The Role of Multimedia in the development of E-Learning programmes: A study of EMMRC-EFL University, Hyderabad

P.NARENDAR GOUD
MA (MCJ).
EFL UNIVERSITY, HYDERABAD.

Abstract

The present paper focuses on production the role of Multimedia developing e learning, content and modules concerning of undergraduate educational programmes of National Mission on Education through Information and communication Technology (NME-ICT). And come to know about the effectiveness of ICT in the field of multimedia. The role of Multimedia is an unavoidable phenomenon in any field of modern society. Especially, the inclusion of e-Content in learning is now expected, and the UGC-CEC proposal is designed to meet the new challenges, Prospects and to help India take the lead in this newlyemerging field. Education Multimedia Research Centre (EMRC), EFLU, Hyderabad is developing enriched e-Learning programmes since 1985. Nearly four decades without take a break producing educational programmes in various subjects related to documentaries and also science and technology, management, art and culture programmes and NME-ICT and also other project programmes of National organisation with the interest of nation building. EMRC has been getting technical and financial support from Consortium for Educational Communication (CEC).This paper is an attempt to emphasize the role of using modern Information Communication Technology (ICT) to reach e learning programmes to the mass people through various mediaand MHRD the Government of India are encouraging online courses in the educational institutions through "Education Multimedia Research Centres" (EMMRC) by the assistance of "Massive Open Online Courses" (MOOCS) And also The platform is named as SWAYAM which stands for (Study Web of Active Learning by Young and Aspiring Minds) This is MHRD Initiative SWAYAM PRTABHA Radio, TV channel to telecast the educational programmes.

Keywords: Multimedia, ICT, UGC-CEC, EMMRC, SWAYAM, MOOCS, Under Graduate Students.

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Introduction

Modern technology is majorly being used in education sector. With the usage of laptops, pctablets, smartphones and many other electronic devices, we are consuming various educational multimedia daily.

The role of Multimedia is an unavoidable phenomenon in any field of modern society. Especially, the inclusion of e-Content in learning is an expected feature. The Education Multimedia Research Centre (EMRC), EFLU, Hyderabadis one such centre which is churning out educational multimedia for enriching the leaning process of the 21st century students. Working since 1985, various audio-visual materials ranging from science to history have been produced by utilising the satellite technology made available by the Indian government.India is one of the few countries in the word to experiment the satellite technology in the arena of education.

The significance of Information and Communication Technology (ICT) In Multimedia

ICTs' are used in almost all fields of life. In education, computer technology has become so essential that the government put ICT in curricula. From preschool to graduation,ICTs' are utilised as powerful tools for educational change and reform. Specifically, computers play a significant role in the learning process especially in learning language. As Hartoyo (2008) stated in his book, a computer is a tool and medium that facilitates people in learning a language, although the effectiveness of learning depends totally on the users.

THE MULTIMEDIA

The term multimedia was coined by singer Bob Goldstein to promote the July 1966 opening of his "LightWorks at L'Oursin" show at Southampton, Long Island. Multimedia is the use of a computer to present and combine text, graphics, audio, and video with links and tools that let the user navigate, interact, create, and communicate. Multimedia has been found to be highly beneficial to visual learners but detrimental tohighly verbal individuals (Butler and Mautz, 1996). This brings us to e-learning.

What is e-learning?

E-learning is a method of education wherein the given subject is communicated to the student in audio-visual formats. One of the aspects of this method is that the under – privileged also

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have an opportunity to learn from some of the best experts in their respective fields which otherwise could not be made possible by arranging classroom lectures.

Advantages of e-learning

Some of the most outstanding advantages to the trainer or organization are: Reduced overall cost is the single most influential factor in adopting e-learning. The elimination of costs associated with instructor's salaries, meeting room rentals, and student travel, lodging, and meals are directly quantifiable. The reduction of time spent away from the job by employees may be the most positive offshoot. Learning times reduced, an average of 40 to 60 percent, as found by Brandon Hall (Web-based Training Cookbook, 1997, p. 108).

Introduction and Evolution of EMRC

In 1984, University Grant Commission (UGC) launched Country Wide Class Room (CWCR) and production facilities at six universities in India through establishing media centres in the name of Audio Visual Research Centres. These centres were renamed as Educational Multi Media Research Centres (EMRCs').

The centres are engaged in production of Video and Multimedia based programmes. These Programmes are telecasted on DD VYAS Higher Education Channel. UGC set up EMRCs' in various universities and institutions in the country with the objectives to produce in-house educational programmes. These centres are fully equipped with TV Studio for single and multi-camera production and support outdoor production. With the continued support of the universities, UGC and students, EMRCs' have been churning out and continue to dole out quality material. Until now, 23 million consumers have watched the EMRC content over the web and TV.

Given how rapidly the world is evolving in this 21st century, EMRC is rapidly reshaping itself to cater to needs of the new academic world. The challenge here is to fully embrace technology and specifically ICT and its applications. The reach and access to quality education for all in a country of billion plus can be ensured through technology enabled education modules and courses in the form of MOOCs (Massive Open Online Courses). That is something EMRC is striving to do so.

Consortium for Educational Communication (CEC)

To help the EMRCs' coordinate their efforts, the CEC was set up in 1993.. This body facilitated communication between the EMRCs'Established in 1993, it serves the goal of addressing the needs of higher education through the use of ICTs'.

CEC has 21 EMRCs as consortium members also known as a Media Centres. T h e s e multimedia educational content producers are located in different universities/ institutions across the length & breadth of the country.

The National Mission on Education through ICT

After launching 'National Mission on Education through ICT' on 2ndFebruary 2009 at Tirupati, the MHRD invited proposals from leading institutions of the country regarding development of e-Content.The National Mission on Education through Information and Communication Technology (NMEICT) has been envisaged as a Centrally Sponsored Scheme to leverage the potential of ICT, in teaching and learning process for the benefit of all the learners in Higher Education Institutions in any time anywhere mode.

Officially, NME-ICT project was started in 2009 and it was ended in 2013. At the same time, Phase-II was started in 2013 and it was ended in March 2017.

The Objectives of the National Mission on Education through ICT

1. Availability of e- knowledge contents, free of cost to Indians. 2. Spreading digital literacy for teacher empowerment. 3. Experimentation and field trail in the area of performance optimization of low cost access/devices for use if ICT in education. 4. Providing support for the creation of virtual technological universities. 5. Identification and nurturing of talent 6. Certification of competencies of the human resources acquired either through formal or non-formal means and the evolution of a evolution of a legal framework for it 7. Developing and maintaining the database with the profiles of our human resources.

E-Content Development for the NME-ICT Project

The e-Content project is one of the most ambitious projects under National Mission on Education through ICT (NME-ICT) of Ministry of Human Resource Development (MHRD), Govt. of India. E-Content Modules are complete courseware, which includes the topic video, full transcript, text, FAQs, quiz, assignments and references etc. available in easily downloadable format. Presently, EMRC- EFLU is engaged in developing e-Content on 4 UG subjects as per the UGC model curricula for undergraduate programme. Totalling 850

modules in 4 quadrants under Phase – I has been completed. Along with it, Short Learning Objects (SLOs) and 4 subjects. Moreover, Under Phase –II has been completed Along with it, Short Learning Objects (SLOs) Totalling of 1250 modules 4 quadrants.

Phase – II & I. CEC's repository is enriched with 2100 e-Content modules until March 2017. For a seamless interface between users and the content, CEC developed an e-Content template which has been accepted as a model template by the MHRD.

EMRC- The English and Foreign Languages University, had produced in various subjects total no of video modules about 2100 for the NME-ICT Project under Phase I AN II see the below table

EMRC EFLU	Name of the Project	Subjects	e-Learning Modules programmes Period of time	No of Programmes
1	NME-ICT	B.A, B.Sc, General English, B.A(Hon),Psychology	Phase-I 2009-14	850
2	NME-ICT	B.Ed.(English), Home science, B.A.LLB,Urdu,Spanish,French,German,Russian	Phase-II 2013- 2017	1260
		Total no of E-Modules		2100

Source EMRC-EFL University

Massive Open Online Courses (MOOC)

What is MOOCS? The term MOOC was coined to refer to a course developed by Stephen Downes and George Siemens entitled Connectivism and Connectivity Knowledge in 2008. Thrun founded a company called Udacity in February 2012, which began to develop and offer MOOCs free. In India MOOCs inaugurated by the Prime minister of India on 15th August 2015.

MOOCs-UG Programmes

Officially MOOCs was launched on 1st March, 2016 The MHRD appointed Consortium for Educational Communication, New Delhi in 2016, as National Coordinator for non-technology - degree programmes (undergraduate). CEC and EFLU EMRC Centre has developed twoUGMOOCs courses under Phase 1. Later, three UG MOOCs courses under

Phase-II of MOOCs were developed. In these courses, likeModern British Literature,ModernAmericanLiteratureand Health Psychology were focussed upon.

A   study on EMRC- EFL UNIVERITY Related to MOOCs.

EMRC- the English and Foreign Languages University offered 2 MOOCs courses in Phase I see the below table

Name of the subject	Duration of the course	Enrolment of students	Tutorials	Hours of classes	Tests	Assignments	Subject Expert
Modern British Literature	16.11.2016 To 12/03/2017	500	523	51	50	48	Prof.Sumita Roy
Health Psychology	16.11.2016 To 12/03/2017	1022	533	48	49	48	Dr.P.Swathi

Source: EMRC-EFLU

EMMRC-the English and Foreign Languages University offered 3 MOOCs courses offered in Phase II see the below table

Name of the subject	Duration of the course	Enrolment of students	Tutorials	Hours of classes	Tests	Assignments	Subject Expert
Modern British Literature	16.11.2016 to 12.03.2017	332	560	51-Hours	39 Tests	52	Prof.Sumita Roy
Health Psychology	04.09.2017 To 31.12.2017	149	529	49-Hours	48 Tests	48	Dr.P.Swathi
Modern American Literature	11.09.2017 to 31.12.2017	350 579	561	61-Hours	50 Tests	51	Prof.Vedasharan M

Source: EMRC-EFLU

What is SWAYAM?

SWAYAM which stands for (Study Web of Active Learning by Young and Aspiring Minds) is being employed to propagate the multimedia products.Here learner can choose from hundreds of courses.

SWAYAM uses indigenously developed IT platform, facilitating hosting of all courses, taught in classrooms from Class 9 until post-graduation to be accessed by anyone, anywhere

at any time. Over 1,000 specially chosen teachers from across the country have participated in preparing SWAYAM courses.

SWAYAM courses are available on **SWAYAM.gov.in** website in four quadrants: video lecture, specially prepared reading material that can be downloaded/printed, self-assessment tests through tests and quizzes and an online discussion forum for clearing the doubts.

EMRC EFLU-SWAYAM PRABHA DTH

DTH Channels launched by former President Sri. Pranab Mukherjee on 09th July, 2017.The SWAYAM PRABHA is a group of 32 DTH channels devoted to telecasting of high-quality educational programmes on 24X7 bases using the GSAT-15 satellite. EMRC EFLU also has DTH channel and telecasting e-learning programmes.

Conclusion

This paper has provided an overview of multimedia as an instructional device. Majority, I inspected thework EMRC –EFLU undertook to develop the e-learning programmes aimed at bettering the Indian education scenario. This centre is the most productive in all 21 EMRC centers in all over India as it has doled out more results than none other. It is significant that teachers keep well informed of technological developments and hone of the skills, both literacy and IT. Advent of the internet and technology has made the things easier for the learners and teachers as well. Effective and creative usage multimedia, social media inside and outside the classroom will lead to anticipated results. The above cited initiatives are the new higher education tools which have to reach the every corner of the India to reach their maximum potential. The higher educational institutes have to take the responsibility to make the students aware of these innovative programmes. That way the student of today will be the harbinger of change tomorrow.

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