

AUDIO VISUAL AIDS (Media)

Definition

1. **Burton** : AV aids are those sensory objects or images which initiate or stimulate and reinforce learning.
2. **Good's Dictionary of education** : AV aids are anything by means of which learning process may be encouraged or carried on through the sense of hearing or sense of sight.

POPULAR SAYINGS ON AV AIDS

- I hear , I forget
- I see , I remember
- I do , I understand

People generally remember

- ▶ 10 percent of what they READ.
- ▶ 20 percent of what they HEAR.
- ▶ 30 percent of what they SEE.
- ▶ 50 percent of what they HEAR AND SEE.
- ▶ 70 percent of what they SAY.
- ▶ 90 percent of what they SAY as they Do a thing.

Senses are the gate ways of knowledge: Research done by **cobun** (1968) indicated that;

- ▶ 1 percent of what is learned is from the sense of **TASTE**.
- ▶ 1.5 percent of what is learned is from the sense of **TOUCH**.
- ▶ 3.5 percent of what is learned is from the sense of **SMELL**.

- ▶ 3.5 percent of what is learned is from the sense of **HEARING**.
- ▶ 83 percent of what is learned is from the sense of **SIGHT**.

Important values of AV aids:-

- ▶ Best motivators.
- ▶ Help to reduce verbalism
- ▶ Clear images:
- ▶ Vicarious experiences:
- ▶ Variety.
- ▶ Freedom to use.
- ▶ Opportunities to handle and manipulate.
- ▶ Retentivity
- ▶ Based on maxims of teaching.
- ▶ Helpful in attracting attention.
- ▶ Saving of energy and time.
- ▶ Realism.
- ▶ Vividness.
- ▶ Meeting individual differences.
- ▶ Encouragement to healthy classroom interaction.
- ▶ Spread of education on a mass scale.
- ▶ Promotion of scientific temper.
- ▶ Reinforcement to learners.
- ▶ Positive transfer of learning and training.

- ▶ Positive environment for creative discipline.

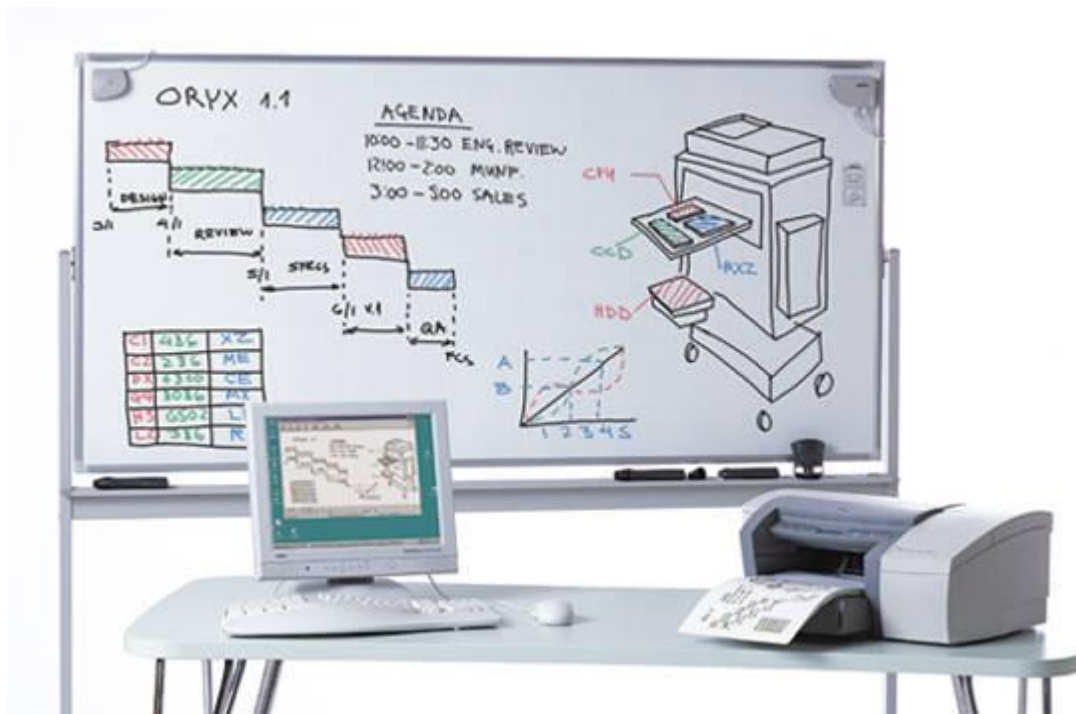
PRINCIPLES IN THE USE OF TEACHING AIDS

- ❖ Principle of selection
- ❖ Principle of preparation.
- ❖ Principle of physical control.
- ❖ Principle of proper presentation.
- ❖ Principle of response.
- ❖ Principle of evaluation.

Various Forms of Audio-Visual Media

1. Writing boards
2. Flipcharts
3. OHP transparencies
4. 35 mm slides
5. Videotapes
6. Models/real objects/shapes
7. Audiotapes
8. Audio-conferencing
9. Video-conferencing
10. Digital projectors
11. Smart classrooms
12. Computers (software and storage media)
13. The Internet

Writing boards



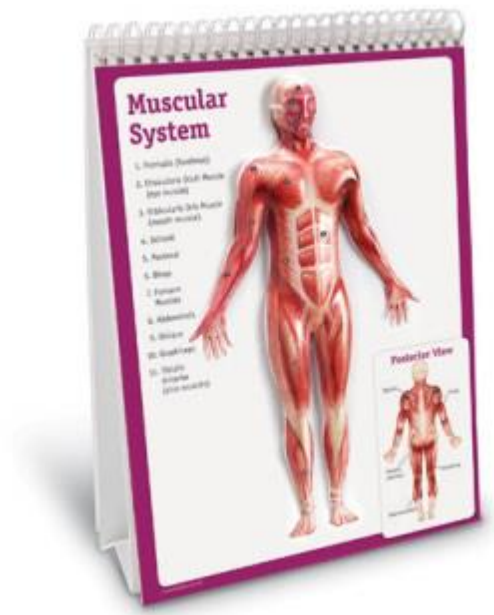
Advantages of the Writing Board

- ☐ Available in most training rooms.
- ☐ Does not require electricity.
- ☐ Easy to use and inexpensive.
- ☐ Suitable for use by both clinical trainers and participants.
- ☐ Excellent for brainstorming, problem solving, making lists and other participatory activities.

Disadvantages of the Writing Board

- ☐ The board cannot hold a large amount of material.
- ☐ Writing on the board is time-consuming.
- ☐ It is difficult to write on the board and talk to the participants.
- ☐ The board can get messy.
- ☐ There is no permanent record of information presented.

Flipcharts



Advantages of the Flipchart

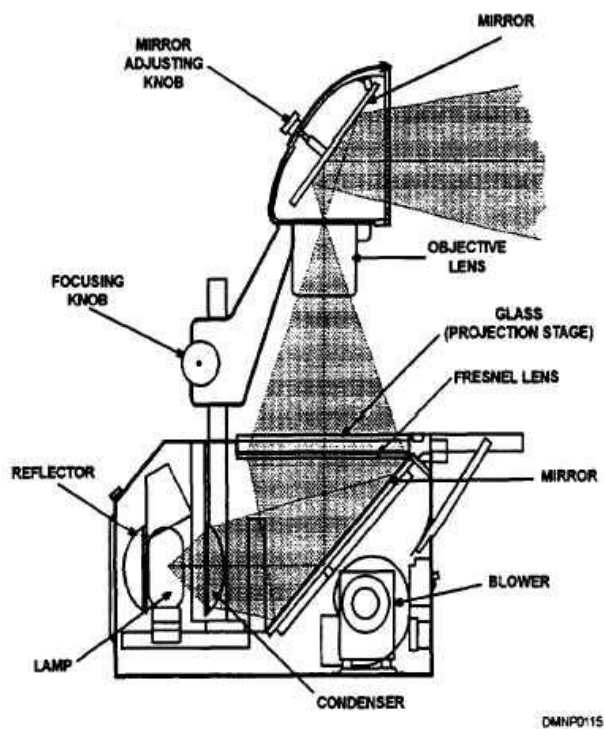
- ☐ Suitable for use by trainers and participants.
- ☐ Excellent for brainstorming, problem solving, making lists.
- ☐ Pages can be prepared in advance.
- ☐ Pages can be removed and taped on the Walls.

Flipchart Techniques

- ☐ Use wide-tipped pens or markers.
- ☐ Print in large block letters.
- ☐ Use different colored pens.
- ☐ Use headings, boxes, cartoons and borders.
- ☐ Use bullets (•) to delineate items on the page.
- ☐ Leave plenty of white space.

- ☐ Avoid putting too much information on one page.
- ☐ When pages are prepared in advance, use every other page.
- ☐ Hang flipchart pages with tape.
- ☐ To hide a portion of the page, fold up the lower portion of the page and tape it.
- ☐ Face the participants, not the flipchart, while talking.

Transparencies



Advantages of Transparencies

- ☐ The projector is simple to use.
- ☐ Can be used in almost any training room which has electricity.
- ☐ Can be used with the classroom lights on.

- ☐ Can be prepared in advance which saves Time.
- ☐ Are inexpensive.
- ☐ Can be prepared quickly and easily.
- ☐ Can be used repeatedly.

Disadvantages of Transparencies

- ☐ Cannot project text and images directly from the printed page.
- ☐ Be careful not to block the participants' view of the screen.

Slides



Advantages of Slides

- ☐ Relatively inexpensive and easy to produce.

- ☐ Can be made locally by the trainer.
- ☐ Are good for showing individual steps of a procedure or close-ups of equipment.
- ☐ Can be shown in a fairly light room.
- ☐ Can be used with audiotapes to produce a slide show with narration.

Disadvantages of Slides

- ☐ Slide projectors are much more expensive than overhead projectors.
- ☐ Slide projectors are more fragile than and do not tolerate voltage fluctuations as well as overhead projectors.
- ☐ Slides are not updated as easily or produced as inexpensively as transparencies.

Videotapes



Advantages of Using Videotapes

- ☐ Capture events the eye alone would not see.

- ☐ Steps of a procedure or technique can be shown by slowing down the videotape.
- ☐ Videotapes provide better color and detail.
- ☐ Videotapes can be prepared by the trainer to reflect local conditions.
- ☐ Commercially developed videotapes can be purchased or borrowed.
- ☐ Animation can be used to show an abstract concept.
- ☐ TV monitors tolerate fluctuations in voltage much better than projectors.
- ☐ Video players are less expensive and easier to maintain than slide projectors.

Disadvantages of Videotapes

- ☐ Commercially prepared videotapes are often outdated.
- ☐ Videotapes may have been edited and omit or rearrange key training steps in the procedure.
- ☐ Participants may be distracted by cultural differences.