

## DEPARTMENT OF SOCIOLOGY

### SEC 402

### SEMESTER IV CC

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#### **#Important terms:**

1) Cultural Diffusion: Cultural diffusion is a process by which the cultural traits invented or discovered in one society are spread directly or indirectly to other societies. Ordinarily, diffusion is thought of as a movement of traits through space. It is different from transmission of culture which is movement of traits through time i.e. generation to generation. Diffusion can be direct or indirect. Direct diffusion occurs when person or group have actual physical contact. Indirect diffusion is the spread of traits without personal contact. For example, through radios, T.V., printed materials and transport of good in commerce.

2) Cultural Conflict: A cultural conflict is a dislike, hostility, or struggle between communities who have different philosophies and ways of living, resulting in contradictory aspirations and behaviors. The notion originates from sociological conflict theories and anthropological concepts of intercultural relations. It is a type of **conflict** that occurs when different **cultural values** and **beliefs** clash. It has been used to explain violence and crime.

3) Acculturation: When culture traits or complexes have been diffused we talk about diffusion, but when a whole way of life is in a process of change under the influence of another culture we call it Acculturation. Acculturation studies have been motivated by the realization that there are no “pure” or uncontaminated” cultures in the world today.

4) Collage: It is a piece of art made by sticking various different materials such as photographs and pieces of paper or fabric on to a backing. It is a technique of composing a work of art by pasting on a single surface various materials not normally associated with one another, as newspaper clippings, parts of photographs, theater tickets, and fragments of an envelope.

5) Poster Making: A poster is a temporary promotion of an idea, product, or event put up in a public space for mass consumption. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative. The main function of a poster is to capture a moving audience with a message. When designing a poster, plan its design carefully. You will have a short amount of time to attract and hold your readers attention. Think about the one aspect of the information that must convey the message and plan your design around that.

6) Sell sheet: A sell sheet is a concise, one-page document that is really more like a flier or brochure than a press release. It provides all the details about your book on one piece of paper. Use it to sell or promote your book to retailers, wholesalers and even consumers. The sell sheet is a short and sweet first impression meant to generate interest in your product or service. It's like flirting for your business. Likewise, it's a chance for you to gauge a prospective customer's level of interest and whether they are a good fit for your company and worth pursuing.

## Brochure

A Brochure is an informative paper document for advertising, which can be folded into a templates. A brochure can also be a set of unfolded papers put into a pocket folder or a packet. Brochures are promotional documents which is primarily used to introduce a company, organization, products or services and inform prospective customers or members of the public of the benefits.

### **Importance of Brochure**

A well designed brochure serves as perfect introduction to your business. If accurately distributed, it can expand your company's visibility. Brochures are great marketing tools when reaching out to new customers. Brochures can also provide positive press about your company. Brochures are perfect for trade shows and networking opportunities.

It's a vital piece of literature about your products and services that a potential customer can take with them. It keeps the face of your business in their hands and in their heads that it will remind of them of your service

## Pamphlets

A pamphlet is a small, unbound booklet that is used to advertise or provide information on a single subject. They are mainly used for informing rather than direct selling. You'll sometimes hear someone use the term "leaflet" when describing a pamphlet too. Pamphlet pages are stapled together or printed on both sides of one sheet and folded in half or several times. They can come in different shapes, sizes, and number of pages. Some common uses for pamphlets include political campaigns, event promotion, and communicating organization information. Pamphlets are also known as Leaflets.

### WHAT'S THE DIFFERENCE BETWEEN BROCHURES AND PAMPHLETS

These two print marketing materials, Pamphlets and brochures seem to be very similar after you lay out their definitions. The most important difference is the subject matter. Pamphlets are used for non-commercial promotion, while brochures are used to advertise products and services. Brochures also typically have more pages and images. Pamphlets can have multiple pages, but are generally contain fewer pages and more words than images to inform the reader. However, these two are used interchangeably or together depending on your marketing needs.

Clearly, there are many similarities between pamphlets and brochures, to the point where the terms are often used interchangeably. Hence the confusion between the two. To summarize the main difference between pamphlets and brochures:

#### Pamphlet

- \* Mostly printed on one folded page
- \* May have more than one page, but not often
- \* Most are not bound
- \* The content focuses on a single topic
- \* Usually more informational than promotional
- \* Good for educating readers and raising awareness about a specific topic

#### Brochures

- \* Usually consist of multiple bound pages
- \* Paper size varies more than pamphlets
- \* Cover a range of topics
- \* Typically have pictures and graphics with supporting text
- \* Good for informing readers about specific products and/or their features
- \* Designed to sell rather than just educate or inform

In the conversation about “What is a pamphlet?” versus “What is a brochure?”, often the only real difference is the name. Many people use the terms pamphlets and brochures interchangeably. Some will say that pamphlets are not much more than color copies; others will insist that brochures are their own type of collateral altogether.

Whether you need a [brochure](#) or a [pamphlet](#), the important thing to keep in mind is that no matter what you’re looking for, Printivity can make your project come to life.

### **Handouts**

It is a piece of printed information provided free of charge, especially to accompany a lecture or advertise something. In the Education field handout is a paper based resource used to support teaching and learning which can free students from excessive note taking or supplement information not easily available elsewhere.

Q) Why we use handouts?

They allow you to provide more detailed information than you would put on a slide. They give your audience something to take away from your presentation, to review later. They are one more way for your listeners to be reminded of you and your key messages.

Handouts are especially useful if your presentation is highly technical or complex. They can further explain important information. For example, you may want to include in your handout supporting data that you chose not to include in your presentation, such as contact information, case studies, references, marketing literature, or other collateral materials.

Your handout also can serve as a summary of your key points. In any case, your handout can include more detailed information than you may have had time to cover in your presentation, or which — for your own good reasons — you've chosen not to include in your presentation.

## **Audio- Visual Media**

Audiovisual (AV) is electronic media possessing both a sound and a visual component, such as slide-tape presentations, films, television programs, corporate conferencing, church services and live theater productions. Audiovisual service providers frequently offer web streaming, video conferencing and live broadcast services. Computer-based audiovisual equipment is often used in education, with many schools and universities installing projection equipment and using interactive whiteboard technology.

**Audio Media:** An audio media is a form of media communication that uses audio or voice recording as a medium in the delivery of information. These are the teaching and learning devices that appeal to the auditory sense. The modern age has blessed us with the ability to capture and playback sound. From phonograph to MP3 we are forever improving the audio technology. Various examples of audio technology are radio, cassettes, compact disc, Digital audio tapes, MP3 etc.

### Advantages of Audio media

- \* Useful to add, maintain and stimulate interest
- \* Can be used as a set of induction strategy
- \* Useful in distant learning
- \* Helpful in stimulating creative thinking, increase imagination
- \* Improve listening skills
- \* Easy to restore information, also used for speech skills.

### Limitations

- # Costly compared to actual presentation
- # Strong lesson planning is to be done
- # Power failure issues can disturb the learning environment
- # Extended use may bore students
- # Trained teachers are needed who can manage it effectively.

**Visual Media:** It is a source of data or information in the form of visual representations. Abstracts, analogues, rough illustrations, or digital reproduction of objects the data pertains to. It requires representation of the data gatherer. The level of reliability compared to other sources may vary considerably. It can be hosted on internet, printed in publications, display through broadcast media, or otherwise disseminated. Cartoon, charts, comic strip, flash card, illustrations, map, models etc can be considered as its types.

Advantages:

- #Gets the attention of the participants
- # Easy to follow
- # Easy to remember
- # Helps in oral communication
- # Easier to explain or put things into perspective

Disadvantages:

- # Costly
- # easier to lose focus
- # complex presentation
- # Participants might pay more attention to the graphics
- # Stronger effect on children's behavior
- # Loss of visual cues reduces the quality of communication which has negative effect on rapport building.

It is clear that audio visual aids are important tools for teaching learning process. It helps the teacher to present the lesson effectively and students learn and retain the concepts better and for longer duration. Use of audio visual aids improves students' critical and analytical thinking.

Audio visual communication is a productive form of communication. Using sound and lighting equipment improves communication by heightening the awareness of your audience's sight and hearing.

## **Purpose of Audio Visual Media in in teaching:**

- #Best motivation.
- #Clear image.
- # Save energy and time.
- # Antidote of the disease of verbal instructions.
- # Capture attention.
- # Reinforcement to learner.
- # Positive transfer of learning.
- # Gain & hold student interest.
- # Increase understanding and retentions
- # Stimulate the development of understanding and attitudes.

## **IMPORTANT POINTS:**

- 1) Please read the story "The third Gender" thoroughly.
- 2) Please prepare a movie review of the Bollywood movie "PINK".
- 3) Please go through the notes of social change.
- 4) Focus on the status of women Pre independence and Post-independence.
- 5) Please read about the concept of street plays, role plays and puppet show.