DEVELOPMENT OF KNOWLEDGE AND SKILLS IN THE USE OF AUDIO VISUAL HARD AND SOFTWARES

Meaning of audio-visual aids: These are devices that are used by a speaker in order to assist learners to easily understand and remember the information and knowledge that he/she is trying to pass across to the audience. It helps to make teaching and learning more effective by engaging more than one sense at a time.
Some reasons why audio-visual aids are used include:
1. It aids capture audience attention
2. They can highlight the main points of the talk clearly
3. People often remember messages perceived with several senses better than those perceived with a single sense.
4. The possibility of misinterpreting concepts is reduced
5. Some aids help us to structure our messages in a systematic way

However, regardless of the benefits of audio-visual aids they will be of little use f operators do not know how to incorporate them effectively into a presentation. Introducing audio-visual aids at the wrong time or using them incorrectly can disrupt the flow of a presentation and thereby forgetting vital or essential information intended for the listeners. There are therefore certain techniques and principles that have to be put in mind in order to effectively and smoothly incorporate audio-visuals into your presentation.

Techniques and principles of incorporating audio-visuals in presentations
1. Select the aids in accordance with:
    (a) The educational and instructional objectives of embarking on the activity
    (b) Composition and size of the audience (For example, how educated are they? Is it a large or small audience? etc)
    (c) The nature of the extension message (It should be noted that abstract concepts are difficult to convey visually)
    (d) The available audio-visual aids.
2. It is necessary to display audio-visual aids where they are visible to everyone. Audio materials that cannot be heard or letterings or visuals that cannot be seen will make the audience become restless and inattentive.
3. When using an audiovisual aid you should position the aid away from your body e.g. when discussing something on a chart, graph or slide, you should use a pointer such as a ruler, since this allows the presenter stand further away from the aid.
4. Talk to the audience and not to the audio-visual aid. Although you will need to glance at the aid occasionally and the audience's attention will naturally be focused upon it. It is still important to maintain eye contact with the audience. Therefore when pointing out something about the aid, you should use the arm nearest to the aid. This positioning will enable you to continue facing your audience. However, using the opposing arm would necessitate turning your back and losing eye contact.
5. Display audio-visual aids only while discussing them. When it is no longer the focus of attention, remove it or turn it off. Whenever an audio-visual aid is in sight, some listeners will be focused upon it and not on the presenter.

6. Explain audio-visual aids clearly and concisely. The presenter should use it to reinforce message, complement and supplement spoken words, refer to subject matter content, explain them and ask questions about them. In using the audio-visual aids do not assume that the audience knows the purpose of presenting the aids.
7. Practice or preview the aids before hand, particularly when using projected aids.

Types of audio-visual aids used in extension
- Blackboard or white board
- Flannel boards
- Flip charts
- Projectors (Power point projector, slide, overhead)
- Television
- Video, DVD, VCD
- Photographs
- Drawings

Operation, care and maintenance of selected audio and visual equipment

- **Chalkboard:** The materials required include white and coloured chalks, duster and pointer. The board should be dark and large enough for the purpose.
- **Whiteboard:** Different colours of white board maker, cleaner
- **Flipchart:** The materials required in effectively using the flipchart are tripod stand, paper pads and writing pens. It is important to have the prepared pages securely attached to the pad and writing pens in different colours should be handy.
- **Flannel boards:** Materials required to effectively use a flannel board are tripod or wall and previously prepared appliqués. It is necessary that these prepared appliqués are arranged in the order that they are needed and that they stick well.
- **Slide projectors:** In using a slide projector you require prepared transparencies, screen and pens.

Modern information and communication appliances
Contemporary discoveries, inventions and developments in electronics has given birth to a new generation of electronic audio-visual aids. Some of these are not only computers and television sets themselves, but computer and television based. Some important appliances include: computers, GPS units, GSM amongst many others.
The development of computers and improvement in telecommunications offer farmers many new opportunities to obtain technical and economic information quickly and use it effectively for their decision-making. Modern information technology can give the farmers rapid access to a large amount of information, help them select from this exactly the information they need for their decision-making and with the assistance of decision-making models,, guide their decision-making. It also affords the extension agent the opportunity to provide advice custom tailored for each farm and farmer without visiting the farm personally.

Some ways of using modern information technologies in extension
1. **Electronic data base access and search systems**

Data bases that contain information on characteristics of plant varieties, plant and animal diseases and possible control methods, market prices of inputs and products in various markets, weather forecasts can be accessed online.

2. **Feedback systems**

   Modern technologies make possible much faster and more effective feedback

3. **Advisory systems**

   This can include decision support systems and expert system. Simulation models are rapidly gaining importance in research on plant and animal production. Linear programming and similar techniques also are now important in economic research.

4. **Networks**

   Modern information technology to some extent allows widely separated farmers to maintain contact irrespective of distance. This allows people to place information on the network, ask questions from other groups, send electronic mails to each other and also gain access to international data bases through the internet.

Class Test

Student will be tested on what has been learnt in the course in the past ten

weeks.

Study Questions:

1a.   Are there any differences and relationship between **THEORY** and **MODEL** of agricultural communication? Explain briefly your own position and support your answer with examples.

b.   Enumerate **TEN (10) MODELS OF COMMUNICATION** that you are familiar with.

        Write extensively on:

c.   Feed forward mechanism in agricultural extension communication process.

d.   Mass extension method

2a.   Attempt a definition for communication

b.   Why is communication considered an important tool for agricultural and rural development?

 C.   Differentiate between:

i.   Sign language and object language.

ii.   Interpersonal and mass communication.

3a.   Describe in detail, using an annotated diagram, the following communication models:

i.   Harold Lasswell Model

ii.   Shannon & Weaver Model

iii.   Osgood and Schramm's Circular Model

4a.   What is an agricultural Script?

b.   Succinctly discuss any **FIVE** media programmes that require the use of scripts.

5a.   What do you understand by the term "Script editing"?
b.   What are the reasons for editing of scripts in electronic and print media productions?

6a.   Knowledge of the characteristics of the audience is important in agricultural news production and
Information dissemination. Explain in detail, stating the necessary parameters, the methodology you will use
in analysing your target audience.
b.   Briefly justify the importance of the above exercise in script writing for print and broadcast media.

Reading List:
1. Adams M. E. (1984). Agricultural Extension in Developing Countries, Second Edition. Longman Group Ltd., Essex, UK, pp23-50.
2. Benor, D and Harrison, J. Q. (1984). Agricultural Extension: The Training and Visit System. World Bank Publication, Washinton D. C.
3. Agbamu, J. U. (2006). Essentials of Agricultural Communication in Nigeria. Malthouse Press Limited, Lagos, Nigeria.
4. Oakley, P. and Garforth, C. (1985). Guide to Extension T raining. FAO,   Rome.
5. Onuoha, E. R. and F. N. Nnadi (1998). Fundamentals of Agricultural Extension and Rural Sociology. Sibon Books Ltd, Ibadan, Nigeria.

Key for the Reading List:
1.   Available in the University Library
2.   Available in Bookshops
3.   Available on the internet.
4.   Personal collections
5.   Departmental Library