ABSTRACT

The present Study is indented to find out the Effectiveness of Electronic Media Based Instructional Strategy to Create Environmental Awareness among the Secondary School pupils of Kerala. The study has been designed with strategy of teaching as independent variable and Scores of the tests of Environmental Awareness and Environmental Ethics as the dependent variables. The researcher adopted Experimental method, with non-equivalent pre test post test design.

For the present study, a sample of 90 students of Secondary School in Kerala follows state syllabus were selected. The Objectives and Hypotheses were formulated and suitable Statistical techniques such as Measure of Central Tendency and Dispersion, testing of Significance of Mean difference and Ancova were computed.

The Electronic Media Based Instructional Lesson transcript prepared by the Investigator, Standardized Environmental Ethics Scale and the Present Activity Oriented Lesson transcript were used for collection of data. The major conclusions and Suggestions were given on the basis of the analysis of data.