
UNIT 20 AUDIO-VISUAL AIDS

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20.0 OBJECTIVES

After completing this Practical, you will be able to:

- identify the different types of audio visual aids; and
- make effective use of audio-visual aids in teaching-learning activities.

20.1 INTRODUCTION

In Practical 19 you have learnt the interpersonal communication and public speaking skills. To communicate effectively you need to use certain aids. These aids can **motivate** the audience by arousing their interest in teaching learning activities and facilitate effective communication. In this Practical you will learn about use of various audio-visual material at your work place. You will also learn about selection use and **classification of audio-visual aids**.

20.2 AUDIO-VISUAL MATERIAL

Audio-visual aids are the "materials or tools, which facilitate communication".

20.2.1 Selection of Audio-visual Aids

Different types of audio-visual aids are available, and you have to select **appropriately** according to need and target group by keeping following points in mind:

- Represent a true picture of the topic so that people can correlate.
- Appropriate to the situation and intelligence of audience or relevant to the **situation**.
- Should be in good working condition.
- Simple to operate (the size of the aid should be according to the number of audience).
- **Self-explanatory**, helps for better **understanding**.
- Information in the aid should be technically correct and based on facts.

20.2.2 Uses of Audio-visual Aids

Different uses of audio-visual aids are given below:

- Makes communication learning more effective.
- Makes learning faster, easier to remember and more permanent.

- Arranged **visuals** (picture, models or drawings of a particular situation) can help to make inferences out of these visuals.
- Helps to focus the attention of the audience.
- Visuals make the subject interesting and develop continuity of thoughts i.e. television, film etc.
- It gives opportunity to see things, which we do not see ordinarily e.g. structure of reproductive organs.
- Helps to simplify **complex** processes step by step.
- Mutual understanding and creating a conducive teaching learning climate.
- The aids should be based on the needs of the audience e.g. for **malnourished** child (PEM) diet rich in protein should be **shown/demonstrated** to mother.



20.3 CLASSIFICATION OF AUDIO-VISUAL AIDS

Broadly we can classify audio-visual aids (Fig. 20.1) into 3 categories:

Audio are hearing aids, which we can hear.

Visual are the aids, which we can see.

Combined are the aids, which can be seen and heard.

Radio	Charts and graphs	TV
Tape-recorder	Flip chart	VCR
Telephone	Flash cards	CD's
Microphone	Poster	Tape-recorder with slide projector
Gramophone	Brochure	Role play
	Black board	Puppet show
	Bulletin board	
	Newspaper	
	Slide projector	
	Flip strip	
	Over head projector	
	Specimen	
	Model	
	Album	
	Drawing	



Fig. 20.1: Audio-visual aids

You have seen that **A.V.** aids can be classified in various **categories**. We shall focus only on community used A.V. aids in your work situation.

Commonly **Used** Audio-visual Aids

Charts

Charts are the means to provide written and pictorial information on important facts in a systematic way. All the charts are made up of locally available chart paper.

Advantages

- It is an effective tool for learning.
- It arouses interest of audience.
- It is portable, easy to make and cheap.
- It attracts attention of audience.
- Reduces the amount of verbal **explanation** and encourages action.
- Can be used and reused.

Disadvantages

- Can not be used for illiterate people.
- Can not be used for large group.
- Needs skill for preparation.

Salient Features of a Good Chart

- The chart should be simple, clear, neat and good colour contrast.
- Chart should support the written words with picture (preferably local pictures).

- Should highlight the main points.
- Should be sufficiently large to be seen easily.
- Should be strong enough to stand rough use.

How to use?

- Use pointer when you explain the chart.
- Explain each written point clearly.
- Never stand in **front** of the chart while explaining it.

Flash Card and Flip Chart

Flash card and flip chart are one of the widely used communication materials in the health care setting.

Flash cards are a set of pictures on compact paper cards flashed one by one in logical, sequence (Fig. 20.2). They can be self-made or commercially prepared and are made up of charts or drawing paper using colours, ink for writing and drawing. Flash card and flip chart **are** a series of pictures with ascript that tells the story.



fig. 26.2: -Flash cards

Advantages

That It can be carried to the field and explained to people. It can be tailored to **meet** the target group and it is flexible.

Disadvantages

- 1) It needs special skills for preparation.
- 2) It **cannot** be used for large group.

Purpose

Flash cards can be used for discussion and health education, preferably for a single **message** to an audience of 15 people. This can be used **for** giving important information.

Methods of Preparation

- Select the theme and clarify the idea.
- Prepare the rough sketch.
- Use simple language.
- Use heavy card papers Size 22" × 20" — around 10-12 in number.
- Write down the script and pictures.
Arrange in sequence.
- **Protect** the card.

How to use flash card and flip chart

Be thorough with a picture, illustration and script matter.

- Arrange cards in sequence.
- Be familiar with the story and practice it to make sure of the series, script and its handling.
- Assemble the people and ask them to sit around the educator.

Introduce the topic.

- Hold against chest and flash one by one.
- Explain the **script**/ story of the flash card.
- Turn the card after completely discussing the topic with them.

Talk with appropriate expressions, emphasizing important points.

- Summarize your discussion and review by a quick flash of cards.
- Ask questions after discussion.

Advantages

- Widely used for communication media.
- Flexible, **portable**.
- Can be used for illiterate group.

Disadvantages

- Can not be used for large group.
- Needs skills for preparation.

The content of the story is written at the back and pictures in front and is presented one by one.

Flip Chart

It is a collection of charts on one single topic organized in sequence and fastened on the top (like calendar) (Fig. 20.3). It can be used step by step for teaching.

Steps of Preparation

- Select the charts 20" × 20"
- Select the topic
- Prepare the content
- Select pictures
- Organise the materials in series
- **Prepare** blue print

- Pretest the materials
- Finalise the charts
- Fasten on the top to flip one by one.

How to use

- Put the flip chart on the table and flip the chart one by one during discussion
- Ensure that it is visible to audience
- Summarize the topic
- Reuse the chart if required.



Fig. 26.3: Flip chart

Poster

Poster is a message in illustrated form, the message is precise, suggestive and expressive. Poster is a medium in which the message is given through pictorials and few words (Fig. 20.4). The balance of visuals and the words is done in such a way that a person looking at a poster can get the message at a glance. The content of the poster should be eye catching.

Purposes

- Provide general motivation
- Create awareness
- Communicate more general idea in the community
- **Thrust** the message for leading to action

Preparation

- Select the theme
- Draw the picture
- Select the slogan

- Prepare the blueprint
- Prevent overcrowding
- Use colour contrast
- Put at poster place

Features of a Good Poster

Brevity—Message should be concise and clear

- Simplicity-easily understandable
- Idea—Based on single idea
- Layout--Organization after try out (blue print)

Colour—Suitable colour combination should be used to make poster attractive and eye catching.

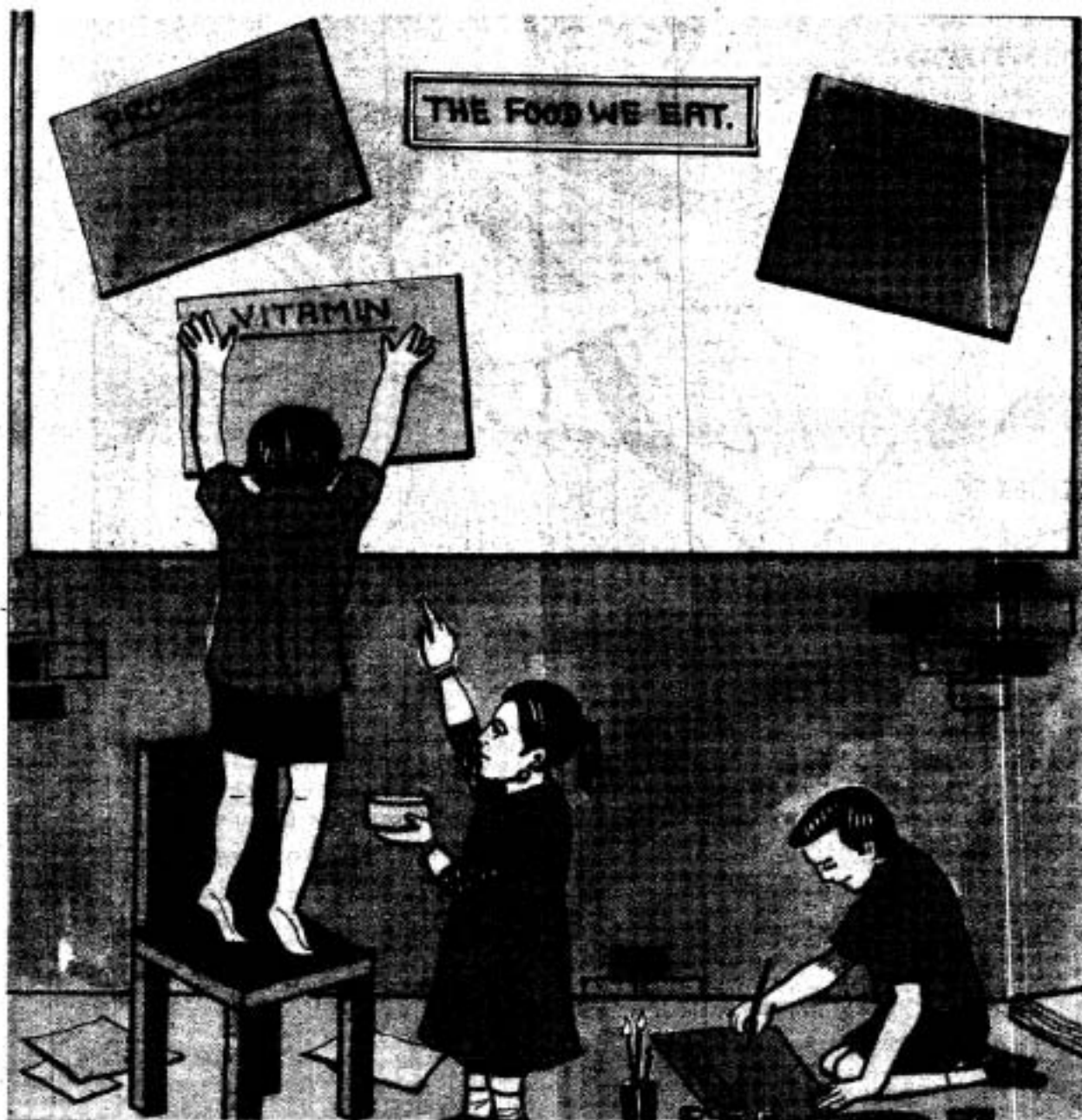


Fig. 20.4: Posters

Advantages

It attracts attention and can give attention to urgent instructions

Simplicity: It conveys the message quickly

- Poster leads to action with motivation. It can **stand-alone** and is self-explanatory.

Disadvantages

It does not always give enough information.

When it is seen too **often**, it no longer attracts attention needs frequent change.

It can be damaged easily by rains, **storm** etc.

Can be used for limited period and information.

How to make use of poster

Place the poster at public places where there is adequate light for example dispensary, school, market, cinema hall, bus stop, railway station etc.

Do not put **many** posters in one place or it will **distract/loose** the attention of the audience.

Change the posters periodically to keep the interest and to avoid monotony.

Place the poster at higher **level and** prevent from damage.

Pamphlets

Pamphlets are short **printed** media on a specific subject for specific target group for example school children, antenatal mothers etc. It is made up of a single sheet with one, two or more folds and unfold sheets are leaflets, hand bills, brochures, booklets varying from 8 to 50 pages.

Purposes

Pamphlets can be used for:

Health education.

Health campaign, **mela** and festival.

- IEC and reinforcement activities.
- Teaching purposes for different group.

Preparation

Select the group

Select the **message**

Write contents and select picture and drawing

Preset the draft

Final Preparation of pamphlet.

Features of Good Pamphlet

It should be attractive

Message should be in simple sentences, familiar words and local languages

Message should be based on target group

Material should be arranged in order.

Pictures and drawing should be used to visualize the idea.

Advantages

- Pamphlets can be read loudly in a group or displayed on board.
- It can be circulated among many people and used individually.
- Can be used to reinforce learning.

Disadvantages

- Limited to literate people.
- May not provide adequate information.
- Doesn't ensure learning.

Black Board

It is one of the most commonly used Audio-visual aids. It is one of the oldest simplest and effective visual aid. It can be fixed or portable and can be made of materials such as slate, plastic, glass, cement or wood with black paint etc. (Fig. 20.5). Roller boards are also available.



Fig. 20.5: Black Board

Advantages

- It is simple, easy and more appropriate for classroom settings.
- It is **economic** and reusable.
- It is **simple** to use with little practice.
- It encourages active doing, and seeing by audience.
- Mistakes can be quickly erased.

Disadvantages

- Written material cannot be preserved.
- Can not be used for a large audience.
- Requires imagination, initiative, practice and preparation.
- Interrupts communication.
- Chalk dust is harmful.

- Plan ahead what you want to write.
- Keep your blackboard clean and keep the material (eraser and chalk) ready before hand.
- Write in more systematic and organized way.
- Make sure that board is visible to audience.
- When writing stand on left side and not in front of the board.
- Write in bold letters and don't overwrite on the black board.
- Do not talk while you write. Do not turn your back to the audience for long time.
- Face the **group** after the writing and continue discussion.
- Don't write everything on the board.
- Use colour chalk if possible to emphasize the important points.
- Use illustrations for better understanding.
- Erase unwanted things with duster, but not with your hand.
- Keep margin on right side for rough use.



Fig. 20.6: Bulletin Board

Bulletin Board

Bulletin board is **hardboard** made up of plywood with flannel covering on the board. Study material or current news are displayed in a visualized form.

Purposes

- It motivates the learners.
- It gives the correct initial information.

- It supplements and correlates the instructions and saves time. The items that can be placed on bulletin boards are photographs, newspaper 'cuttings, **group activities**, creative works, announcements etc.

How to use a Bulletin Board

- Place it on the higher level.
- Display the latest and **useful** material.
- Remove the unwanted and old material - don't crowd the bulletin.
- Lay out should be **attractive**, simple and easy to understand.
- Give suitable title **large enough to be** seen from a distance. You cannot compele a person. You must display material in such a way to have power to hold attention.

Advantages

- Conveys messages and 'announcements of shorter duration.
- Reports special activities in the area, shares knowledge and simultaneous curiosity.
- Serves as an introduction to a particular topic.
- Summarizes and highlights events.

Disadvantages

- Display needs to be changed timely.
- Not effective for illiterate group.

Newspaper

Newspapers are printed news which consist of reports of events. Major news papers reach hundreds and thousand of people throughout the country. Most of these are printed daily and contain national and international news. They also include features, editorials which express opinions about various subjects. Health topics can also fit in these categories. Health news might be about pulse polio programme, article about certain disease, new invented drugs, about safe water or environmental hygiene programmes etc.

It is a mass communication method. It can play a very important role to convey healthy messages to the community.

In some villages you may see "**wall newspapers**". **They** are like posters. They can be hand made with current health **problems/messages**. They are posted on walls where group of people gather so that they can discuss and plan action.

Radio and Tape Recorder

Radio

Radio programme broadcast health and social messages which can be listened by **communities/groups** at a time. It is a one way communication. Listener can not clarify the doubts, hence he or she may not adopt the health message.

Purposes

Design programmes for educating people for example, health and family welfare, food, population control, general health and well being, women empowerment and a session with doctors on major health problems.

Because it is an important entertainment medium some of the health messages can be delivered through stories, and local folk songs.

Advantages

- i) Giving new information
- ii) Giving health message to people at large
- iii) Entertainment medium.

The main advantage is that it can be heard again and again. Even in remote areas many farmers **carry** radios with them in the field or place of work. Many riksha pullers also **move** around with small radio sets.

Disadvantages

- i) Needs **electricity/battery**
- ii) Gives one-way communication and no feedback
- iii) **Timing** may not be suitable to all.

Tape Recorder

Recorded cassettes can be played for community meetings.

TVNCR and Films

The programme can be seen through motion, action, and sound on the screen. People can jointly **plan** action rewind and see it again for discussion. It can reach a large group of people at a time.

Television

Television creates lively interest. It can have great impact on people. It can extend knowledge, influence public opinion and help to introduce new ways of life.

But there is no feedback from audience to be sure of its effectiveness. To find usefulness the feedback is very essential. Hence people should be interviewed time to time to find the **effectiveness** of mass media communication.

Video Film

Video films can be shown on different health issues which are available in various **institutes** for example CHEB, NIHF, NGO's, Ministry of Family Welfare etc.

Organizing Film Shows

- Assess the need and select the theme.
- Announce the film show to community people.
- Arrange a place, for a film show.
- Arrange TV set/VCR/Film projector.
- Place the screen so that it is visible to the audience and they listen carefully.
- Ask the audience to sit in a semi circle manner.
- At the end of the show, discuss the issue and **conduct** question answer session to find out effectiveness.
- Repeat the show again for another audience. Follow up whether people are following the message.

Advantages

- Can be shown to large group.
- Can be reused
- Can be entertaining with health and welfare messages.
- Can be selected according to need and target group.

Disadvantages

- Needs room preparation example darkness, seating arrangement.
- Cannot operate without electricity.

Check Your Progress

Write True or False.

- i) Films can be used for one individual. (True/False)
- ii) Audio aids are more effective than Audio-visual aids (True/False)
- iii) Charts are usually used for group education. (True/False)

20.4 LET US SUM UP

In this practical you have learnt about different kinds of audio-visual materials used in the community. We have discussed how to use audio-visual materials like posters, flip chart, bulletin board and black board effectively. We have also focussed on radio, television, VCR films as mass media to convey health messages. You can choose according to the needs of the programme and audience.

20.5 MODEL ANSWERS

Check Your Progress

- i) False
- ii) False
- iii) True

20.6 ACTIVITIES

- 1) Prepare a flash card on "balance diet for one year old child".
- 2) Organize a health education session on antenatal care by using different A.V. aids.
- 3) Prepare a poster on prevention of AIDS or No Smoking.