Research on Educational Television Development Strategy Based on E-Learning

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Abstract

Educational TV is an important platform and communication medium serving all kinds of education, teaching services and lifelong-learning needs. Under the background of Internet era, the disadvantages of traditional educational TV, such as information flow, single program content and vague target audience ,are becoming increasingly more obvious, and the future development of educational TV faces difficulties. Compared with the features of E- learning ,this paper analyzes the function and insufficiency of educational television ,and suggests that education TV needs to be more interactive, personalized and digitalism in the future.

Key words: E-learning; Educational television; Innovative development; Strategy

INTRODUCTION

Since educational television developed in our country in the 1960 s, with its large amount of information, transmission of good quality and nice visual and sound effects and other advantages, has been played an important role in solving the education resources shortage in our country, especially the shortage of teacher resources, but also promotes the our country social culture popularization and scientific and cultural knowledge of mass communication. Since the advent of the Internet era, with the rapid rise of digital technology and new media, traditional media have been severely impacted. As the mainstream media and teaching platform which mainly meets the needs of social learning, education TV's survival and development are also greatly affected. Educational television should take the initiative to adapt to the spread of and the new trend of study way change, making full use of the mode and path of digital learning, to speed up the transformation development, in order to realize lifelong learning and contribute to the goal of building a learning society.

1. THE FUNCTION AND INSUFFICIENCY OF EDUCATIONAL TV

Educational TV means starting from the special education needs, using television images and sound to present education content, and with audio technology to record storage and transmission, to serve all kinds of education, teaching at all levels of TV programs. Educational TV has the general characteristics of TV, and it also takes education as its specific target.

(a)Public welfare attributes: Educational television is responsible for the propaganda education of the party and state principles and policies, to meet the learning needs of the whole society, not only an advanced means of education, but also the important propaganda tool of the party and the government .

(b) Knowledge propagation attributes: Educational TV program should guarantee the truth and accuracy in rationality, and ensure science and objectivity in content. At the same time, be sure to be specific in the emotional sense.

(c) Art attribute: Educational TV program should combine the scientific content and artistic expression perfectly, so that the audience can satisfy the desire for knowledge in the light and pleasant aesthetic process.

Educational TV are playing an extremely important role in shaping the national image, building national moral value orientation, inheriting the excellent traditional culture, constructing public cultural service system, and promoting the formation of the learning society . Firstly, as the mass media, it improves public thought morals and scientific literacy of the mass, but also affect the public's production and life style, has a special status in the construction of learning society. Furthermore, all levels of educational television station is a important way to strengthen the construction of ideology,which plays an important role in promoting the value identity, cultural identity and emotional identity . At last, under the condition of unbalanced regional development, educational TV has the responsibility of modern distance education and training of teachers in rural areas and ethnic minority areas. In recent years, compared with the rapid spread of network learning platform and the new media technology matures, the disadvantages of traditional educational TV ,such as information flow, single program content and vague target audience ,are becoming increasingly more obvious, and the future development of educational TV faces difficulties.

2. THE CONNOTATION AND CHARACTERISTICS OF E- LEARNING

E-learning refers to an entirely new learning mode for students to learn from the Internet in education[1]. Different from traditional teaching concept and mode, E-learning requires a digital learning environment*(information display multi-media, information transmission network, information processing intelligence and teaching environment virtualization etc.)*, learning resources(*including digital text, image, sound, animation, courseware and video etc.)* and learning style, which with the following characteristics:

2.1 Learner-Centered

E-learning can meet the personalized requirements of knowledge and skills , which promote the transition from "teaching-centered" to "learning-centered"[2]. The traditional teacher-centered mode, teaching of the non-computer majors teaching, pay attention to the knowledge of system, insufficient attention to train their consciousness of cooperation and exchange and sharing, for the cultivation of critical thinking and innovation ability. E- learning advocated by student development as the center, student learning as the center, in order to study effect as the center, the student is not only a learner, but also promoting learning based on problem and based on the learning interest, fully mobilize the enthusiasm and initiative of students' autonomous learning.

2.2 Interactive Communication

E-Learning pays attention to the interaction and negotiation, which emphasizes the mutual interaction between teachers and learners, making students realize self-perfection and promote the comprehensive development. Learners in the learning process, with other learners of group, group members communicate with each other mutual encouragement, stimulate interest in learning, can also compete with other groups, and increase the learning motivation.

2.3 Life-Long Learning

Learners can achieve learning goals in a variety of ways according to the needs of society and work, and will not limited by time an space. Global sharing of E-learning resources, the emergence of virtual classroom, virtual schools, make learning do not limited in the school or family, people can use the Internet at any time and any place into the digital virtual learning at school. It will change from a one-time studying to a life-long learning for all learners.

3. THE ENLIGHTENMENT OF E-LEARNING TO EDUCATIONAL TV DEVELOPMENT

3.1 Enhance the Interactivity of Educational TV

Most of the existing educational TV programs for the one-way transmission of information, subject and content, are decided by the producers, learners can only passive to accept, greatly reduces the effect of interest and autonomous learning. The enhancement of interactivity is based on the democratic equality between the two parties. Learners can choose the content of communication information they need freely and freely, and they can also interact with the communicators. For example, learners can use digital TV service function menu type to choose his interesting program, and can keep learning progress, access to background data, complete the testing and evaluation, through a one-way or two-way, asynchronous or synchronous, real-time or non real-time interaction, so as to complete the transation from "media-centered" to "learner-centered"[3].

3.2 Enhance the Personalization of TV Program

In the Internet era, educational TV audiences are increasingly divided and the concept of "public" is deconstructed. Educational TV should improve precision and efficiency of knowledge, aimed at different age, cultural background, education level and interests of the audience, adapting to the complexity and diversity of learner needs.

3.3 Enhance the Digitalization of the Mode of Transmission

Computer network and the combination of educational TV media and network video transmission is not constitutes

the development crisis of educational television, but the development of education in the era of network television development and extension. The combination of decentralized, isolated and individual programming resources has greatly improved the productivity of programs[4]. As digital network technology and digital network broadcasting technology becoming more mature and widely used, the fusion of TV media and network media has become a fact, educational television should make full use advanced technology of the Internet, such as Cloud computing, big data, MOOCs, combining educational television and network, to provide the target audience with the multivariate, convenient learning platform, stick to the positioning of the mainstream value, and realize the innovation development of education in the age of the Internet TV.

CONCLUSION

Through the analysis of the features and functions of educational television and the shortage of its own advantage compared to E- learning under the background of network era, can be found that the reason for difficulties in traditional educational television development is not only a technical method of backward, the more important reason is its backward idea,which can't meet the need of social development. Educational TV have to change its development mode , and integrate into the trend of information and digital development actively .

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