

EDUCATIONAL MEDIA
UNIT 7
LECTURE 01

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INTRODUCTION

- Educational media or Teaching aids are the objects that helps in teaching and learning activities and enhance the delivery of knowledge to the learners.
- These are the learning devices that help the teacher to clarify doubts and concepts to make learning more concrete, effective and meaningful.

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TEACHING AIDS

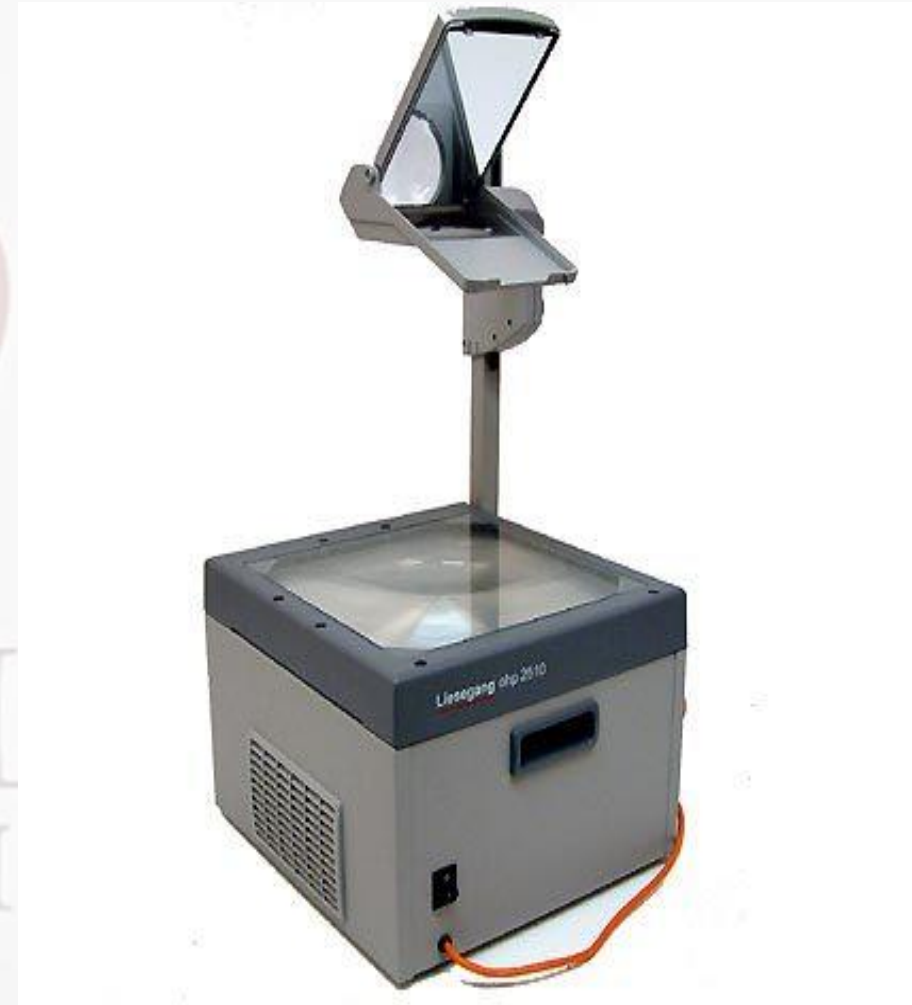
We remember 20% of what we HEAR

We remember 30% of what we SEE

We remember 50% of what we SEE & HEAR

We remember 90% of what we SAY & DO”

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



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AUDIO VISUAL AIDS

- **Burton** defines Audio visual aids as those sensory objects or images which initiates or stimulate and reinforce learning.
- **Mcknown and Robert** defines Audio visual aids as supplementary devices by which the teacher through the utilization of more than one sensory channel is able to clarify, establish and correlate concepts, interpretation and appreciations.
- **Cartar V. Good** defines Audio visual aids as those instructional device in which the message can be heard as well as seen.

Contd...

- A teaching aid is a tool used by teachers to help learners improve reading and other skills, illustrate or reinforce a skill, fact, or idea, and relieve anxiety, fears, or boredom, since many teaching aids are like games.

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NEED & IMPORTANCE

- Clarity
- Attention & interest
- Best motivators
- Use of maximum senses
- Saving time & effort
- Fixing and recalling the knowledge
- Meeting the individual differences
- Encouraging activities
- Introductory variety
- Development of scientific attitude
- Direct experiences
- Promotion of international understanding

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PURPOSES OF AUDIOVISUAL AIDS

- They help in capturing and sustaining attention of students.
- They helps in learning new things.
- They create interest secure attention and motivate students to learn.
- It is easier to understand any given concept through the use of sensory aids.
- They help in saving both time and energy of teacher and student.
- They give the student an opportunity to touch, feel and see a model, map, picture and specimen.
- Pictures are helpful in learning concrete reality to gain actual meaning.

Contd...

- Visual materials give definite meaning to words.
- They can meet individual demands.
- They are useful for the education of masses.
- It provides direct experience to the student in the clinical setting and observation experience through field trips or such other media.

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CHARACTERISTICS OF A GOOD AUDIOVISUAL AID

1. Meaningful and purposeful
2. Motivate the learner
3. Accurate in every aspects
4. Simple and cheap
5. Appropriate size
6. Up to date
7. Easily portable
8. Customized to the type of educational materials
9. Suitable to the mental level of learners.
10. Variety of AV Aids

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SOURCES OF AN AUDIOVISUAL AID

1. Government
2. Educational organization
3. Professional organization
4. NGO's
5. National and international voluntary organization
6. Commercial producers of educational materials

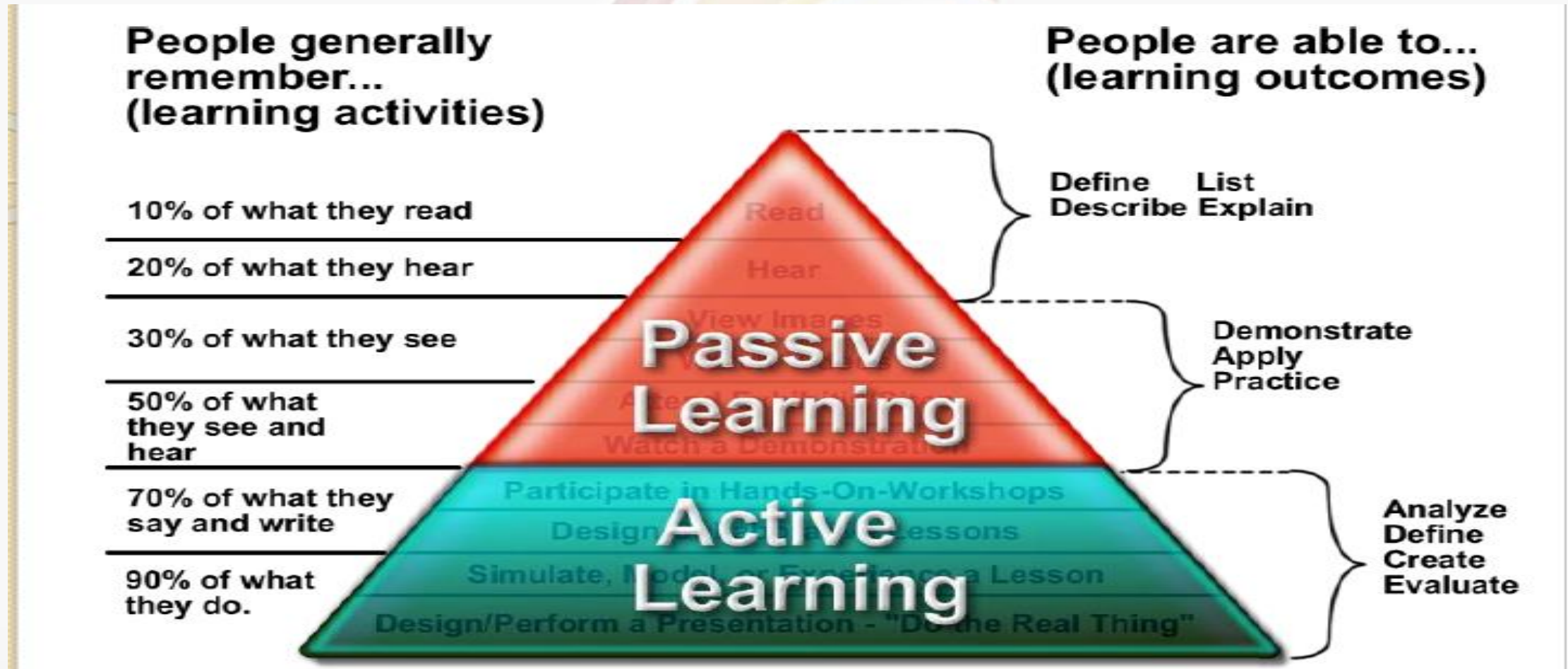
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PRINCIPLES OF AUDIOVISUAL AIDS

1. Principle of selection
2. Principle of preparation
3. Principle of physical control
4. Principle of proper presentation
5. Principle of response
6. Principle of evaluation

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Edgar Dale's Cone Of Experience In A.V Aids



- ANY QUERY???



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- THANK YOU



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