expressed that the language of MANUU programmes is very comfortable and easy to understand the lesson, whereas 34.81 percent of them have considered that the language is somewhat comfortable during the watching of these video lessons on DD Urdu channel. And the rest 2.97 percent respondents of M.A English did not feel comfortable with the language used in these video lessons. As we have seen in the graph satisfactory rate is very high among the viewers of this stream only 2.97 percent of total respondents are not satisfied it means 97 percent are feeling comfortable with the language of MANUU programmes.

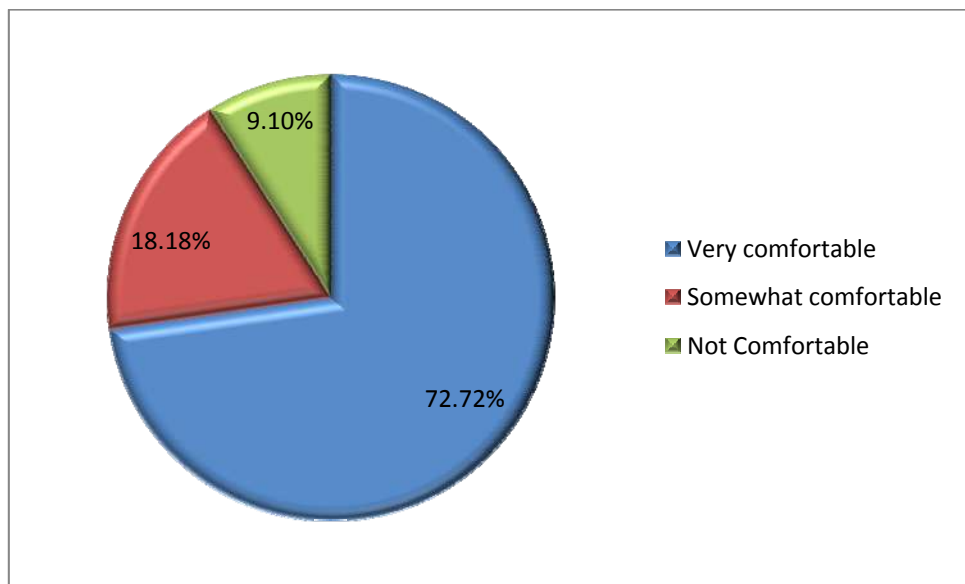
Table 4.11

Showing the language comfortability of the –Diploma Course students

S.No.	Particulars	Viewership	Percentage
1	Very comfortable	8	72.72%
2	Somewhat comfortable	2	18.18%
3	Not comfortable	1	9.10%

Graph 4.11

Showing the language comfortability of the –Diploma Course students



The table 4.11 provides the comfortability of the language of the viewers of the other diploma courses. Despite the very small data have been collected but it reflects the viewership trends and their comfortability with the language of the video lessons telecast on DD Urdu. The graph 4.11 presents that 72.27 percent viewers have said that they are very comfortable with the language of MANUU programmes telecast on DD Urdu. Whereas 18.18 percent of them have mentioned that they considered somewhat comfortable with the language of the video lessons and the rest 9.10 percent of them did not feel comfortable with the language of the MANUU programmes while watching on DD Urdu.

Rating of the quality of course content

The course content is very important whether it is in the self learning materials in the form of print or in the supplementary material learning in the form of multi-media Audio/Video lesson, or in the form of mixed media. It plays a very significant role in the dissemination of education through Open Distance Learning (ODL) system of education. These kind of specific course contents of any subjects not only increase the knowledge of the learners, but also encourage the students to read the lesson with greater interest, which leads to understanding of the lessons in a better way. Besides, it also plays the role of teachers/guides during the persuasion of their course. In view of this importance, we planned to evaluate and assess the quality of the course content of video lessons telecast on Doordarshan Urdu channel, in the light of the responses of the students enrolled in different subjects of university across the country.

The rationale about the word 'rating' is that the course content of the video lesson has been written by good faculty members of the university along with faculty members of the other university/college across the country. But it is necessary to evaluate and assess in the context of quality perceived by the ODL students when it is converted into the video lessons. The purpose of the 'rating' is to enhance the quality of the course content in the fast changing teaching and learning methodology. Hence the use of the concept of 'rating' is a conscious attempt in this research. Here rating is to know the overall analytical aspects of the Video materials.

The students were asked to rate the quality of the course content of MANUU telecast on DD Urdu. To know their response three options have been mentioned in the question no.4 of the questionnaire i.e. (a) excellent (b) good and (c) average.

At first we will see the overall rating of the quality of the course content of video lessons produced by MANUU telecast on DD Urdu. How many of the respondents have rated the course content of the lessons 'excellent', how many have mentioned the quality of the course content as 'good' and what percentage of the respondents who have rated the course contents of the lessons as average.

The data will also be analyzed gender wise as well. We shall see how many of them have rated the quality of the course content of the video lessons as excellent from all the disciplines across the country, how many of them rated the quality of the course content as good and what is the percentage of the male /female students gave the average rating to the content of the video lessons telecast on DD Urdu.

We will go into further detail and the rating of the quality of the content of the video lessons region-wise. As has been mentioned earlier also that it is very important to analyze the responses of the students' region wise as our target audience are spread into different parts of the country ranging from Kashmir to Kerala. It will be very interesting to know if the rating of the quality of the content of the video lessons is similar among all the students located in different parts of the country or there are differences in the rating of the content of the video lessons.

The data will also be discussed stream-wise. Since the university is offering different courses through its distance mode, viz undergraduate, postgraduate and various diploma courses. We have to find out is the rating of the each stream similar or there are differences in the rating regarding the video lessons of the MNAUU.

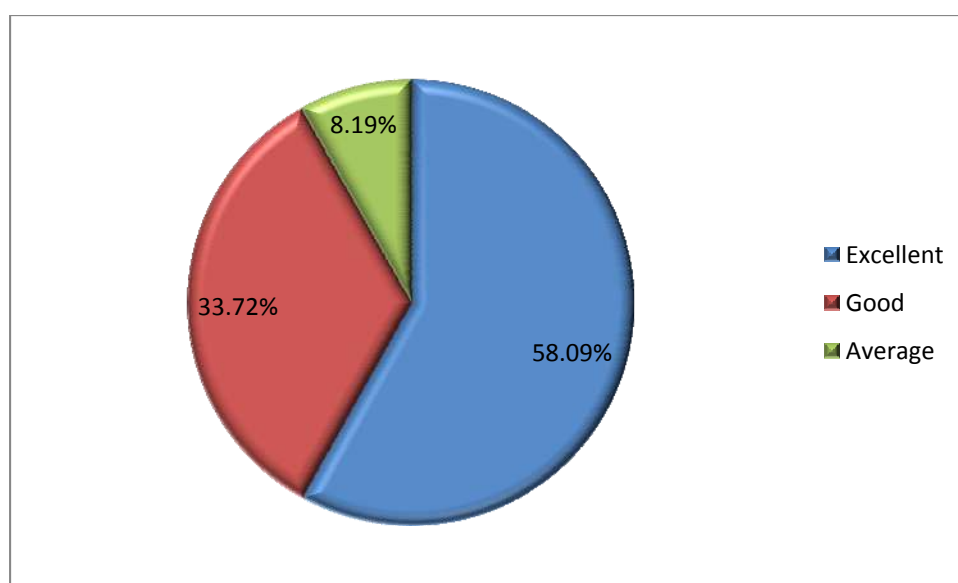
Table 5.1

Showing the overall rating of the quality of course content in the MANUU video lessons

S.No.	Particulars	Viewership	Percentage
1	Excellent	391	58.09%
2	Good	227	33.72%
3	Average	55	8.19%

Graph 5.1

Showing the overall rating of the quality of course content in the MANUU video lessons



The total numbers of respondents from all disciplines of all regional centres, who are watching MANUU slot on the Doordarshan Urdu channel, are 763. This figure shows that the responses regarding video lessons of the university are very encouraging among the ODL students of MANUU. Let us see how they have responded and rated the quality of the course content of the video lessons. The table/graph 5.1 presents the overall picture that 58.09 percent of 763 respondents rated the quality of the content 'excellent', while the 33.72 percent of them have marked that the quality of the course content of the video lessons is 'good' and the rest 8.19 percent of them mentioned that the quality of the course content is average. This rating is considered that they are satisfied with the contents of the video lessons as only 8.19 percent have rated average.

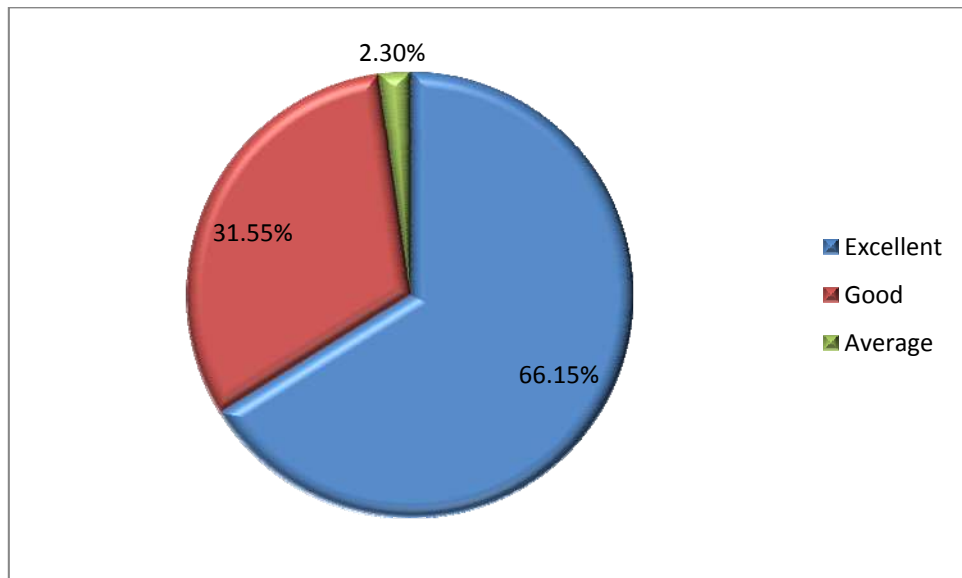
Table 5.2

Showing rating given by female students for the quality of course content in the Programme.

S.No.	Particulars	Viewership	Percentage
1	Excellent	260	66.15%
2	Good	124	31.55%
3	Average	9	2.30%

Graph5.2

Showing rating given by female students for the quality of course content in the programme.



This was the overall rating by the ODL students of MANUU in regard to the quality of course content of the video lessons. Is the rating of the male and female respondents towards the quality the content of the video lessons is same? The table/graph 5.2 revealed that 66.15 percent of 393 female respondents have rated 'excellent' to the quality of the course content of the video lesson, whereas 31.55 percent of them have mentioned that the quality of the video lesson content is 'good'. Whereas the rest 2.30 percent female students of them think that the quality of the content of the programmes is average. As one can note, the overall rating was 58.09 excellent, where the female respondents have rated very high and given 66.15 percent excellent. It means the female group is more satisfied with quality of content of the video lessons produced by MANUU.

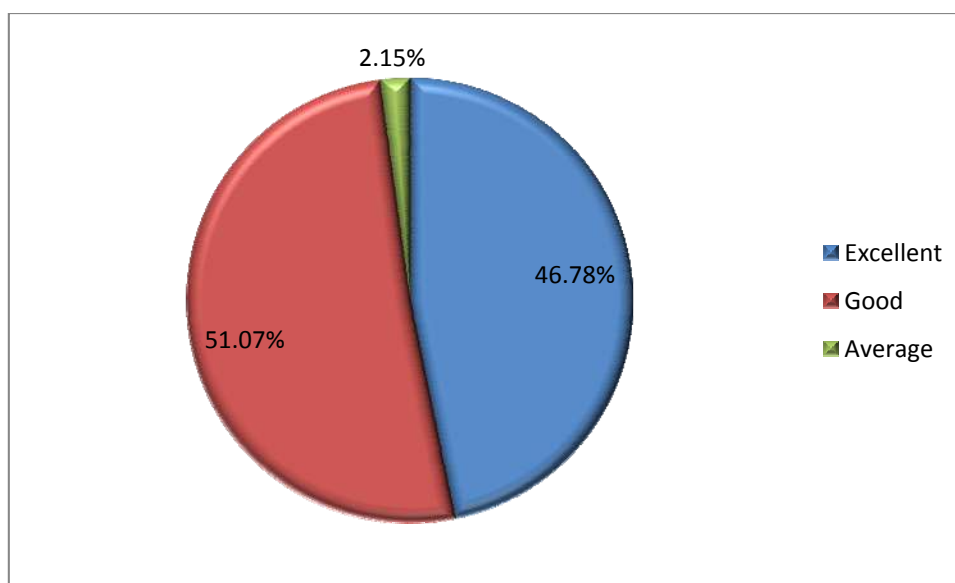
Table 5.3

Shows rating given by overall Male students for the quality of course content in the programmes

S.No.	Particulars	Viewership	Percentage
1	Excellent	131	46.78%
2	Good	143	51.07%
3	Average	6	2.15%

Graph 5.3

Shows rating given by overall Male students for the quality of course content in the programme



Let us now see the responses of male students regarding the content quality of the video lessons. The table/graph 5.3 provides the details of their rating with percentage that the total male respondents are 280 from the entire course. Among them 131 which is 46.78 percent have said that the quality of the course content of the video lessons is 'excellent', whereas 51.07 percent from same gender have rated as 'good'. While the rest 2.15 percent of the male students feel that the content quality of the video lessons is average.

If you compare between male and female rating of the quality the content you will find the female respondents are more satisfied with the content quality of the video lesson as male respondents. As 66.15 percent female learners have rated excellent, while only 46.78 percent male students rated excellent. It will be interesting to know that, this high rating will reflect on their understanding of the lessons or not, which will be discussed in the last chapter of the survey.

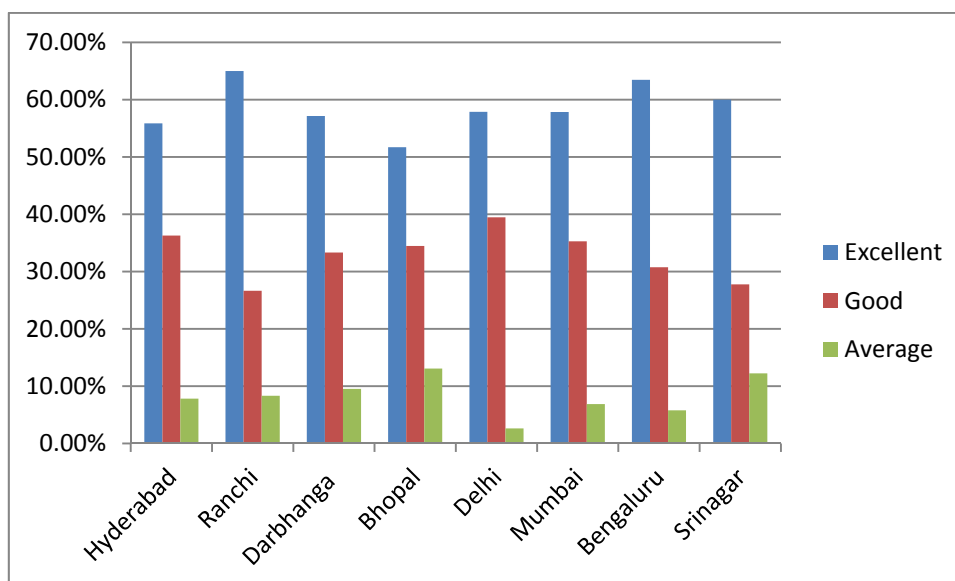
Table 5.4

Showing rating of the quality of course content in the programme – Regional Centre wise

Regional Centers	Excellent		Good		Average	
Hyderabad	157	55.87%	102	36.29%	22	7.84%
Ranchi	39	65%	16	26.66%	5	8.34%
Darbhangha	12	57.14%	7	33.33%	2	9.53%
Bhopal	15	51.72%	10	34.48%	4	13.80%
Delhi	22	57.89%	15	39.47%	1	2.64%
Mumbai	59	57.84%	36	35.29%	7	6.87%
Bangluru	33	63.46%	16	30.76%	3	5.78%
Srinagar	54	60%	25	27.77%	11	12.23%

Graph 5.4

Showing rating of the quality of course content in the programme – Regional Centre wise



This was the overall rating of the course content of the video lessons expressed by the students of all regional centres from where we could collect the data. Here we would like to discuss the responses regarding the quality of course content of video lessons of each region separately, so that we could know the responses of every regional centers respectively.

The table 5.4 provides the details of the total data with the distribution regional centre wise while the graph 4.4 exhibits the ratings of the quality of video lesson's contents more clearly. Let us see the responses of the Hyderabad regional centre how they have rated the

quality of the video content. The total viewers from this centre are 287 of all subjects; among them 157 which is 55.87 percent have said that the quality of the content of video lessons is 'excellent'. Whereas 102 which is 36.29 percent respondents of this centre have evaluated the quality of the video content as good and the rest 22 students (7.84 percent) have given 'average' rating to the course content of the video lessons.

The data from the Ranchi regional centre shows that the total viewers are 60, out them 65 percent have expressed that the quality of the course content of the video lessons as excellent. While 26.66 percent have rated 'good' to the content of the video lesson and the rest 8.34 percent respondents of this centre have marked 'average' to the quality of the course content of the MANUU video lesson telecast on DD Urdu.

The total respondents from the Darbhanga regional centre who watch MANUU programmes on DD Urdu are 21. Out of them, 12 which is 57.14 percent have rated 'excellent' to the quality of the content of the video lessons. While 33.33 percent of them have said that the content quality of the video lesson is good and the rest 9.53 percent of them have felt the content quality of video lessons is average.

The total 29 number of viewers' i.e from the regional centre of Bhopal have also rated the MANUU video lesson's quality. Among them, 15 which is 51.72 percent have said that the course content's quality as excellent. Whereas 34.48 percent of them have mentioned that the quality of video lessons content is 'good' and the rest 13.80 percent of them have rated average.

The 57.89 percent of 38 respondents from the regional centre of Delhi have rated the quality of video lesson content as excellent, whereas 39.47 percent respondents have said the content quality of MANUU video lesson is good. And the rest only 2.64 percent of 38 respondents have given an average rating to the video lesson content quality.

The total viewers of MANUU programmes on DD Urdu from the regional centre of Mumbai are 108, among the 57.89 percent students have rated the quality of the video lesson's content, excellent, whereas 35.29 percent of them have expressed that video lesson content quality is good and the rest 6.89 respondents of this particular centre have rated average to the quality of the video lessons content telecast on DD Urdu.

The responses of the Bangaluru regional centre's students with regard to the quality of the course content of the video lessons telecast on DD Urdu is that 63.46 percent of the total 52 respondents have rated excellent, while 30.16 percent respondents from this centre have mentioned the quality of the course content as good and easy to understand. And the rest 5.78 percent of 52 respondents from this centre have felt that the content quality of the MANUU video lesson is average.

The responses towards the quality of the course content of the video lessons from the regional centre of Srinager is that 54.60 percent of 90 students rated excellent, whereas 27.77 percent of them have said that the video lesson's content quality is good. And the rest 12.23 respondents from this particular centre felt that the content quality is average.

Rating of the Quality of the Course Content stream Wise

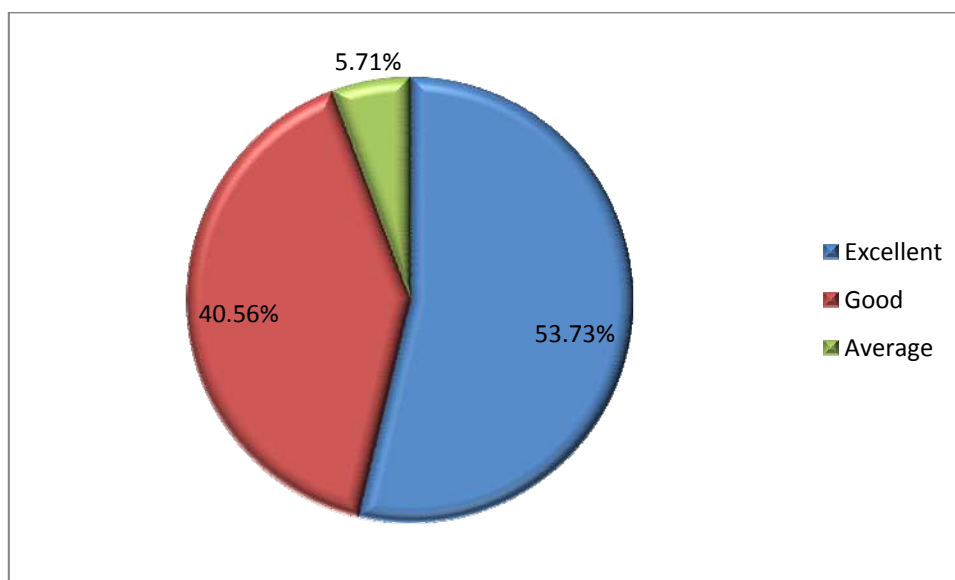
Table 5.5

Showing rating of B. A students for quality of course content in the MANUU programme

S.No.	Particulars	Viewership	Percentage
1	Excellent	151	53.73%
2	Good	114	40.56%
3	Average	16	5.71%

Graph 5.5

Showing rating of B. A students for the quality of course content in the MANUU programme



We have discussed the about the quality of the video lesson content regional centre wise, here we will try to analyze the data stream wise. The table/graph 5.5 depicts the responses of B. A student of the about the quality of video lesson content, 53.73 percent of total 281 students of B.A have expressed their opinion that the quality of the video lesson content is excellent. While 40.56 percent student from the same group have rated the quality of the video lesson as good. And the rest 5.71 percent of them have said that the quality video lesson content is 'average'.

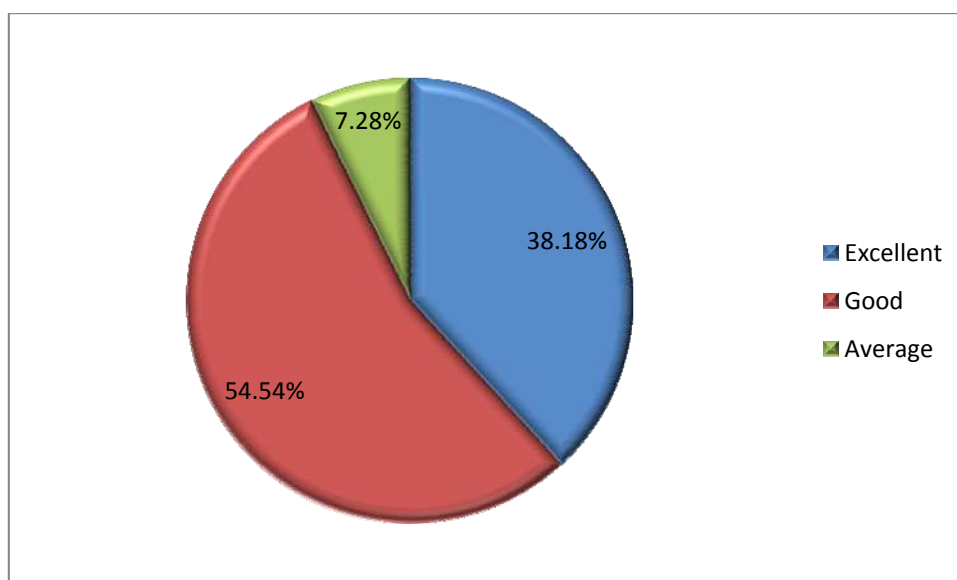
Table 5.6

Showing rating of B. Sc students for the quality of course content in the MANUU programme

S.No.	Particulars	Viewership	Percentage
1	Excellent	21	38.18%
2	Good	30	54.54%
3	Average	4	7.28%

Graph 5.6

Showing rating of B. Sc students for the quality of course content in the MANUU programme



Let us see the responses of the students from the stream of B.Sc, the table/graph 5.6 shows that the total 55 B.Sc students are watching MANUU programmes on DD Urdu from all the regional centres, among 54.54 percent respondents have given an excellent rating for the quality of the video lesson content. While 38.18 percent of them have said the quality of the video content which telecast on DD Urdu is good, whereas the rest 7 percent of the respondents from same subject have rated an 'average' quality?

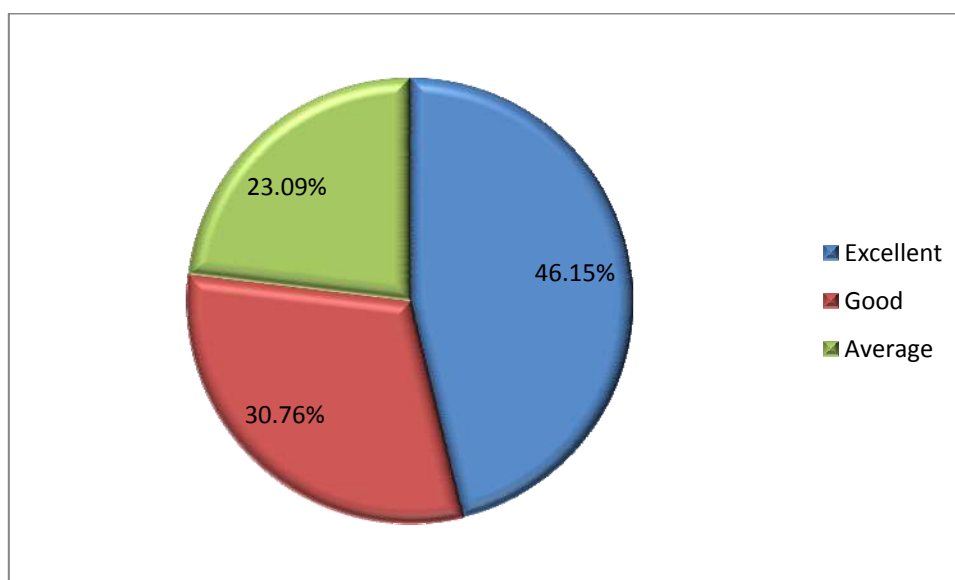
Table 5.7

Showing rating of the quality of course content in the MANUU programme – B. Com students

S.No.	Particulars	Viewership	Percentage
1	Excellent	6	46.15%
2	Good	4	30.76%
3	Average	3	23.09%

Graph 5.7

Showing rating of the quality of course content in the MANUU programme – B. Com students



Let us see the rating of the B.Com students regarding video lesson content. The table/graph 5.7 revealed that 6 out of 13 which is 46.15 percent respondents of B.Com stream have mentioned that quality of the video lessons is excellent. Whereas 4 respondents of them, which is 30.76 percent have given as good rating to the quality of the video lesson content telecast on DD Urdu. And the rest 23.09 percent respondents from B.Com stream have said that the quality of the MANUU video lesson content is 'average'.

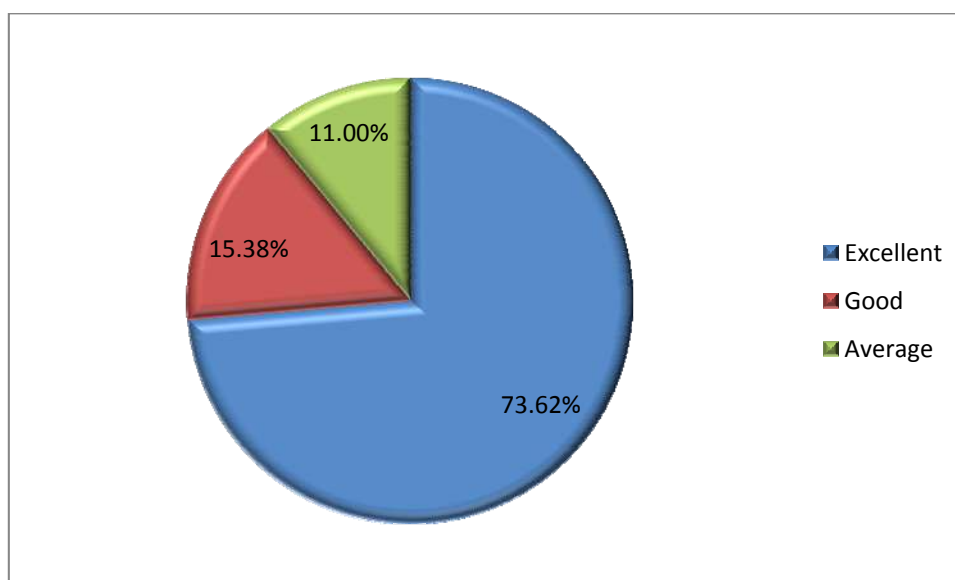
Table 5.8

Showing rating of the quality of course content in the MANUU programme – M.A. Urdu students

S.No.	Particulars	Viewership	Percentage
1	Excellent	67	73.62%
2	Good	14	15.38%
3	Average	10	11%

Graph 5.8

Showing rating of the quality of course content in the MANUU programme – M.A. Urdu students



It will be interesting to see the responses of the M.A Urdu students regarding the quality of the course content of the lesson. The reason is that the university produced more programmes on this subject and more importantly the first week of every month was dedicated to the Urdu language and literature for telecast on DD Urdu (whether it was lessons on UG or PG courses). The table 5.8 gives details of the data while the graph 5.8 presents the clear picture of the content ratings given by the M.A Urdu students from various regional centres of the university. The graph shows that 73.62 percent of total viewers from this M.A Urdu stream have rated excellent for the quality of the MANUU programme's content. While 15.38 percent of them have ticked on the option of 'good' for the quality of the content of the video lesson. And the rest 11.00 percent students of this particular stream have felt the quality of the content as 'average'.

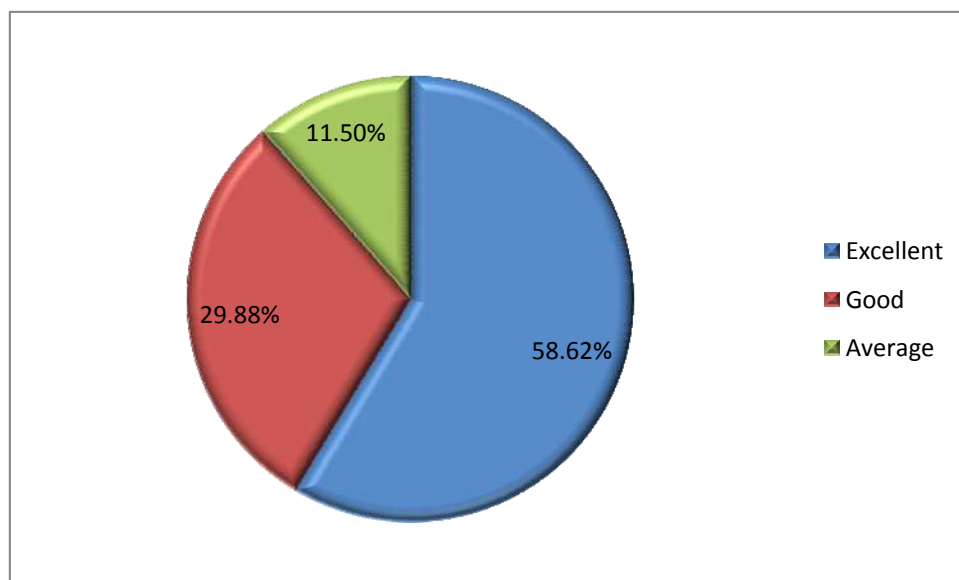
Table 5.9

Showing rating of the quality of course content in the MANUU programme – M.A History students

S.No.	Particulars	Viewership	Percentage
1	Excellent	51	58.62%
2	Good	26	29.88%
3	Average	10	11.50%

Graph 5.9

Showing rating of the quality of course content in the MANUU programme – M.A History students



The table/graph 5.9 exhibits the rating of M.A History students regarding the quality of video lesson content. It indicates that the 58.62 percent of total 87 viewers on Doordarshan Urdu from various regional centres of this subject have rated 'excellent' for the content of M.A History programmes. While 29.88 percent viewers of this stream have mentioned that the content quality of this subject is 'good' and the rest 11.50 percent viewers of the same group have felt that the content quality of the video lesson was 'average'.

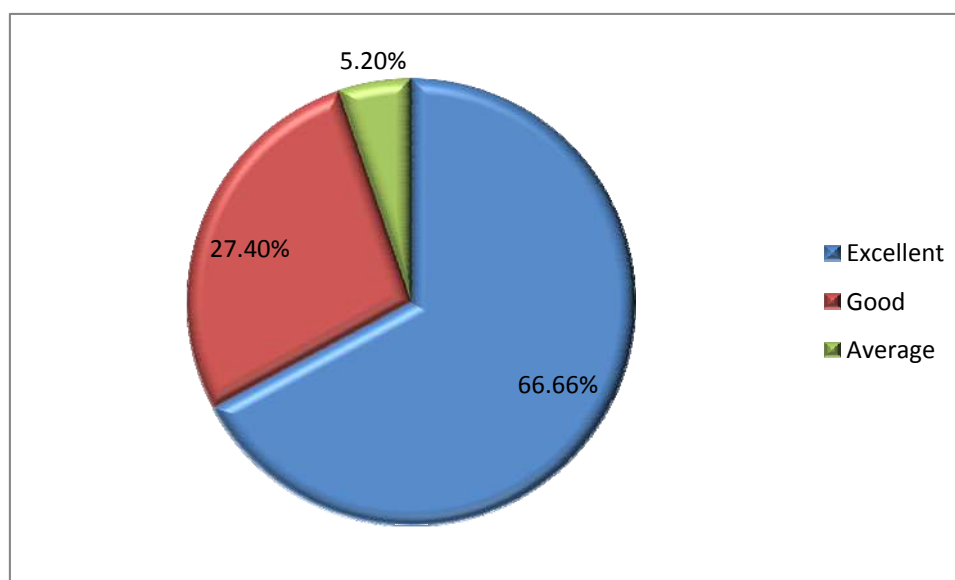
Table 5.10

Showing rating of the quality of course content in the MANUU programme – M.A. English students

S.No.	Particulars	Viewership	Percentage
1	Excellent	90	66.66%
2	Good	37	27.40%
3	Average	8	5.94%

Graph 5.10

Showing rating of the quality of course content in the MANUU programme – M.A English students.



The table/graph 5.10 presents the rating of the M.A English respondents regarding the content quality of the MANUU programmes. The graph 5.10 shows that the 66.66 percent of the total 135 respondents of this stream have rated 'excellent' for the quality of the video lesson content. The percentage of the excellent rating given by the students of this particular subject shows that the video lessons were very comprehensive and easy to understand. Whereas 37 which is 27.40 percent of 135 respondents of M.A English have felt the quality of the course content is 'good'. And the rest 5.20 percent of the M.A English viewers have mentioned that the content quality of the MANUU programmes is average.

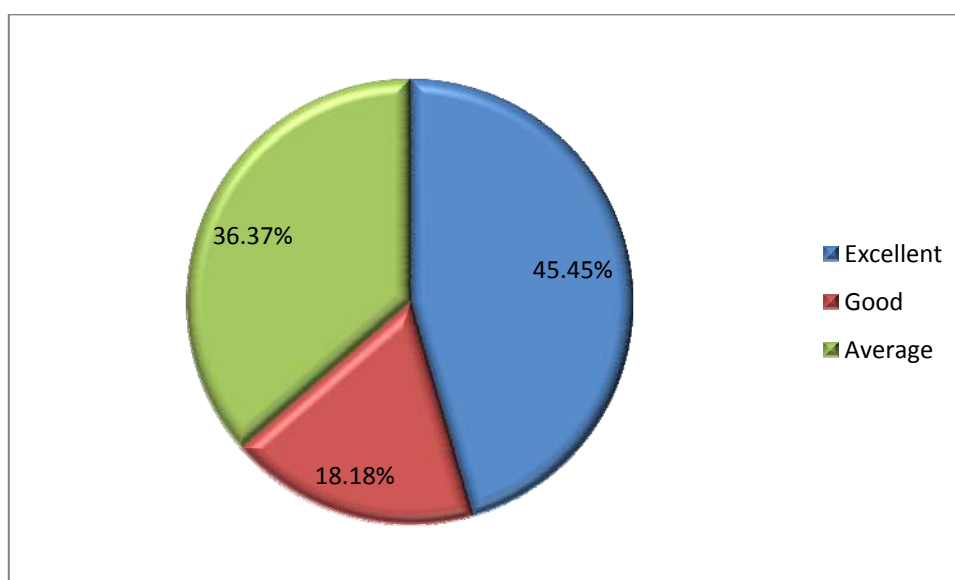
Table 5.11

Showing rating of the quality of course content in the MANUU programme –Diploma Courses students

S.No.	Particulars	Viewership	Percentage
1	Excellent	5	45.45%
2	Good	2	18.18%
3	Average	4	36.37%

Graph 5.11

Showing rating of the quality of course content in the MANUU programme –Diploma Courses students



At last, let us see the responses of the students of Diploma courses with regard to the quality of the video lesson content telecast on DD Urdu channel. The table 5.11 presents the data while graph 5.11 shows the picture more clearly, 45.45 percent of total 11 viewers have said the quality of the video lesson content of MANUU programmes is 'excellent'. Whereas 36.37 percent viewers of this group have rated 'good' for the quality of the video lesson of other diploma courses. And the rest 4 which is 18.18 percent of them have expressed that the video lesson's content quality is 'average'.

It should be mentioned here that most of the respondents are from Diploma in Mass Media course and the majority of them are from the Hyderabad regional centre.

Effectiveness of the video lesson in their learning process

Pedagogy and the technology are considered inseparable element in the process of learning. The proficient use and success of technology in the learning process depends on how the teachers using it and how they relate it with their students and more importantly how the students perceived it. It is very necessary to understand the importance of technology, but even more important is to understand its strength and weaknesses in terms of its actual applications and effectiveness for the distance education and training.

How far these video lessons are useful and helpful in their learning process? Students were simply asked to what extend do they think that these programmes telecast on DD Urdu are useful in their learning process. To know the feedbacks there were three options in this particular question no.5 of the questionnaire e.i (a) Great Extend (b) Some Extend and (c) Not at all.

At first, we will analyze, how many of them have said the video lesson helped them to a great extend, how many of them said that these video lessons were helpful to some extend. It will be interesting to see that what is the percentage of the respondents with respect to all courses from various regional centres said that the video lessons of MANUU were not helpful in their learning process.

The overall viewers' response will be analyzed gender wise as well, regarding its usefulness among the male and female students enrolled in various subject spreads across the country or there are variations in their responses? Within the male and female how many of them feel that the programmes were useful to a great extend and how many of them felt the video lessons which are supplemented of Self Learning Materials from the university were effective to some extend in the learning process.

The discussion will go into the details and the usefulness and the efficacy will be discussed regional centre wise as well. We will try to find out which centre benefiting more from the MANUU programmes and how many respondents of this centre feel that the MANUU video lessons are useful to a great extend and how many of them to some extend. And what is the percentage of respondents have said that the programmes are not very much useful in their

learning process. This finding will be very useful in future policy and planning on producing more video lessons for the ODL students as well as for conventional mode students.

The effectiveness and usefulness of the video lessons of MANUU will be discussed stream wise as well. It will be very worthy to know the responses of the each stream, how they received these video lessons and to what extend these programmes are useful in their learning process.

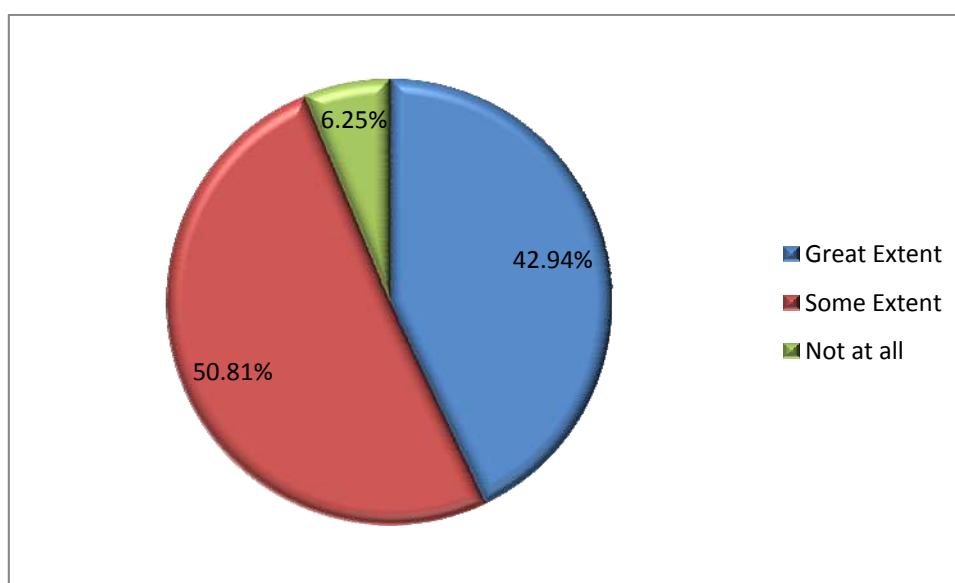
Table 6.1

Showing how far the programme is helping the overall students in understanding the lesson

S.No.	Particulars	Viewership	Percentage
1	Great Extent	289	42.94%
2	Some extent	342	50.81%
3	Not at all	42	6.25%

Graph 6.1

Showing how far the programme is helping the students in understanding the lesson.



According to study plan at first will see the overall usefulness and efficacy of the video lessons of MANUU telecast on DD Urdu channel. The table 6.1 provides the details of the total 673 respondents of all subjects from various regional centres of the university, located in different parts of the country. The table reveals that 42.94 percent of 673 respondents have said the video programmes helped them to a great extend, whereas 50.81 percent of 673 respondents from various regional centres mentioned that the programmes helped them to some extend. And the rest 42 respondents which 6.25 percent of 673 respondents have thought that the video lessons of MANUU were not helpful in their learning process.

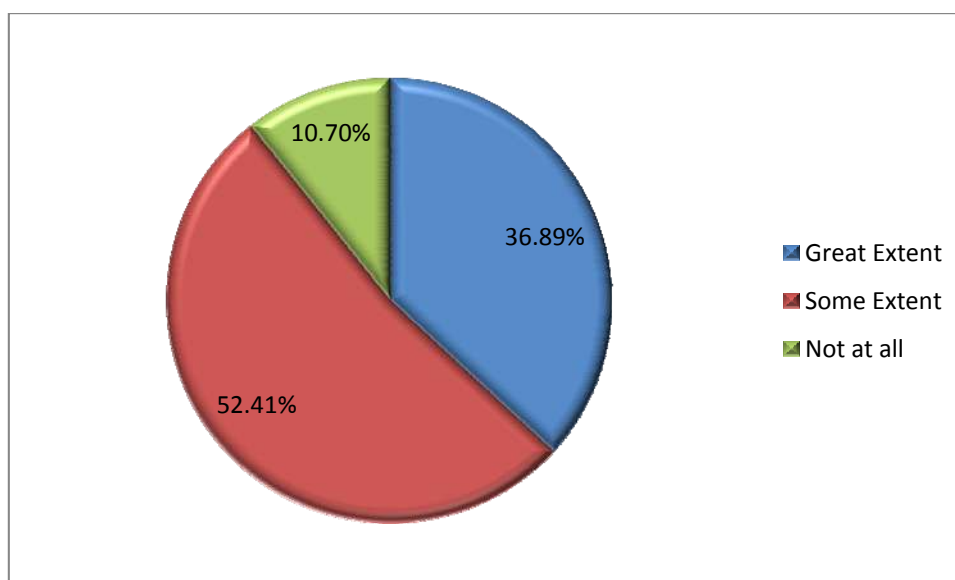
Table 6.2

Showing how far the programme is helping the Female students in understanding the lesson

S.No.	Particulars	Viewership	Percentage
1	Great Extent	148	36.89%
2	Some extent	206	52.41%
3	Not at all	39	10.70%

Graph 6.2

Showing how far the programme is helping the Female student in understanding the lesson



This was the overall usefulness of the MANUU programmes for the ODL student enrolled in Directorate of Distance Education. Is the level of efficacy and usefulness similar among the male and female students? The table 6.2 provides the answer with the distribution of the 393 respondents along with three given options, while the graph 6.2 shows responses very clearly. It shows the 36.89 percent 393 female respondents have said that the MANUU programmes helped them to a great extend; whereas 52.41 percent respondents of the same gender of different subjects have mentioned that the MANUU video lessons helped them to some extend in their learning process. And the rest 39 female students, which is 10.70 percent have said that video lessons were not helpful in their learning process.

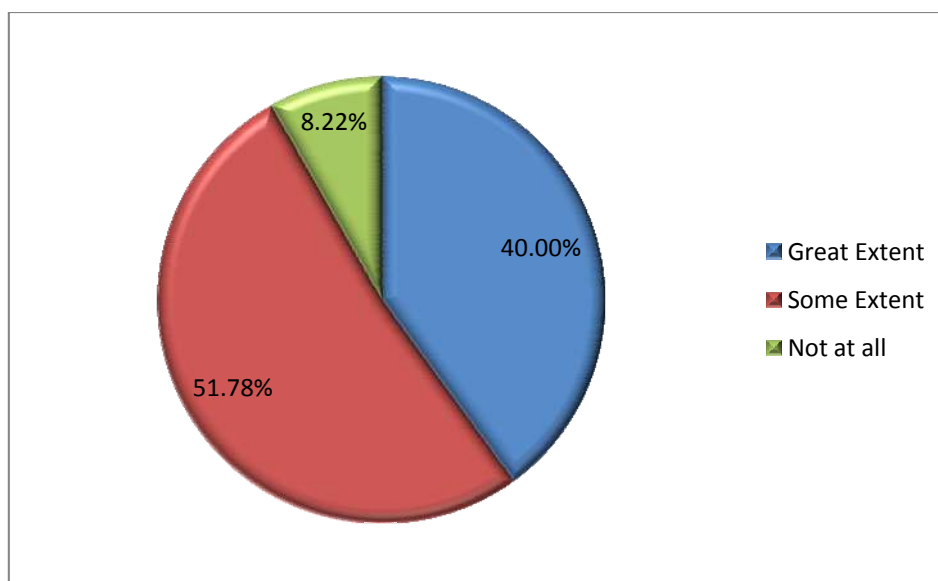
Table 6.3

Showing how far the programme is helping the Male students in understanding the lesson

S.No.	Particulars	Viewership	Percentage
1	Great Extent	112	40%
2	Some extent	145	51.78%
3	Not at all	23	8.22%

Graph 6.3

Showing how far the programme is helping the Male students in understanding the lesson



Let us see the responses of the male students regarding the MANUU video lessons' usefulness in understanding the lesson. The table 6.3 presents the male students' responses, that total 280 male respondents were watching MANUU programmes, among them 40 percent have mentioned that the programmes were helpful in understanding the lesson to a great extent. While 51.78 percent male respondents of all subjects thought that the video lessons helped them in their learning process to some extent. Whereas the rest 23 male (8.22) respondents expressed that the programmes were not helpful in understanding the lessons.

If we see the level of usefulness between two genders will see that the 40 percent male respondents feel the programmes are helpful to a great extent whereas only 36.89 percent female student think so. In the second option which is some extend their responses more or less same. As far as the responses of the both genders in the option third which is not at all, the pattern differs by the very thin margin i.e. the female students are less beneficial by 2.48 percent.

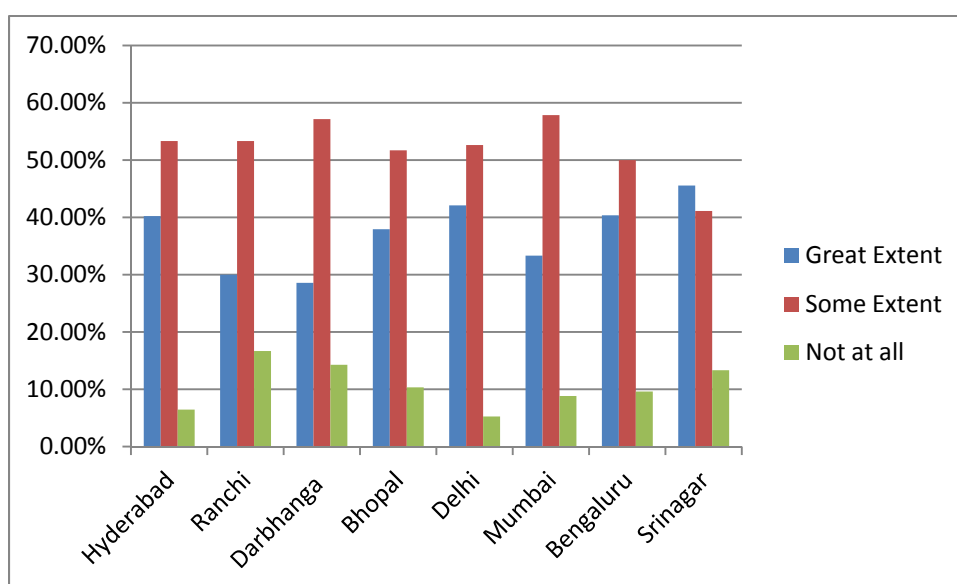
Table 6.4

Showing how far the programme is helping the students in understanding the lesson – Regional Centre wise

Regional Centers	Great Extent		Some Extent		Not at all	
Hyderabad	113	40.22%	150	53.33%	18	6.45%
Ranchi	18	30%	32	53.33%	10	16.67%
Darbhanga	6	28.57%	12	57.14%	3	14.29%
Bhopal	11	37.93%	15	51.72%	3	10.35%
Delhi	16	42.10%	20	52.63%	2	5.27%
Mumbai	34	33.33%	59	57.84%	9	8.82%
Bangluru	21	40.38%	26	50%	5	9.62%
Srinagar	41	45.56%	37	41.11%	12	13.33%

Graph 6.4

Showing how far the programme is helping the students in understanding the lesson – Regional Centre wise



As have been discussed in the beginning that the data will be analyzed regional centre wise as well. The table 6.4 provides the distribution of the data regional centre wise while the graph 6.4 presents the level of usefulness and efficacy of the MANUU video programmes in the learning process of ODL students.

The table 6.4 reveals that the total number of respondents are 280 from the regional centre of Hyderabad, among them 40.22 percent have said that the MANUU programmes were helpful to a great extent in understanding the lesson, while 53.33 percent of them have mentioned that these video lessons were helpful to some extent. And the rest 6.45 percent have said that the MANUU programmes were not helpful in their learning process.

The table 6.4 shows that the total respondents who were watching MANUU slot on DD Urdu are 70 from the regional centre of Ranchi. Among them, 30 percent felt the MANUU video lessons were helpful to a great extent, whereas 53.33 percent respondents from the same centre mentioned that these video programmes were helpful to some extent. And the rest 16.67 percent respondents of all subjects have thought that the MANUU video lessons were not helpful in their learning process.

The responses of the Darbhanga students is that the total 21 were watching MANUU programmes from this particular centre, 28.57 percent of them have said that the video programmes of MANUU were helpful to a great extent, whereas 57.15 percent of them have said these video lessons were helpful to some extent. And the rest 14.29 percent respondents from this regional centre have mentioned that these programmes were not helpful in their learning process.

Responses from the Bhopal regional centre's students regarding the usefulness of the MANUU programmes is that 37.93 percent of the total 29 respondents have felt that MANUU video lessons were useful in understanding the lesson to a great extent, whereas 51.72 percent of them have said the programmes were useful to some extent. And the rest 10.35 respondents mentioned that the MANUU video lessons were not useful in their learning process.

The responses regarding this particular question from the students of the Delhi regional centre is that, 41.10 percent of the total 38 viewers of all subjects have expressed that the MANUU programmes were useful in understanding the lesson to a great extent, while the 52.63 percent of them felt that these video lessons were useful to some extent. And the rest 5.27 percent of them have said that video lessons of MANUU telecast on Doordarshan Urdu were not useful in understanding the lesson.

The total viewers from the regional centre of Mumbai are 108 of all subjects, among them 33.33 respondents felt that the MANUU video lessons were useful in their learning process to a great extent, while 57.84 percent of them have mentioned that the programmes were useful to some extent. And the rest 8.82 percent respondents from this centre did not think the MANUU video lessons were useful in their learning process.

The responses from the students of Bangaluru regional centre regarding the efficacy and usefulness of MANUU programmes telecast DD Urdu channel is that the total viewers are 55. Among them, 40.38 percent have said that the MANUU video lessons were useful to a great extent, while 50 percent mentioned that these programmes were useful in understanding the lesson to some extent. And the rest 9.68 percent respondents from this centre felt that these video lessons were not useful in understanding the lesson.

The total respondents who were watching MANUU programmes on DD Urdu channel from the regional centre of Srinagar are 90. As far as the responses regarding the usefulness of these video lessons is concerned, 45.56 percent of them have said that these video lessons were useful to a great extent in understanding the lessons. While 41.11 percent of them expressed that the MANUU programmes were useful to some extent in their learning process. And the rest 13.33 percent respondents from this particular centre have said that these video programmes were not useful in their learning process.

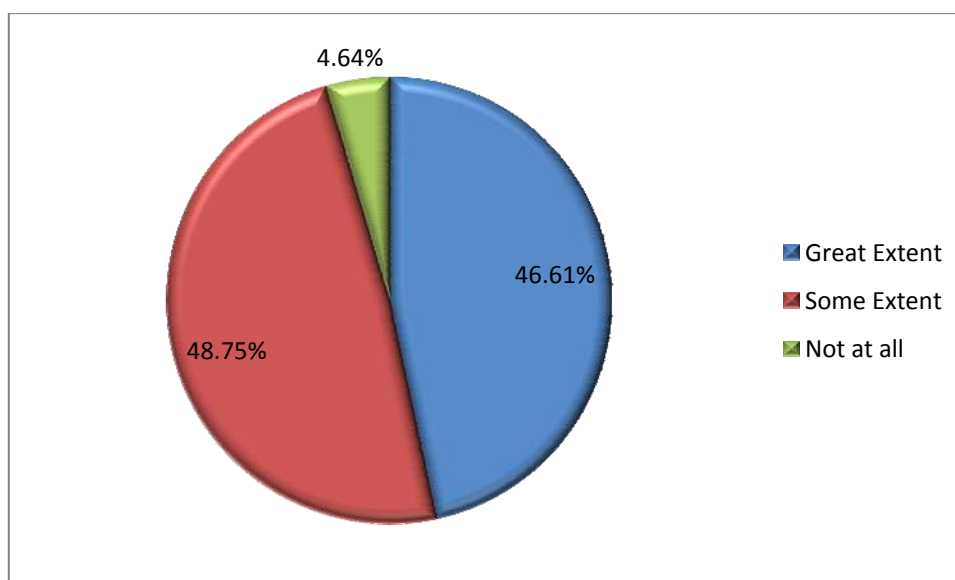
Table 6.5

Showing how far the programme is helping the students of B.A in understanding the lesson

S.No.	Particulars	Viewership	Percentage
1	Great Extent	131	46.61%
2	Some extent	137	48.75%
3	Not at all	13	4.64%

Graph 6.5

Showing how far the programmes are helping the students of B. A in understanding the lesson



Let us see the efficacy and usefulness of Video lessons of MANUU stream wise. The table 6.5 provides the details of the B.A student responses regarding the usefulness of these programmes, it shows that total 281 respondents were watching MANUU slot on Doordarshan Urdu. Among them, 131 viewers which is 46.61 percent of this particular stream felt that these video lessons were useful to a great extend in their learning process, whereas 48.75 percent of B.A respondents from various regional centres of the university across the country mentioned that these video programmes were useful to some extent. And the rest only 13 respondents which are 4.64 percent of them did not feel that these programmes were useful in their learning process.

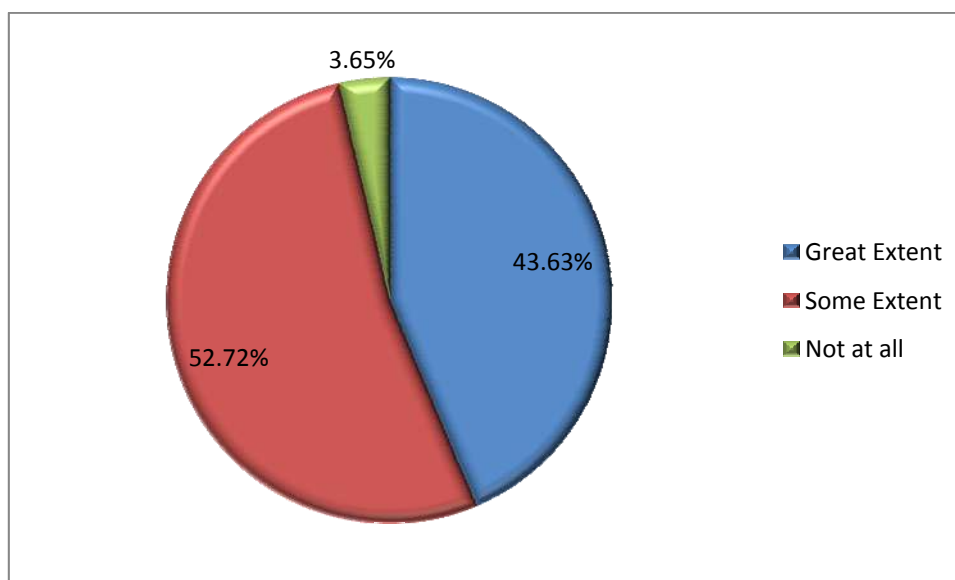
Table 6.6

Showing how far the programme is helping the students of B.Sc in understanding the lesson

S.No.	Particulars	Viewership	Percentage
1	Great Extent	24	43.63%
2	Some extent	29	52.72%
3	Not at all	2	3.65%

Graph 6.6

Showing how far the programme is helping the students of B.Sc in understanding the lesson



The table 6.6 reflects the responses of the B.Sc students regarding the usefulness of the MNANUU video programmes telecast on DD Urdu. The table presents that the total viewers were 55 from various regional centres of the university. Among the 24 respondents which is 43.63 percent felt that these video programmes were useful to a great extend in their learning process, while 29 viewers of them, which 52.72 percent have said that these video lessons of MANUU were useful to some extend. And the rest only 2 respondents which is 3.65 percent did not feel these programmes were helpful in their learning process.

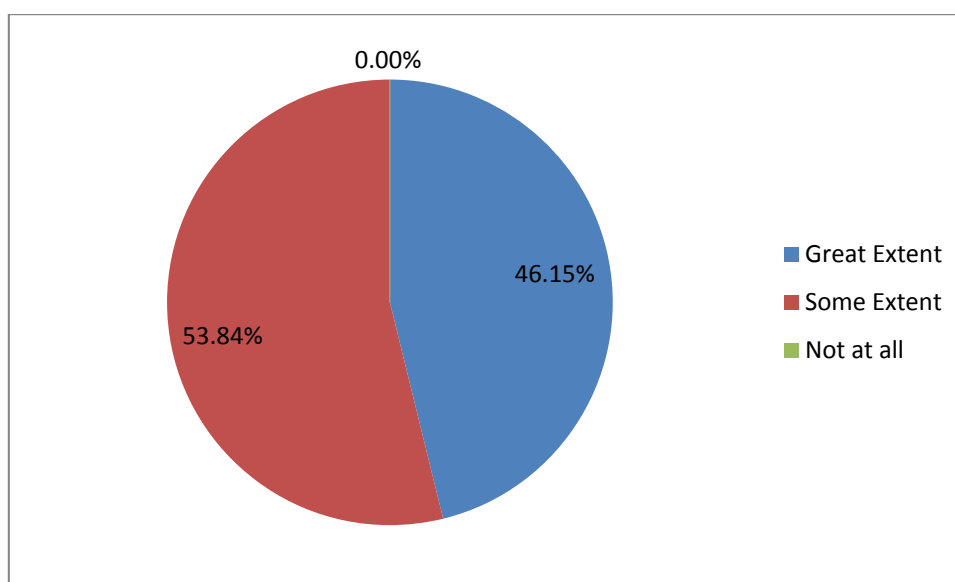
Table 6.7

Showing how far the programme is helping the students of B. Com in understanding the lesson

S.No.	Particulars	Viewership	Percentage
1	Great Extent	6	46.15%
2	Some extent	7	53.84%
3	Not at all	0	0.00%

Graph 6.7

Showing how far the programme is helping the students of B. Com in understanding the lesson



Let us discuss the responses of the B.Com students regarding the helping and usefulness of the MANUU video programmes telecast on DD Urdu channel. The table 6.7 exhibits that the total numbers of respondents who were watching MANUU slot on DD Urdu are 13 only. Among them, 6 respondents which 46.15 percent has mentioned that these video programmes were helpful to a great extend in understanding the lessons. Whereas 7 viewers of them, which is 53.84 percent have said that these programmes were helpful to some extend in in their learning process. And no one has said that the MANUU video lesson were not helpful in their learning process.

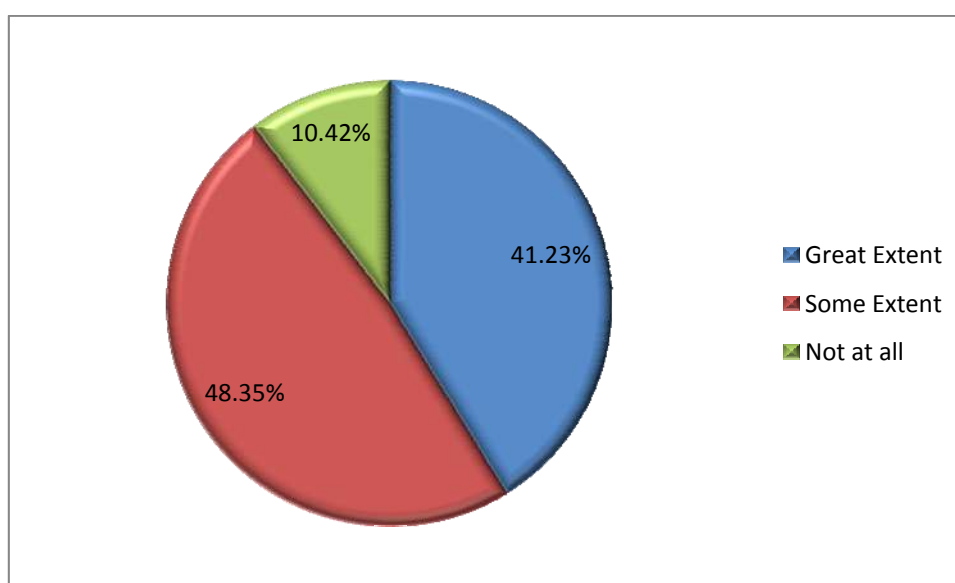
Table 6 .8

Showing how far the programme is helping the M.A. Urdu students in understanding the lesson

S.No.	Particulars	Viewership	Percentage
1	Great Extent	40	41.23%
2	Some extent	44	48.35%
3	Not at all	7	10.42%

Graph 6.8

Showing how far the programme is helping the M.A. Urdu students in understanding the lesson



As far as the responses of the postgraduate students towards the usefulness and efficacy of the MANUU video programmes are concerned, the responses are good and quite satisfactory. As the table 6.8 reveals the M.A Urdu viewer's responses that total students are 91, among the 40 respondents which 41.23 percent of them expressed that the MANUU video programmes were helpful in their learning process to a great extend. While 44 respondents which is 48.35 percent of them have said that these video lessons were useful to some extent. And the 7 respondents which is 10.42 percent of the total 91 respondents of all regional centres did not think that these video lessons were helpful in their learning process.

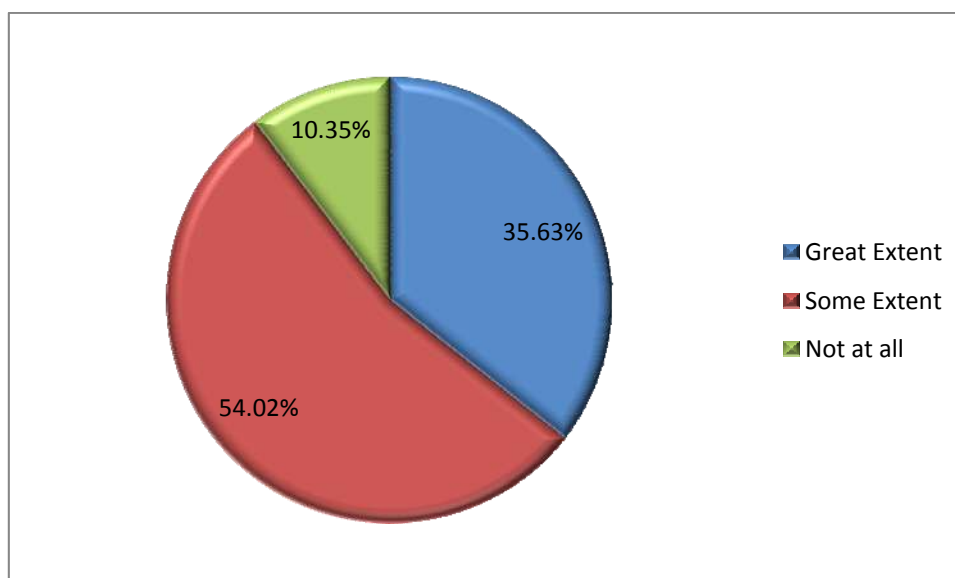
Table 6.9

Showing how far the programme is helping the M.A. History students in their learning process

S.No.	Particulars	Viewership	Percentage
1	Great Extent	31	35.63%
2	Some extent	47	54.02%
3	Not at all	9	10.35%

Graph 6.9

Showing how far the programme is helping the M.A. History students in understanding the lesson



The table/graph 6.9 presents the responses of the M.A History students from various regional centres of the university regarding the usefulness of the MANUU video lessons telecast on DD Urdu Channel. The table reveals that the total viewers from this stream are 87, among them 31 viewers which is 35.63 percent have mentioned that the MANUU video lesson were helpful in understanding the lesson to great extend. While the 54 percent of 87 viewers have said the programmes were helpful to some extent. And the rest 9 respondents which is 10.35 percent have chosen that these programmes were not helpful in their learning process.

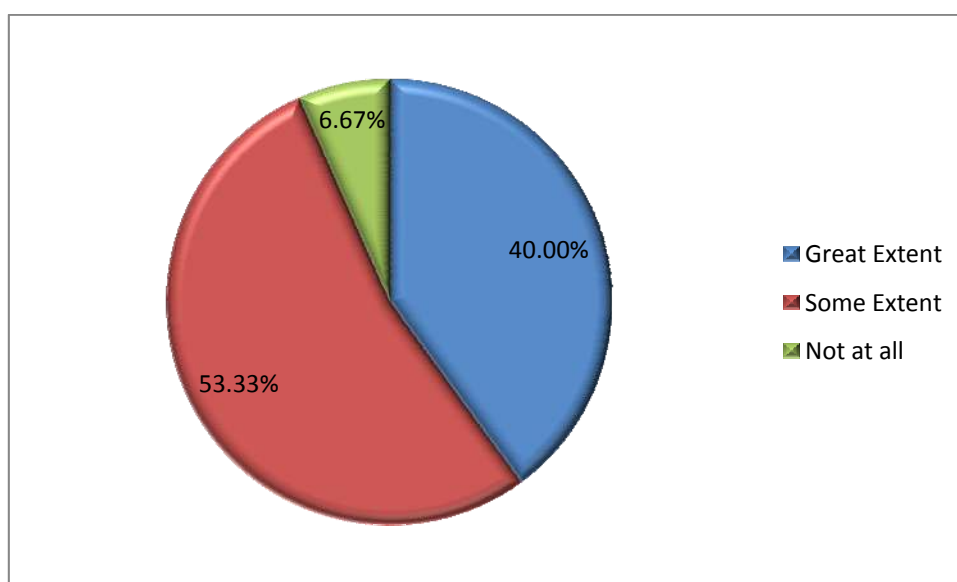
Table 6.10

Showing how far the programme is helping the M.A. English in their learning process

S.No.	Particulars	Viewership	Percentage
1	Great Extent	54	40%
2	Some extent	72	53.33%
3	Not at all	9	6.67%

Graph 6.10

Showing how far the programme is helping the M.A. English in their learning process



Let us see the efficacy and usefulness of the M.A English respondents of all regional centres. The table/graph 6.10 provides the details of the M.A English respondents regarding the usefulness of MANUU video programmes telecast on Doodarshan Urdu channel. The total viewers from this stream are 134 from various regional centres. 40 percent of them have said that these video programmes were helpful in understanding the course content to a great extent. Whereas 53.33 percent respondents of them have expressed that these video programmes were helpful to some extent. And the rest 9 viewers which 6.67 percent students said that these video lessons were not helpful in their learning process.

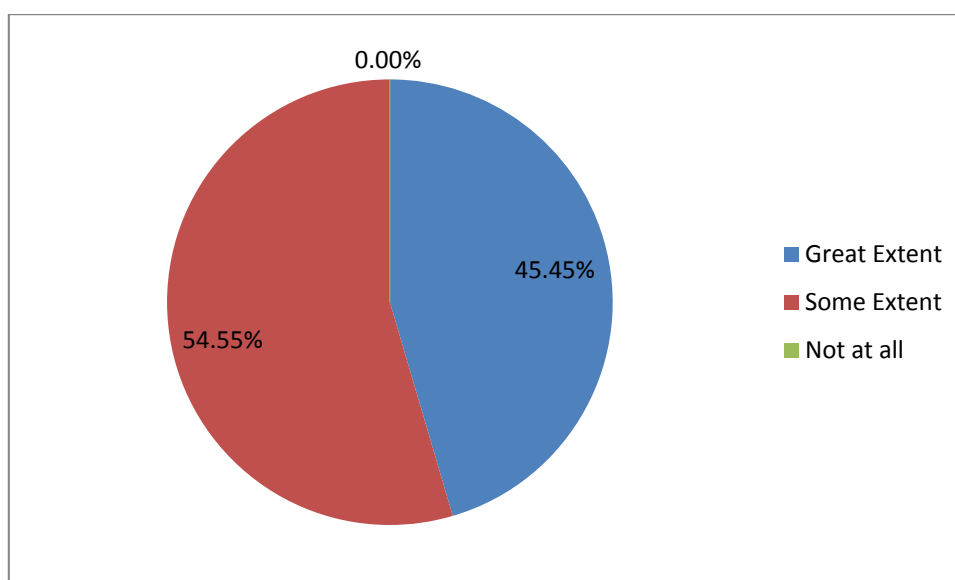
Table 6.11

Showing how far the programme is helping the Diploma Courses students in understanding the lesson

S.No.	Particulars	Viewership	Percentage
1	Great Extent	5	45.45%
2	Some extent	6	54.54%
3	Not at all	0	00.00%

Graph 6.11

Showing how far the programme is helping the Diploma Courses students in understanding the lesson



At last let us discuss the responses of the Diploma Courses, which include UG and PG level courses regarding the usefulness of the MANUU video programmes telecast on DD Urdu channel. The table/graph 6.11 shows the responses of these students pursuing such courses; the total viewers are 11 only. Although the total respondents were 24, among them only 11 respondents were watching these video lessons DD Urdu. Among them, 5 respondents which is 45.45 percent have said that these video lessons were useful in their learning process to a great extent. And the rest 6 respondents which are 54.54 percent of these courses have mentioned that these video programmes were useful in understanding the course contents to some extent. No respondents has said that these video lessons were not useful Diploma courses.

Recommendations

- There is strong desire among the ODL students MANUU for educational Video programmes other than Self Learning Materials during persuasion of their course.
- Better media planning to create awareness and publicity of MANUU slot on Doordarshan Urdu or any other channel as and when available.
- The publicity can also be created through various means of dissemination used by MANUU e.g. in prospectus (for Distance and Conventional) or News magazine of the university, 19.45 % of 370 (who were not watching MANUU Programmes) respondents said that there was no information regarding the MANUU telecast on DD Urdu.
- The teachers should be encouraged to help in developing the Curriculum based Educational Video Prgrammes.

Improvement in Content and Presentation

- The language of video lessons should be simple to understand the topic covered in Educational Video programmes.
- The content of the video lessons should provide more knowledge and information than what is given in the Self Learning Materials.
- The presentation of the Urdu slides and visuals should be of better quality and more lingual for further enhancing quality of the video programmes.

Questionnaire

Name of the student:(Married/Unmarried)_____ M F

Course of study: B.A B.Sc. B.Com
M.A (Urdu Eng His Other diploma courses

Name of the study Centre:_____

Q.1- Do you know MANUU is telecasting Video lesson on DD Urdu Channel?

- a) Yes b) No

Q.2 -How regularly do you watch MANUU programmes telecast on DD Urdu channel?

- a) Regularly b) Occasionally c) Not at all

(If the answer is Not at all in Q. 2) why do you not watch these programmes?

- a) Do not have Tv at home
b) DD Urdu channel is not available in my cable network
c) No prior information about the lesson
d) Timing of Telecast is not suitable
e) Any (specify) _____

Q.3-How comfortable are you with the language in which the programmes are telecast?

- a) Very comfortable b) Somewhat comfortable c) Not comfortable

Q.4- How would you rate the quality of course content of MANUU programmes being telecast on DD Urdu?

- a) Excellent b) Good c) Average

Q. 5- To what extent do these programmes help in your learning process?

- a) Great extent b) Some extent c) Not at all

Signature of the student

سوال نامہ

طالب علم کا نام: (شادی شدہ / غیر شادی شدہ)..... مرد عورت

کورس کا نام: بی اے بی ایس سی بی کام ایم اے (اردو انگلش تاریخ) دوسرے ڈپلوما کورسز

اسٹڈی سنٹر کا نام:.....

سوال 1- کیا آپ جانتے ہیں کہ مولانا آزاد نیشنل اردو یونیورسٹی دودرشن پراپنا تعلیمی پروگرام نشر کرتی ہے؟

(الف) جی ہاں (ب) جی نہیں

سوال 2- کیا آپ ان پروگراموں کو پابندی سے دیکھتے ہیں؟

(الف) جی ہمیشہ (ب) جی کبھی کبھی (ج) جی کبھی نہیں

اگر آپ کبھی نہیں دیکھتے ہیں تو کیوں نہیں دیکھتے ہیں؟

(الف) گھر میں ٹیلی ویژن نہیں ہے۔

(ب) کیبل نیٹ ورک پر دودرشن اردو چینل نہیں آتا ہے۔

(ج) تعلیمی اسباق کے ٹیلی کاسٹ کے بارے میں پہلے سے کوئی اطلاع نہیں ہوتی ہے۔

(د) ٹیلی کاسٹ کا وقت مناسب نہیں ہوتا ہے۔

.....
(ح) کوئی اور وجہ ہے تو بتائیے.....

سوال 3- آپ ان تعلیمی اسباق کی زبان سے کتنا مطمئن ہیں

(الف) بہت مطمئن ہیں (ب) کسی حد تک مطمئن ہیں (ج) بالکل مطمئن نہیں ہیں

سوال 4- مولانا آزاد نیشنل اردو یونیورسٹی کے ویڈیو اسباق کا معیار کیسا ہے۔

(الف) اعلیٰ معیار (ب) اچھا معیار (ج) اوسط معیار

سوال 5- آپ کے اکتسابی عمل میں یہ تعلیمی پروگرام کس حد تک معاون ہوتے ہیں۔

(الف) بہت حد تک (ب) کسی حد تک (ج) بالکل نہیں

مولانا آزاد نیشنل اُردو یونیورسٹی 9 جنوری 1998ء کو پارلیمنٹ کے ایک ایکٹ کے تحت ایک مرکزی یونیورسٹی کی حیثیت سے قائم ہوئی۔

یونیورسٹی کے اغراض و مقاصد

اردو زبان و ادب کی ترویج و ترقی

اردو میں روایتی (کمپس) اور فاصلاتی تعلیم کے ذریعہ پیشہ وارانہ تکنیکی تعلیم کی فراہمی

تعلیم نسواں پر خصوصی توجہ

Maulana Azad National Urdu University is a Central University
Established by an Act of Parliament which came into being on the
9th Day of January 1998

Objective of the University

To promote and develop the Urdu Language

To impart vocational and technical education in Urdu medium
through conventional teaching and distance education system

To provide focus on Women Education

