

Audio-Visual and Mass Media

**MSW, Sem-IV
Paper-II
Paper Code-CCMSW402**

Unit-III

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Audio-visual media:

Audio Visual Aids are also called instructional material. Audio literally means "hearing" and "visual" means that which is found by seeing. So all such aids, which endeavor to make the knowledge clear to us through our sense are called "**Audio Visual Aids**" or **Instructional Material**. All these learning material make the learning situations as real as possible and give us firsthand knowledge through the organs of hearing and seeing. Therefore, any device which can be used to make the learning experience more concrete and effective, more realistic and dynamic can be considered audio visual material.



Definition:

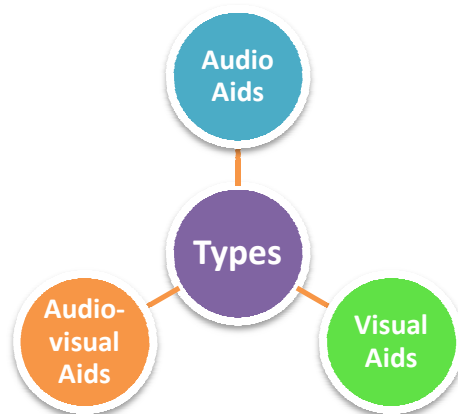
According to **Burton**. These are sensory objectives and images which stimulate and emphasis on learning process.

Carter V. Good. It is a trainable (motivation, classification and stimulation) process of learning.

Types:

It can be classified simply on the bases of sensory experience. Because human beings derive their experiences mainly through direct sensory

contact. Keeping this in view, it can be classified in to three main groups:



Audio Aids: examples are Radio, Tape-recorder, Gramophone, Linguaphone, Audio cassette player, Language laboratory

Visual Aids: examples are Chart, Black and white board, Maps, Pictures, Models, Text-books, Slide projector, Transparency, Flash-cards, Print materials etc.

Audio-visual Aids: examples are:

- LCD project
- Film projector
- TV
- Computer
- VCD player
- Virtual Classroom
- Multimedia etc.

Advantages

- Its helps to make learning process more effective and conceptual.
- Its helps to grab the attention of students
- It builds interest and motivation teaching students learning process
- It enhance the energy level of teaching and students

- It is even better for over burden classrooms
- It provides students a realistic approach and experience

Disadvantages:

- Technical Problems
- Students Distractions
- Expensive
- Time consuming
- Need Space
- Convenience

Characteristics:

- Relevancy
- Useful and purposeful teaching
- Accuracy
- Interest
- Minimize verbalism
- Comprehensibility
- Motivation
- Realism

Who can take benefit from Visual Aids:

Though every children can take benefit while using visual aids for learning. But it is more helpful for those students:

- Having Language Disorder
- Autism Spectrum Disorder
- Down Syndrome
- Those who have Learning Disabilities
- Student who have English as a secondary Language
- Those having Oppositional Defiant Disorder

- Personality Development Delay
- Have the problem of Hearing Impairment
- Have the symptoms of Attention Deficit Hyperactivity Disorder
ADHD

Uses in Advocacy, Mobilization and Campaigns:

Media, which is the plural form of 'medium', are the forms of communication – television and radio; newspapers, magazines, and written materials (or "print media"), and, more often now, the Internet – used to spread or transmit information from a source (which can be a person, an organization, a business, an institution, a government agency, a policy maker, or another media outlet) to the general public.

Advocacy means openly supporting a certain viewpoint or group of people. If you are an advocate for a specific cause, you work to persuade local, state, or federal governments or other entities to grant specific rights, make policy changes, provide money, or create new laws for the good of your cause. For example, if you have a child with a disability, you might advocate for the increased availability of medical services for handicapped children in your city.

Media advocacy is the use of any form of media to help promote an organization's or a company's objectives or goals, which come from the group's vision and mission. For example, suppose you're a media advocate for a non-profit agency working to reduce gang violence in your neighborhood. You would try to present neighborhood issues related to gang violence and the changes you want to make in such a way that you:

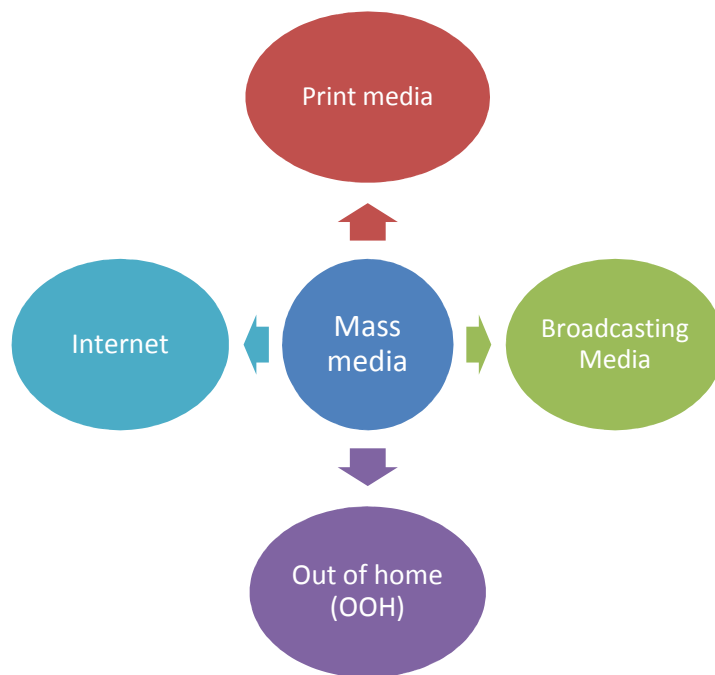
- Change the way community members look at gang violence. You might want to make it clear who it affects and why, or why kids get involved in gangs in the first place.
- Create a reliable, consistent stream of publicity for your agency's issues and activities, including articles and news items about the causes and results of gang violence and about what your agency's work entails; personal interest stories; success stories; interviews with agency staff and current and former gang members, etc..
- Motivate community members and policy makers to get involved. You probably have ideas about what could be done with public funding, or with government policies that addressed gang violence. You might have volunteer opportunities, or want to publicize a city- or state-sponsored initiative that needs public input and support. Or perhaps you're trying to raise money for your work. The media can help with all of these...if you know how to work with them.

Some specific reasons for media advocacy are:

- To inform the media – and through them the public – about who and what really contributes to health problems, community deterioration, and the choices that individuals make about the behaviors that affect their health and well-being.
- To use the media to pressure policy makers to change or institute policies that affect health and community development.
- To influence the media to give your organization or coalition extensive coverage, allowing your members to tell their stories in their own words.

- To give communities more control by letting residents who might not otherwise be heard have a stronger voice in the media. Shining the spotlight on a community can give its members the power and the desire to change the policies and situations that affect their lives.
- To persuade the media to cover the kinds of stories that will "light a fire" under other community members, so that they get involved and contribute to community-based solutions.

- Mass media technology is the primary source of communication. By making use of mass media, it is possible to reach the vast majority of the general public.
- Most common platforms for mass media include:
 - Print Media (Newspapers, Magazines)
 - Broadcasting Media (Television, Radio)
 - Out of Home Media (OOH)
 - The Internet



Print Media (Newspapers, Magazines):

Simply stated, print media is the printed version of telling the news, primarily through newspapers and magazines. Before the invention and widespread use of printing presses, printed materials had to be written by hand. It was a painstaking process that made mass distribution impossible.

At first, news was chiseled in stone. Later, it was handwritten and posted in a public area much like today's posters or read from a scroll by a town crier. As early as 131 B.C., the ancient Roman government produced daily news sheets and informed the public in this way.

Through the years, print media evolved to include entertainment, educational topics and more, instead of only conveying news.



Broadcasting Media:

Broadcasting media is usually associated with radio and television, though in recent years, both radio and television transmissions have begun to be distributed by cable (cable television). The receiving parties may include the general public or a relatively small subset; the point is that anyone with the appropriate receiving technology and equipment (e.g., a radio or television set) can receive the signal. The field of broadcasting includes both government-managed services such as public radio, community radio and public television, and private commercial radio and commercial television. The U.S. Code of Federal Regulations, title 47, part 97 defines "broadcasting" as "transmissions intended for reception by the general public, either direct or relayed". Private or two-way telecommunications transmissions do not qualify under this definition. For example, amateur ("ham") and citizens band (CB) radio operators are not allowed to broadcast. As defined, "transmitting" and "broadcasting" are not the same.

The broadcasting media provides valuable information, for example speeches, documentaries, interviews, advertisements, daily news, financial markets and much more. The latest (newest/most up-to-date) information can be found here.



The internet allows society to communicate with people of all nationality and ages from every country in the world. It has provided the facilities its users most appreciate like the news on the web. Anyone with the skills can post any information on the web, Individuals who post information and use the internet do not need licences or permission which is the reason for such growth globally. The internet is changing the way we communicate but most importantly how we receive and transmit information. "The internet is changing media use patterns and the lifestyles of millions of people who have grown to rely on it as a source of entertainment, information, and communication. People are discovering this interactive medium, and with it, new ways to access information and to communicate with others. The internet is becoming increasingly important in the lives of many people around the world.

Media Advocacy:

Media advocacy is defined as the strategic use of mass media to advance public policy initiatives. Media advocacy is rooted in community advocacy and has as its goal the promotion of healthy public policies. It can be differentiated from traditional mass media strategies in a number of ways.

Media advocacy is the strategic use of newsmaking through TV, radio and newspapers to promote public debate, and generate community support for changes in community norms and policies.

Advocating for the goals of safe, healthy and prosperous communities, identifying barriers to strategic policy implementation, and sharing current research through newsmaking all help policy makers and the general public to more fully engage in creating systemic changes that improve the world we live in.

Members of the general public are the ultimate decision-makers and opinion leaders in our society. Community attitudes, beliefs, norms, and practices are shaped by the dialogues that take place within families and the social networks we experience in our everyday lives.

The manner in which policy makers and the public understand and resolve the challenges faced by communities in today's world, is guided by the quality of information available to them. The news media, as a primary source of information, play a very powerful role in shaping the public dialogues that eventually form community rules and standards.

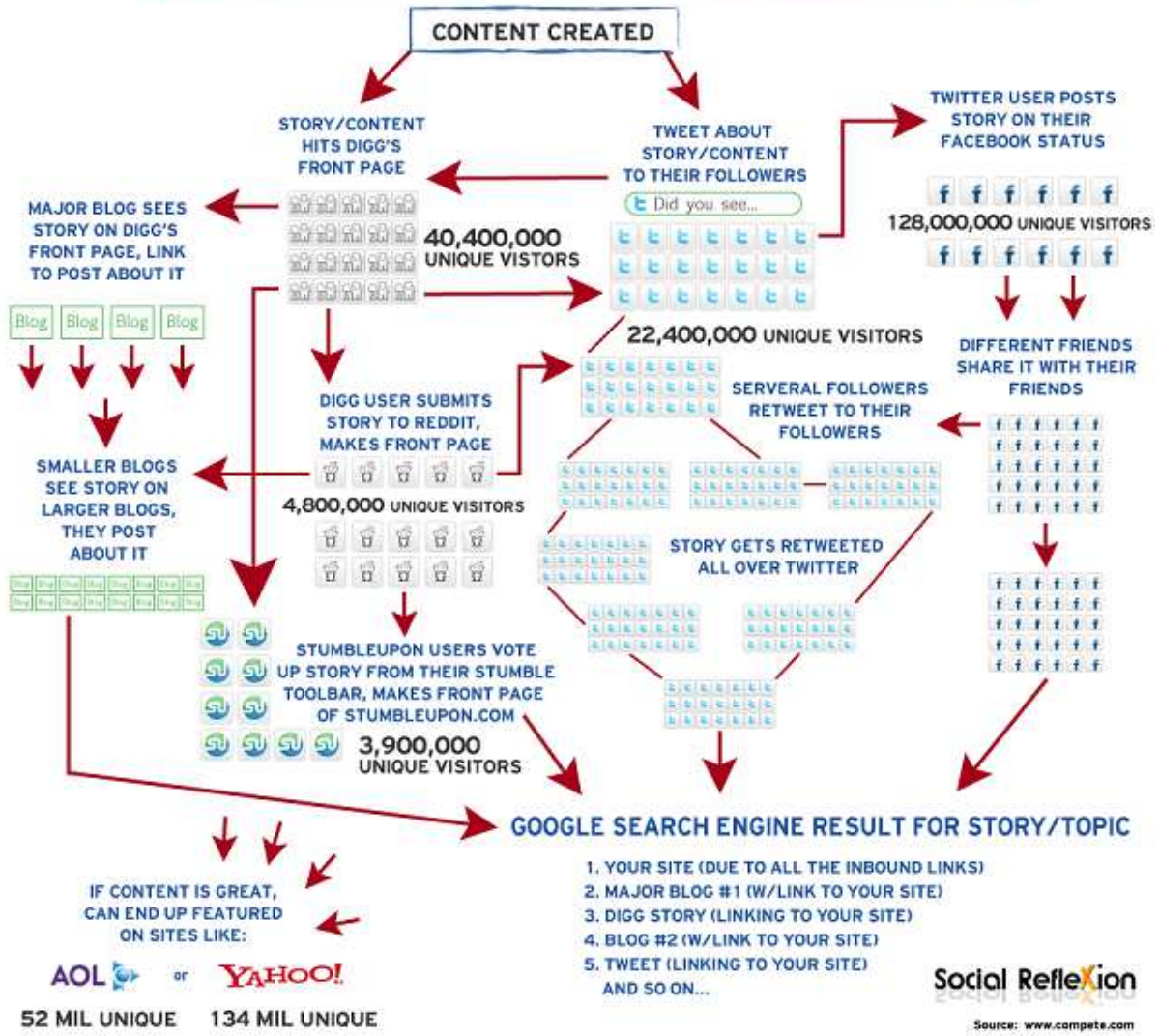
Mobilization By the audio video and mass media:

With the progression of society and a huge jump in technology, the steady rise of information and communication technology in the last decade has provided a democratic tool in the hands of the people. The arrival of social media like Facebook and Twitter has transformed the communication process and one of the distinguishing feature of social media that mobilize thoughts, further to contributing towards social movement, is the concept of 'beyond space'. Thus drawing similarity with the concept of public sphere put forward by Habermas has undergone not only a literal but also a structural change. After it was considered as an output of modernism backed by a class of social elites, it apparently emphasize on re-interpretations of the obsolete

technological determinism approach. Due to its virtual feature, the cultural dimension of communication has further intensified. In fact today, the entire scope of interaction taking place on social media has an essential global character, with inputs from people from all over the globe.

With the extensive use of social networks, digital activism has entered into a new age, gradually emerging its practices in accordance to the evolving demands of the growing users. The advent of Web 2.0 has significantly geared up the gradual trends of Web 1.0 that included e-mails, blogs, chat messenger and other discussion forums. The prominent factor which determine the rapid use of internet by users in general and especially the conflicting voices appeared to be the differences between the internet generations. The significant features that demarcates the Web 2.0 generation from its predecessors are as follows; instantaneous feedback, user generated content, faster approach, self- sharing and collaborative roles with a new participatory platforms culminating alternative views shaping mass opinions and social views as a whole

THE SOCIAL MEDIA EFFECT



The arrival of social media as a communicative global forum, giving priority to identity-sharing and the freedom of expression, thus giving birth to new order of social and communicative realities, with the above-mentioned features which increases the technological potential of social media. Thus, social media on one hand becomes a platform for the interface between people having similar views in the virtual sphere and on the other hand, it is also a powerful tool to influence public opinion and government policymaking. However, the advancement in technology has transformed the space in the public sphere as described by

Habermas. Therefore, it is essential to understand the impact of this prospective dimension of social media which gives rise to social movements.

Campaign By the audio video and mass media:

The national audio-visual campaign for the Swachh Bharat Mission (Gramin) has recently been launched. The advertisements launched feature Swachh Bharat official brand ambassadors Amitabh Bachchan and Sachin Tendulkar.

Speaking at the launch, the minister Narendra Singh Tomar said that the ministry of Drinking Water and Sanitation has fully galvanised its IEC (Information Education Communication) and BCC (Behaviour Change Communication) mechanisms to make the advertisements increasingly people centric. He stressed that this was very essential because IEC/BCC are core interventions for behaviour change and citizen engagement.

The minister expressed his special gratitude to Amitabh Bachchan and Sachin Tendulkar for playing a crucial role in the success of the Mission by publicly lending their support through the advertisements launched.

Responding to a query, the minister said that the commitment of Bachchan and Tendulkar to sanitation and Swachh Bharat is unquestionable and complete. Despite their busy schedules, they have taken time out to not only actively conceive and shoot the advertisements, but also made appearances at various Swachh Bharat events to encourage and motivate grassroot workers and sanitation champions, he said.

He also expressed his gratitude to development partners, UNICEF, Bill and Melinda Gates Foundation, BBC Media Action and Dettol Banega Swachh Bharat campaign for their support to the ministry in putting together the advertisements launched today.



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partners, UNICEF, Bill and Melinda Gates Foundation, BBC Media Action and Dettol Banega Swachh Bharat campaign for their support to the ministry in putting together the advertisements launched. The Minister gave a run-through of the activities planned for the Swachh Bharat Week celebrations to commemorate its second anniversary. It began from 25th September on Pandit Deen Dayal Upadhyay Jayanti and will conclude on Gandhi Jayanti.

Five short films that showcase real-life stories of individuals from different walks of life were also launched at the event. They are stories of people who have made the Swachh Bharat Mission their own by adopting innovative ideas to encourage the use of toilets in their communities and adopt sustainable waste treatment practices. These stories are models of a wider citizen's movement across the country to encourage the adoption of safe sanitation practices and realise the goal of an Open Defecation Free India by 2019.

Speaking about the upcoming event INDOSAN (India Sanitation Conference), the secretary, of the ministry Parameswaran Iyer said that INDOSAN would be an annual joint event in association with the ministry of Urban Development. To be inaugurated by the Prime Minister Narendra Modi, the event will be an occasion to make assessment of the progress made so far in two years of Swachh Bharat and to look at the road ahead.

The event will also be a critical platform for getting key stakeholders to re-dedicate themselves to achieving the mission by October 2nd, 2019. Major sanitation innovations in SBM - both rural and urban - will also be showcased on the occasion.