

**BA (II Semester)**

**HSC CC203**

**DYNAMICS OF COMMUNICATION  
AND EXTENSION**

**Unit - IV**

# **AUDIO VISUAL AIDS**

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# INTRODUCTION

- ⦿ Audio:- hearing
- ⦿ Visual:- seeing
- ⦿ Audio visual:- hearing and seeing both
- ⦿ Audio visual aids are instructional devices which are used to communicate messages more effectively through sound and visuals.
- ⦿ The aids help in stimulating the sensory organs like ears and eyes and facilitate quick comprehension of the message by the audience.
- ⦿ These may be used for literate as well as for illiterate people.

# CLASSIFICATION

<b>AUDIO AIDS</b>	<b>VISUAL AIDS</b>	<b>AUDIO VISUAL AIDS</b>
Tape Recorder	Non Projected	Non Projected
Public Address System	Chalk Board	Drama
Telephone	Bulletin Board	Puppet Show
	Picture and Photograph	Talking Doll
	Flannel Graph, Flash Card and Flip chart	Folk Media
	Poster	
	Diagram, Map, Chart and Graph	
	Specimen, Model	
	Translide	
	Projected	Projected
	Slides	Motion Picture (Cinema)
	Filmstrip	Video
	Opaque Projection	
	Overhead Projection	

# AUDIO AIDS

# TAPE RECORDER

- ⦿ Equipment for recording sound on magnetic tape by electromagnetic process.
- ⦿ Played when needed.
- ⦿ Suitable for use in meeting, training programme, campaign, recording radio programme etc.

## Advantages

- ⦿ Facilitates on the spot recording of sound.
- ⦿ Helps in duplication of sound.
- ⦿ Facilitates editing.
- ⦿ Easy to operate.
- ⦿ Low operational cost.



# PUBLIC ADDRESS SYSTEM

- ⦿ A set of equipments to amplify sound so that it is audible to a large audience over a distance.
- ⦿ 3 components:- **Microphone, amplifier and loudspeaker.**
- ⦿ Used for extension programmes involving a large number of people such as mass meeting, training programme, field day, farmer's day, campaign, exhibition etc.



# TELEPHONE

- ⊙ A system of equipments through which people can communicate both ways to distance places.

## **Advantages**

- ⊙ Provides instant interpersonal communication.
- ⊙ People can keep contact with the outside world, without physically moving out.
- ⊙ Improves speed of communication.
- ⊙ Involves considerable saving of time, money and labour.

VISUAL AIDS

NON-PROJECTED



# CHALK BOARD

- ⦿ A board for writing with chalk.
- ⦿ Coloured in black, olive green, or blue, roll up materials.
- ⦿ Used in lecture, training programme, group meeting etc.

## **Advantages**

- ⦿ Furnishes a writing space which may be easily erased.
- ⦿ Drawing illustrations.
- ⦿ Colour effect may be produced by using coloured chalk.
- ⦿ Helps in taking notes by the audience.

# BULLETIN BOARD

- It is a board for display message.
- Made up of **soft insulation board** or **perforated masonite board** and may or may not be covered with glass.
- Paper containing the message fixed by board pin.
- Messages may be in form of words, graphs, charts, photographs, illustrations, publications etc.
- Used in the **communication centre** and various types of **extension programmes**.
- Placement of board is very important.
- Change materials **regularly**.



# PICTURE AND PHOTOGRAPH

- ◉ Picture is a representation made by drawing, painting, or photography which gives accurate idea of an object.
- ◉ A good picture may tell a story without using a single word.
- ◉ Used in training programme, farm publication, campaign, exhibition, slide, filmstrip, motion picture, T.V., newspaper and display.
- ◉ They should be selected according to specific purpose, enlarged and properly mounted.
- ◉ These should be labeled.

## **Advantages**

- ◉ Arouse interest.
- ◉ Conveys message to an illiterate person.
- ◉ Proof- evaluation of result.

# FLANNEL GRAPH, FLASH CARDS, FLIP CHART

- ◉ Messages are written or drawn on thick paper and presented step-by-step by the extension agent to the audience to synchronize with the talk.
- ◉ Produces a dramatic effect on the audience.

## Flannel Graph

- ◉ Sand paper backing.
- ◉ Placed one by one in a sequence along with the talk .
- ◉ On a board covered with flannel or hand-woven thick cloth.
- ◉ Avoid windy place for flannel graph.



# Flash Cards

- ⦿ These are packs of cards, flashed to the audience, one by one in a number of sequence along with the talk.
- ⦿ Messages are presented on paper measuring 30 cm × 25 cm.



# Flip Charts

- ◉ Message is written or drawn on big size papers and are arranged like a calendar.
- ◉ It contains leaves, which is turned one by one in a sequence as the talk proceeds.
- ◉ Used in classroom situation.



- ◉ Group of people not exceeding 30.

# POSTER

- ◉ It is a placard displayed in a public place with the purpose of creating awareness amongst the people.
- ◉ A good poster must
  - Be able to attract attention.
  - Convey the message quickly.
  - Lead to action either immediately or eventually.



## *Continued...*

- ◎ **Brevity:-** Not more than 5 words should be used.
- ◎ **Simplicity:-** Should be compact. Illustration should contain only essentials.
- ◎ **Idea:-** Should be clever and original.
- ◎ **Layout:-** Arrangement of the elements should be logical and easy flowing. Letters should be simple, attractive, bold and visible from the distance.
- ◎ **Colour:-** Bright and attractive colours should be used.



# DIAGRAM, MAP, CHART AND GRAPH

- **Diagram** is line drawing of an object or an idea.
- **Map** is an informative diagram of an area.
- **Chart** contains information in tabular form.
- **Graph** is a graphical representation of the relationship between variables.
- Information is presented in **abstract** form.
- Convenient for presenting large amount of information in a comprehensive and meaningful way.
- Used in bulletin board, method demonstration, group meeting, training programme, farm publication, campaign, exhibition, newspaper, T.V. etc.

# SPECIMEN, MODEL

- ⦿ Specimen is a sample which represents the whole.
- ⦿ Model is miniature replica of an object.
- ⦿ Used in method demonstration, group meeting, training programme, exhibition (Krishi mela, Kisan mela, communication centre, information centre).

## Advantages

- ⦿ Arouse interest of the audience.
- ⦿ Involve a number of sensory organs.
- ⦿ Give 3 dimensional idea of an object.



# TRANSLIDE

- These are transparent big photographs which are displayed by providing light at the back.
- Comprised of shallow wooden boxes, with front side open, fixed two glasses, inner one removable.
- It contains 2 tube lights in opposite sides.
- Translide inserted between two sheets of glass from the backside.
- Costly, but produce beautiful life like visuals.
- Used in communication centre, information centre and exhibitions.



VISUAL AIDS

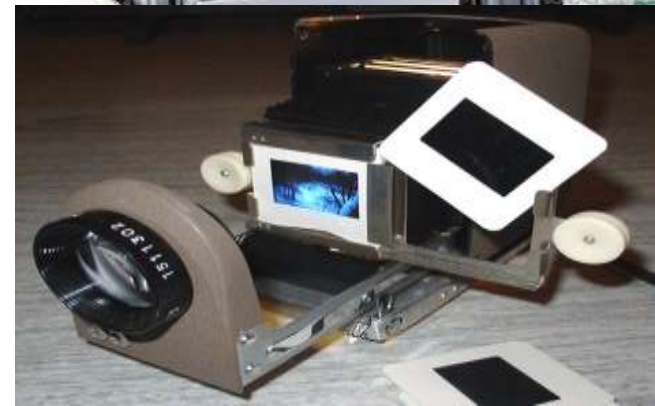
PROJECTED

# SLIDES

- It is a transparent mounted picture which is projected by focusing light through it.
- Projection may be made on white wall.
- 2 types:- manually operated and automatic.
- Used in training programme, seminar, workshop, group meeting, campaign, exhibition, T.V. etc.

## Advantages

- Attract attention.
- Less costly and easy to replace.
- Can give a near real life experience.
- Light, easy to carry, operate and store.



# FILMSTRIP

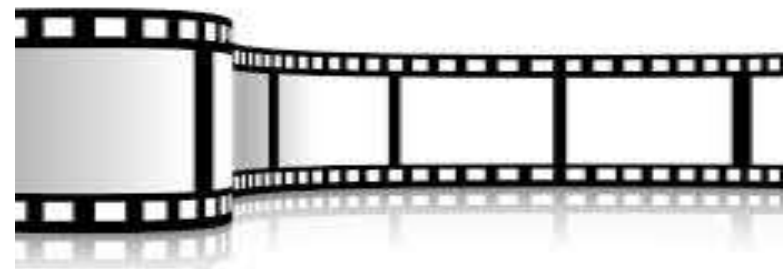
- ◉ A filmstrip is a continuous strip of film consisting of a small number of individual frames or arranged in a sequence.
- ◉ Each strip may contain about 30 to 60 frames of photographs, diagrams, drawings or lettering.
- ◉ Entire length of the strip has perforations on both sides.
- ◉ Generally used in training programmes.

## Advantages

- ◉ Condense information in a small package.
- ◉ Light, easy to handle and store.
- ◉ Less expensive than sound films.

## Limitations

- ◉ Fixed sequence which can not be altered.



# OPAQUE PROJECTION

- ◉ A large aperture projector is used to project opaque materials known as **epidiascope**.
- ◉ Size of the projectable material should be around **25cm × 25cm**.
- ◉ Pictures, drawing, diagrams directly from books, magazines are drawn on sheets of paper can be projected.
- ◉ Materials for projection are inserted are inserted into the projector by lowering the platen.
- ◉ Used in training programme, group meeting, etc.

## Advantages

- ◉ Stimulates attention.
- ◉ Clarifies information.

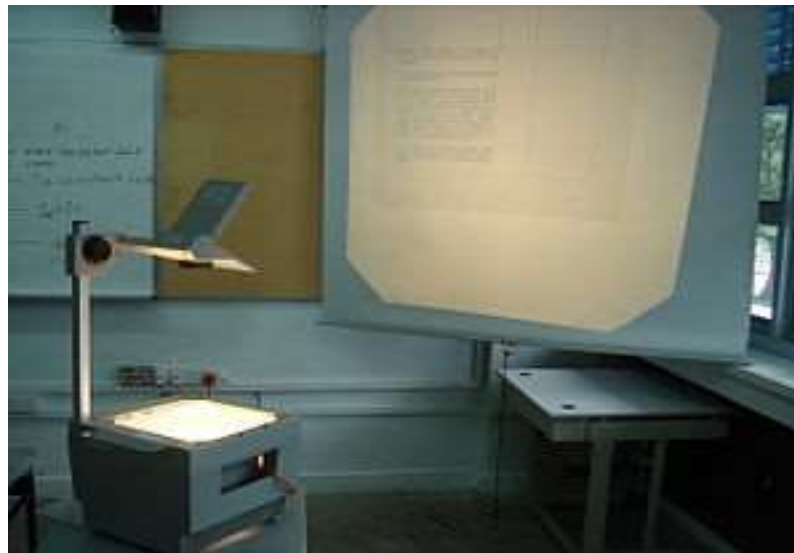
## Limitations

- ◉ Bulky and difficult to carry.



# OVERHEAD PROJECTION

- ⦿ The picture is projected over the head of the speaker on the screen.
- ⦿ Drawing, diagram, lettering are made on transparent sheets and are put on the glass platform of the overhead projector.
- ⦿ Used in training programme, group meeting, seminar, symposium, workshop etc.





## *Continued...*

### **Advantages**

- ⊙ Makes the talk dynamic and sustains audience interest.
- ⊙ Complex ideas may be clearly presented.
- ⊙ Cheap and easy available.
- ⊙ Enables the audience to take notes.

### **Limitations**

- ⊙ Requires good preparation by the speaker.
- ⊙ Bit costly equipment.

# DRAMA, PUPPET SHOW, TALKING DOLL



**Theatrical  
representation  
around a theme.**

**Puppets are  
performed by  
controlled  
movement**

**Spread general  
awareness  
among people .**

# FOLK MEDIA

- ⦿ They are part of the rural social environment.
- ⦿ Contains variety of forms .
- ⦿ Folk theatre, folk painting, folk dance, folk music, etc.

# CINEMA AND VIDEO



- It is projected image of positive print.
- Consist of a series of still pictures.
- Projected on a rapid succession.

**THANK YOU**