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Notice for the PhD Viva Voce Examination

Mr Sheen T R, Registration Number: 2170120, PhD Scholar at the Department of Media Studies, School of Social Sciences, CHRIST (Deemed to be University) will defend his PhD thesis at the public viva-voce examination on Friday, 13 March 2026 at 01.30 pm in the Mini Auditorium, 2nd Floor, Auditorium Block, Bangalore Bannerghatta Road Campus, CHRIST (Deemed to be University), Bengaluru - 560076, Karnataka, India.

- Title of the Thesis** : **The Effectiveness of the First Bell
Programme of VICTERS Educational
Television Channel among the Students of
Kerala during COVID-19**
- Discipline** : **Media Studies**
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The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

ABSTRACT

Education represents the collective strength of a society and its ability to sustain intellectual and moral progress. The quality of education depends upon its commitment to its social and human development, even in times of crises. When the COVID-19 pandemic led to the closure of schools worldwide, it posed serious questions about the future of education. India has a long tradition of using mass media for educational purposes. Since 1959, television has remained an important medium for public education. The pandemic reestablished the relevance of television as a practical solution for learning continuity. Though interactive platforms such as Zoom, Google Meet, and Microsoft Teams were widely adopted, they were inaccessible to many students due to the lack of compatible devices and limited internet connectivity. As an alternative, the Government of Kerala introduced an interim arrangement, the 'First Bell' programme through the VICTERS Educational Television Channel. It was well accepted by students, teachers, and parents. This research investigates the effectiveness of the First Bell Programme of VICTERS Educational Television among students in Kerala during the COVID-19 pandemic. The study employs an explanatory sequential mixed-method design, involving 688 SSLC students along with selected teachers and VICTERS officials. The research was carried out across five thematic areas: foundation and preparedness, student engagement, teaching-learning strategies, learning outcomes in relation to the Cognitive Domain of Revised Bloom's Taxonomy, and the scope and challenges of the programme. The findings indicate that the First Bell Programme significantly improved students' conceptual clarity, motivation, and engagement while helping to bridge learning gaps. However, challenges remained concerning interactivity and digital inclusiveness. The study indicates that educational television continues to be a valuable component of hybrid and inclusive learning frameworks. It recommends strengthening teacher preparedness, improving content design, and enhancing infrastructural support in alignment with the National Education Policy 2020 (NEP 2020). By linking its findings with Sustainable Development Goal 4 on quality and equitable education and the national vision of Viksit Bharat @2047, this research underscores the transformative role of educational media in shaping an inclusive, strong, and future-oriented education system in India.

Keywords: Educational television, VICTERS television, First Bell programme, teaching-learning strategy, Revised Bloom's Taxonomy

Publications:

1. **Thankalayam, S., Kamath, P., & Augustine, A. J. M. (2025).** Development through ICT: A study on teachers' perspectives on challenges in online education for tribal students amid COVID-19. *Multidisciplinary Science Journal*, 7(1), 1–10. <https://doi.org/10.31893/multiscience.2025025>
2. Thomas, S., Satapathy, S., & **Thankalayam, S. (2025).** The Impact of Economically Weaker Section Reservation in India: A Study on the Syro Malabar Community in Kerala, India. In M. al Mubarak (Ed.), *Sustainable Digital Technology and Ethics in an Ever-Changing Environment: Volume 2* (pp. 533–545). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86708-8_45
3. Patent: **Thankalayam, S., & Kamath, P. (2025).** A Scale to Measure the Effectiveness of Educational Television in Alignment with the Cognitive Domain of the Revised Bloom's Taxonomy (ET-BT Scale) (IN Patent App. 202541040798).
4. **Thankalayam, S., & Kamath, P. (2025).** A Strategic Model for Educational Television Broadcasting in Challenging Learning Scenarios (SM-ETV) (IN Patent App. 202541054258).