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TABLE OF CONTENT

[1] Agriculture & Environmental Sciences

1. Effect of Particle Size of Coco peat on Germination and Growth of Greenhouse Vegetable Nursery Plants
Galahitigama.G.A.H, Sangeewa.M.D **01**
2. Comparative Study on Physico-Chemical Characteristics of Ceylon Cinnamon (*Cinnamomum zeylanicum*) Bark Oils from Selected Cinnamon Cultivation Districts
Gamage.N.T.G, Galahitigama.G.A.H, Fonseka.D.L.C, Weerathunga.H.D **02**
3. Effect of different concentrations of Sodium Chloride on the growth and yield of Vegetable Cowpea
Himaya.S.M.S, Prapagar.K, Dasinaa.S **03**
4. Impact of Sulphate of Potash (SOP) and Partially Burnt Paddy Husk (PBPH) on Phosphorus Availability in a Salt-affected Paddy soil
Kanimoly.M, Premanandarajah.P **04**
5. Selected Serum Biochemical Parameters Of West African Dwarf Rams Administered With Aqueous African Marigold Plant (*Aspilia Africana*) Extract
NseAbasi NsikakAbasi Etim **05**
6. Production of Palmyrah Leaf Based Products in Eravur Town DS Division of Batticaloa
Raasitha.J.F, Thivahary Geretharan, Hariharan.G **06**
7. Determination of the Relationship between Shrinkage, Density and Absorption of Selected Wood Species
Sangeewa.M.D, Gamage.N.T.G, Galahitigama.G.A.H, Ruwanpathirana.N **07**

[2] Entrepreneurship & Tourism

1. Tourism and Residents Perceptions of Quality Of Life: Special Reference with Passikudah in Batticaloa District
Vijayakiruthika.S, Maheswaranathan.S **08**

[3] Humanities & Aesthetics

1. Impacts of Reconstructing Physical Infrastructure on Refurbishing Social Infrastructure, A Study On Tsunami-Affected Communities In The East Of Sri Lanka
Gunanayagam Vickneswaran **09**
2. A Descriptive Study on the Left Hand Fingering Techniques of Carnatic Violin Playing
Kondasinghe.I.D **10**
3. Impact Evaluation of Jaffna Lagoon Scheme
Piratheepa.V **11**

23. Electricity and water consumption pattern with income level at households in Batticaloa District, Sri Lanka
Tharsinithevy Kirupanathan 44
24. A Study On The Influence Of Promotional Mix And Personal Factors On Urban Consumers' Buying Decision Towards Fast Food Special Reference To Dehiwela Divisional Secretariat Area
Thivyaashani. S, Kennedy. F.B 45
25. Gender difference and Counterproductive work behaviour towards organisation (CWB-O) and individuals (CWB-I)
Madhumathi. M, Venkatapathy. R 46
26. Impression Management – A study on gender and sectoral differences among Knowledge Workers
Valarmathi. V, Venkatapathy. R 47
27. Uses and Perception of Online Social Networks (OSNs) among the Academic Community: Special reference with Eastern University, Sri Lanka
Vijayakiruthika. S, Ragel. V. R 48
28. Relationship between Fun Culture and Work - Life Balance among Software Professionals in Chennai
Vimala. B, Mohankumar. S 49

[6] Media & Communication

1. Jathika Pasala' Television Programme for Ordinary Level Students: A Recipient Analysis
Duwage.H.U.R, Raguram.S 50
2. The Agenda- Setting of Television Channels: 2015 Presidential Election Candidates in Prime Time News Bulletins
Kumara.K.W.R.C.P, Raguram.S 51
3. The Importance of Sri Lanka's 'Image' for Economic Diplomacy
Senaratne.W.B 52

[7] Medical & Health Sciences

1. Neerizhivu: A Comparative Review as Per Siddha Classics With Modern Medicine
Balamanohary. U, Uthayanan. S, Manoharan. A 53
2. Ethnobotanical survey of medicinal plant species at Trincomalee Campus
Bamini R.T.S, Paheerathan. V 54
3. A Descriptive Study On Perceived Psychological Stress Among Middle Adolescents In Batticaloa Educational Zone
Illangasinghe. S.P.M.S, Genoosha. N, Pushpakumari. M.N.M, Arulpragasam. A, Kartheepan. K, Alsath. M.U, Madusanka. I.W.P, Abeysinghe. L.A.S.M, Sharminy. B. 55
4. Comparative study on poly herbal Siddha preparation of "Karunai kizhanku lekiyam" on house preparation and market sample
Janani. S, Kaluthotage. S. 56

Media & Communication

‘Jathika Pasala’ Television Programme for Ordinary Level Students: A Recipient Analysis

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Abstract — Audio – visual medium can be used to provide education for students in a meaningful manner for students who live in rural villages do not have enough resources to achieve their educational goal. Watching television educational programs is one of the ways that they select to get knowledge which they could not get from the school. This study is an audience research and analyzed the audience of the Jathika Pasala educational program telecast in Jathika Rupavahini. The program is telecast to gratify the needs of students who sit for the Ordinary level examination. This study attempted to explore whether students meet their needs from these educational programs. Therefore, according to research findings and discussion researcher found that Jathika Pasala is very effective for students in studies. It helps students to emphasize the subject points and to improve their knowledge. The Jathika Pasala program improved the ability of answering for the questions and it's helpful for preparing for the examinations. But the researcher found that though students are gratified by the Jathika Pasala Program students didn't meet their needs entirely from this Jathika Pasala program. The program needs some improvement. Changing telecasting time of the program to 6.00 pm, Extending the time duration of the Jathika Pasala program, give chance to students' contact with the teachers for clarifying confusions regarding subject matters, inform the topic going to discuss next week at the end of the program are the suggestions came from Jathika Pasala Educational Program audience.

Keywords — Ordinary Level, Educational Television, Non- classroom Atmosphere, Edutainment, Distance Learning

‘JATHIKA PASALA’ TELEVISION PROGRAMME FOR ORDINARY LEVEL STUDENTS: A RECIPIENT ANALYSIS

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ABSTRACT

Sri Lanka with a basic literacy rate of more than ninety percentage and 1 to 20 teacher pupil ratio shows an excellent education standard compared with most developing countries. But these statistics concealed the reality of rural schools where unequal distribution of learning resources leads to poor quality in education. Audio – visual medium can be used to provide education for students in a meaningful manner for students who live in rural villages do not have enough resources to achieve their educational goal. Watching television educational programs is one of the ways they select to get knowledge which they could not get from the school.

This study is an audience research and analyzed the audience of the Jathika Pasala educational program telecast in Jathika Rupavahini. Most of educational programs that related to a specific curriculum mainly target the school children. This program is telecast to gratify the needs of students who sit for the Ordinary level examination.

This study attempted to explore whether students meet their needs from these educational programs. Therefore, according to research findings and discussion researcher found that Jathika Pasala is very effective for students in studies. It helps students to emphasize the subject points and to improve their knowledge. The Jathika Pasala program improved the ability of answering for the questions and it's helpful for preparing for the examinations. But the researcher found that though students are gratified by the Jathika Pasala Program students didn't meet their needs entirely from this Jathika Pasala program. The program needs some improvement.

Changing telecasting time of the program to 6.00 pm, Extending the time duration of the Jathika Pasala program, give chance to students' contact with the teachers for clarifying confusions regarding subject matters, inform the topic going to discuss next week at the end of the program are the suggestions came from Jathika Pasala Educational Program audience.

Key Words: Ordinary Level, Educational Television, Non- classroom Atmosphere, Edutainment, Distance Learning

INTRODUCTION

Society is influenced by media in so many ways. It is the media for the masses that helps them to get information about a lot of things and also to form opinions and make judgments regarding various issues. It is the media, which keeps the people updated and informed about what is happening around them and the world. Everyone can draw something from it.¹

The media affects people's perspective. Too much intervention of media in everything is a matter of concern. Through the ages, the emphasis of media on news has camouflaged. Media these days, tries to eye the news, which could help them to sell the information that is gathered worldwide, so that they could pave a way of success and fame of their respective channels. FM radios, newspapers, information found on net and television are the mass media that serve to reduce the communication gap between the audience, viewers and the media world.²

In currently most of the people watch television to get information on daily. The television program can classify as News bulletin, Documentaries, Education Program, Children Program, Entertainment Program, Religious Program and Political Program. When considering the impact of television, education programs get prominent role among other programs. Schools are not the only institutions that provide educational services. People use the media, both to teach and to learn since media services can often be more efficient and direct in reaching people.

¹Shakeel, M 2010, *The Role of Media in Today's World* <http://www.hamariweb.com>

Educational programs: programs intended primarily to educate and in which the educational element is fundamental

- Educational programs related to a specific curriculum (e.g. Schools, university, etc.) excluding programs for rural development purposes
- Educational programs for rural development purposes
- Other educational programs

Most of educational programs that related to a specific curriculum mainly target the school children. In Sri Lanka also there exists a fair amount of educational television programs that were designed to enhance basic literacy skills, including reading, writing, speaking, listening and basic math skills. Most of these programs were targeted to young children. In Sri Lankan television channels they mainly target grade 5, Ordinary Level and Advanced Level students.

O/L examination is one of the examinations which majority of the students faces in Sri Lankan school examination system.

Students live in rural villages do not have enough resources to achieve their educational goal. There is particular scarcity of mathematics and Science teachers and necessary educational equipment in rural schools. Therefore, it is important to use television to provide education for students live in remote areas.

Most of the rural school children are suffering because of the scarcity of teachers in their schools. Watching television educational programs is one of the ways they select to get knowledge which they could not get from the school. Not only that, other students also looking for television educational programs for getting additional knowledge and to fresh up their knowledge regarding subject matters.

Rupavahini is the only channel that covers almost all the areas of the country and it allocates more time for the educational programs. Rupavahini Jathika Pasala is one of the most popular educational programs telecast in Jathika Rupavahini from 4.45 to 5.45 am.

This program is telecast to gratify the needs of students who sit for the Ordinary Level Examination. This program provides a bridge to fill gap between rural and urban education in Sri Lanka. It covers five subjects and assigned dates as Monday for History, Tuesday for English, Wednesday for Science, Thursday for Mathematics and Friday for Sinhala

Most trained, skillful and professional group of teachers teamed up to teach the students in this program series. Most importantly, these programs would use relevant equipment and some practical teaching methods for lessons. This study attempted to explore whether students meet their needs from these educational programs.

PROBLEM STATEMENT

Audio - visual medium can be used to provide education for students in a meaningful manner for students who live in rural villages do not have enough resources to achieve their educational goal. There is particular scarcity of mathematics and Science teachers and necessary educational equipment in rural schools.

Hence it is important to examine the usefulness of education programs and identifying the improvements need for these educational programs. This study attempts to explore whether students meet their needs from these educational programs through the recipient analysis. Most of the rural school children are suffering because of the scarcity of teachers in their schools.

Not only that, other students also looking for television educational programs for getting additional knowledge and to fresh up their knowledge regarding subject matters

It is questionable about the quality and effectiveness and identifying whether students meet their needs through these educational programs. This problematic study analyzed in this study.

RESEARCH QUESTIONS

1. How far the Jathika Pasala educational program has been utilized by the students?

2. Whether Jathika Pasala program provides additional knowledge to the students than the classroom education in schools or not?

RESEARCH OBJECTIVES

1. To find out how far the Jathika Pasala educational program has been utilized by the students
2. To find out whether the Jathika Pasala program provides additional knowledge to the students than the classroom education in schools or not.

HYPOTHESIS

Jathika Pasala educational programs provide additional knowledge to the students and helpful to the students in the preparation of examinations. In other side, the telecasted time of the Jathika Pasala program and the duration are the notable problems.

SIGNIFICANCE OF THE STUDY

This study tries to understand the effectiveness of education programs and it can help students who need to get an education from the television though the recipient analysis. Through this study students will get more awareness about educational programs and its usefulness.

And also through this attempt media institutions can get more awareness about educational programs and they can realize what are the weaknesses appear on their programs and how to overcome these problems. Hence this study will help to produce good quality educational programs which can give more support to the students.

THEORETICAL FRAME WORK

A theoretical framework consists of concepts and, together with their definitions and reference to relevant scholarly literature, existing theory that is used for a particular study.

This study is an audience research and researcher has selected Uses and Gratification theory for this study.

LITERATURE REVIEW

As important research work was conducted by Shalom M. Fisch Ph.D. and President of MediaKidz Research & Consulting under the heading of *Children's learning from television* to evaluate effectiveness of educational programs.

The researcher had studied on the effectiveness of educational programs and tried to reveal the positive impact of the educational programs with special reference to Sesame Street. He found the answer to the question what causes some educational programs to be more powerful than others? Through this research study researcher has found that the causes for the Sesame Street program have to become more powerful through the content analysis.³

An exploratory research on cognitive effects of children's television viewing is another important study has done by another researcher to find out whether and find out how much amount television viewing influence preschoolers' literacy development. Under the heading of *'The influence of educational television programming on preschoolers' emergent literacy: A review of the literature'* done by Erin A. Schryer PhD, University of New Brunswick. This research study conducted to determine whether and to what extent preschoolers' television viewing influences their literacy development, it was necessary to aggregate literature exploring the cognitive effects of children's television viewing on various emergent literacy skills.⁴

The Impact of Broadcast and Streaming Video in Education is an innovative research mainly discussed how new technology threaten to conventional teaching methods. This study was done by Alan D. Greenberg and Jan Zanetis in 2012.

The research indicated that children today are fundamentally different from previous generations in the way they think and in the way they access, absorb, interpret,

³ Fisch, SM 2005, *Children's Learning From Television*, <http://www.br-online.de/jugend/izi/english/publication/televizion/>

⁴ Erin, AS 2014, *The Influence of Educational Television Programming on Preschoolers' Emergent literacy: A review of the literature*, Canadian Journal for New Scholars in Education, Volume 5, Issue 2

process and use information, and above all, in the way they view, interact, and communicate in the modern world.⁵

Nasreen Akhter, Assistant professor Education has done this research in the Islamia University of Bahawalpur Pakistan under the topic on *Evaluation of educational television programs for distance learning*. This study was conducted to evaluate the effectiveness of educational television programs in distance learning systems.

The results of the study indicated, ETV programs were very useful for students & majority of students get the benefit of it. Therefore, there were some problems as well. They are the majority of students don't get the broadcast schedule of ETV programs because of which they miss the ETV programs, approximately half of the students who view the program cannot note down the important features of the program because of non-availability of recording facilities.⁶

A research study was done by K.M.D.T.Kumarasinghe (2015 March) in Kelaniya University under the topic of Functions and responsibility of Mass media to improve knowledge of school children. In this study researcher try to find out that how Sri Lankan media contribute to provide educational programs for the students.

Through the analyzed data researcher has found that educational programs should select new way to reach students. Traditional and boring way of programs should change as creative and interesting ways.⁷

Another research was conducted by P.B.P.K. Dayasiri (2011 Nov) in Sripali Campus of Colombo University for the B. A Mass Media (Sp), under the heading of "Effectiveness of Sri Lankan educational television". This study attempted to

⁵ Greenberg, J, Zanetis, J 2012, *The Impact of Broadcast and Streaming Video in Education*, Wainhouse Research, <https://www.cisco.com>

⁶ Akhter, N 2011, *Evaluation of Educational Television Programs for Distance Learning*, The Turkish Online Journal of Educational Technology, volume 10, Issue 4, <http://www.tojet.net>

⁷ Kumarasinghe, KMDT 2015, *Functions and responsibility of Mass media to improve knowledge of school children*, University of Kelaniya

comparatively examine the effectiveness of educational programs in Sri Lankan television.

The findings of this study show that television has got prominent place among other media as educational provider for the students. And most students are show tendency to watch edutainment programs than the educational programs.

According to discussed literature, it can identify that most studies done on the effectiveness of educational programs and the impact of television on children's education.

Because of there is no any research yet conducted to evaluate the Jathika Pasala educational program researcher selected Jathika Pasala to evaluate educational programs in Sri Lankan television through the recipient analysis.

METHODOLOGY

This study named as 'Jathika Pasala' Television programme for ordinary level students: A recipient analysis. This study attempts to explore whether students meet their needs of the educational programs through the audience point of view.

In this study researcher has used both primary and secondary data. Researcher has used structured questionnaires that include 15 numbers of questions to collect primary data from the ordinary level students, unstructured focus group discussion used to collect data from the school teachers who teach for ordinary level students and interviews were used to collect data from the producers of Jathika Pasala program.

Through the Books and journals, Magazines and newspapers, Research reports of Rupavahini Corporation, Annual reports of Rupavahini Corporation, Statistics, Department of Examinations and the Internet researcher collected secondary data.

In sampling method the researcher selected 50 numbers of Ordinary Level students as sample from Kaluthara District. The researcher has used non probability sample for this study. Then researcher selected 5 numbers of teachers for focus group discussion to get the information. For that researcher used a convenience sample for select teachers in the focus group discussion. After researcher interviewed all the five

producers who produce the each programs according to the subjects in Jathika Pasala program.

In data analyzing method collected primary data were analyzed quantitatively and qualitatively.

Researcher quantitatively analyzed the data collected through the close ended questions in the questionnaire. Coding is the process of converting verbal responses to numerical codes. To presented data researcher used Diagrams, Charts and Percentages. To get a final analysis Excel 2010 was used for this study.

In this study researcher used focus group discussion to collect data from the school teachers and focus group discussion to collect data from producers of program. The qualitative data came in an interview transcript analyzed by using the content analysis method. And also open ended questions in the questionnaire analyzed through the content analysis method.

RESULTS AND FINDINGS

The researcher has found following findings with paying primary attention to analyzed data that collected from the questionnaire.

According to the analyzed data regarding the willingness of watching the program, 80% students watch the program because of their own desire and other 20% students watch it due to guidance of parents and teachers. This does not mean this 20% watch the program entirely based on force of others. Hence researcher could find that the students watch the Jathika Pasala program with a positive attitude.

Students' awareness about the Jathika Pasala program covers by the advertisements. 43% got awareness about the programs through the advertisement telecast in Jathika Rupavahini as well as 27% from parents, 20 from friends and 10% from teachers. Through that it would appear not only students' mind, but in parents and teacher's mind also has positive comments regarding the Jathika Pasala program.

When analyzing the subjects which are watching by the students results shows that the majority of the students watch English, Science and Mathematics subject. Statistics display that English 63%, Science, 70% and Mathematics 77%. Through

that it can identify students want to get more knowledge, additionally regarding complicated subjects than what they learn in school classrooms.

The majority of the students are not satisfied on teaching aids related to the content of the program. 60% students claim that the program not included additional subject information than the textbook. Here the researcher's hypothesis was not proved. The researcher assumed that the Jathika Pasala Program provide the additional knowledge to the students, but researcher unable to prove that one in the study.

When comparatively study on the responses concerning with the students willingness and opinion regarding the content of the program researcher found that though students are gratified by the Jathika Pasala Program students didn't meet their needs entirely from this Jathika Pasala program.

The presentation and teaching methods of teachers who deliver the lessons get the attraction of the majority students. 57% students have a positive comment on presentation style and regarding the teaching process students responses take several aspects. 50% students say teaching method is interesting, 30% very clear and another 20% have no comment about the teaching process.

Considering the responses regarding the usefulness of the program for 60% students it helps to emphasize the subject points and for another 40% program help to improve their knowledge. According to the above data, there is no doubt Jathika Pasala is very effective for students in studies.

11th and 12th questions on the survey are about telecasting time. 67% are not happy with telecasting time and 33% happy with telecasting time. But when researcher asks in 12th question if they are thinking it should be change the time of the program what is the preferable time for that all students comment on that with different preference time.

As per the hypothesis researcher assumed that it is better to change the telecasted time of the Jathika Pasala program at night time. According to findings that hypothesis is partially correct. 23% students mentioned night time as preference time. But the majority's desire was evening time. 17% mentioned 5.00 – 5.30 pm and another 60%

mentioned 6.00 pm as preference time. According to that it would give the idea that 6.00 pm is a most appropriate time for telecasting Jathika Pasala educational program. Because evening time students, stay at home with a relaxed mind. When they give suggestions for the program some students say the morning session should repeat at evening.

Then for 67% students allocated time not enough. That finding is proof according to the researcher's hypothesis mentioned as the duration of program is not enough to cover the topics and it should be rectified.

In the final question on the survey as their suggestions the main suggestion given by the respondents was extending the time duration of the program.

This study found that the ways students getting benefits from the Jathika Pasala education program in learning process.

- The Jathika Pasala program helps students to remember subject points
- The Jathika Pasala program helps to emphasize the subject points
- The Jathika Pasala program improved the ability of answering for the questions
- It helps to deviate from the boring educational system in the classroom
- It helps to the self-study.
- It helps to get a solution to the complicated subject points.
- It gives a clear understanding about subject points.

Another hypothesis of the study was Jathika Pasala educational program is helpful to students in preparation of examinations. Above all responses proved the researcher's hypothesis.

For question 15 in survey researcher attempted to find out the ways to improve the Jathika Pasala educational program through the audience response analysis

- Extending the time duration of the Jathika Pasala program
- Teaching the subject points according to the respective of text book
- Changing the telecasting time of the program

- The Jathika Pasala program should discuss additional subject matters beyond the textbook.
- The Jathika Pasala program should give practical knowledge.
- It should give chance to students to contact with the teachers for clarifying confusions regarding subject matters.
- It will be better inform the topic going to discuss next week at the end of the program.
- If the Jathika Pasala program considerate about other subjects students can get benefits from it.

Focus group discussion that held with school teachers help to do an in-depth study about the Jathika Pasala educational program.

According to the teachers' opinion regarding the presenting and teaching style researcher found that teaching and presenting style help to students who has considerable knowledge regarding discussing topics. The majority of the teachers accepted that opinion.

Then researchers found that through the majority teachers' idea of the content of the program help to students only to upgrade or fresh their knowledge because of limited time duration. That finding found from students' responses were also same idea came out.

The overall idea of teachers is Jathika Pasala educational program should target and help students living in remote areas.

CONCLUSION

This study attempted to explore whether students meet their needs from these educational programs. Therefore, according to research findings and discussion researcher found that Jathika Pasala is very effective for students in studies. It helps students to emphasize the subject points and to improve their knowledge. The Jathika Pasala program improved the ability of answering for the questions and it helps in preparation for the examinations. But the researcher found that though students are gratified by the Jathika Pasala Program students didn't meet their needs entirely from this Jathika Pasala program. The program needs some improvement.

Changing telecasting time of the program to 6.00 pm, Extending the time duration of the Jathika Pasala program, give chance to students to contact with the teachers to clarify confusions regarding subject matters, inform the topic going to discuss next week at the end of the program are the suggestions came from Jathika Pasala educational program audience.

RECOMMENDATIONS FOR FUTURE RESEARCHERS

- Future researchers can select both students who are watching the program and who are not watching the program. It will help to compare the reasons for why students watch and not.
- If future researchers analyze this audience comparatively with another educational program, it will help to find more results regarding educational programs.
- For the further studied the researcher suggests that to conduct focus group discussions with teachers as well as parents to get more information.