

MASS CONTACT METHODS

Campaigns

It is an intensive teaching activity undertaken at an opportune time for a brief period focusing attention in a concerted manner on a particular problem, with a view to stimulate the widest possible interest in a community, block or other geographical area. Campaigns are launched only after a recommended practice has been found acceptable to the people as a result of other extension methods like method or result demonstrations etc. Co-ordinated communication and educational efforts are often called as campaigns. A campaign may take many forms (sales campaign, political campaign or image type campaign) but the kind used most widely in extension is the self help campaign. It is intended to provide information and education which people can use to improve their lives.

The duration of a campaign may be for a single day on a theme like “water for life”, for a few weeks as in Rat control or family planning, for a few months as in Vanamahotsava (tree planting) and for a few years as in “Grow More Food Campaign”. A campaign may be held by involving a small number of people in a few villages, or by involving an entire community or the entire nation over the whole country as in “Pulse Polio” campaign. Campaign on certain themes (say, environment, disease control etc) may be organized over the whole world. Campaign around a theme may be organized only once, or may be repeated year after year, till the goal is satisfactorily reached.

Objectives

To encourage emotional participation of a large number of people and to foster a favourable psychological climate for quick and large scale adoption of an improved practice.

1. Enlist the cooperation of local leaders, contact farmers and local officials. Arrange a meeting involving them and assess the felt need of the local people to identify the suitable topic for the campaign.
2. Adequate publicity about venue, time and topic must be given.
3. Arrange for skill demonstrations on such of those topics so that the 'how' aspects can be imparted.
4. A diagnostic skill team may be organised to offer appropriate remedy measures for the farmers' immediate problem.
5. A mass programme may be organised so that all the farmers can understand the practicability of the recommendations
6. Arrange a slide or film show on the important theme of the campaign in the evening.
7. Arrange an exhibition with much emphasis on local problems and practicable solutions that can easily be followed by all categories of farmers.

Advantages

- a) Specially suited to stimulate mass scale adoption of an improved practice in the shortest time possible. Eg: Rat control, organizing Vanamahotsava
- b) Facilitates exploitation of group psychology for introducing new practices.
- c) Successful campaigns create conducive atmosphere for popularizing other methods.
- d) Builds up community confidence.
- e) This method is of special advantage in the case of certain practice which is effective only when the entire community adopts them.

Limitations

- a) Applicable to only a few topics of common interest; but not suited to solve individual problems.
- b) Successful only when all participants co-operate in the campaign.
- c) Not useful when advocated practice involves complicated technicalities.
- d) Required adequate preparation and close association of officials and non-officials, concerted efforts and propaganda techniques.

Exhibitions

Exhibitions are the mass communication media. These inform, educate and entertain the masses. They are of educational value but the maintenance of the exhibition is relatively a costly and difficult venture. However, careful planning and execution can achieve the objectives of educating the viewers who learn a lot from these exhibitions.

Meaning: Exhibition is a planned display of models, specimens, charts, posters etc. presented to public view for instruction, judging in a competition, advertising or entertainment.

An Exhibition is a systematic display of models, charts, photographs, pictures, posters, information etc. in a sequence around a theme to create awareness and interest in the community. Exhibition method is suitable for reaching all types of people Exhibitions may be held in the village, block, sub-division, district, state, national and international levels. Though an exhibition is organised around a major theme, other related themes and unrelated items like entertainment may also be included. Field days, farmers' fairs, kisan melas, held by

the agricultural universities, institutions and other various organizations in which field visit, training programmes etc are combined with exhibition are effective and popular. Exhibitions may also be organised by taking advantage of local fairs and festivals. In fixing dates for exhibition, the weather condition and farm operations may be kept in view.

1. Consider the time, audience and immediate purpose.
2. Limit to one idea per exhibit
3. Develop a plan or model for exhibition
4. Each exhibit must be an attention getting device
5. Issue literature to the audience on the exhibits.
6. Exhibits must be properly labelled and self-explanatory.
7. Watch public (farmers) reactions and accordingly redesign the exhibits.
8. Use local materials (specimens, photographs depicting the local happenings etc.) since such materials will have a greater significance to lay people.

Advantages

1. Best suited to teach even illiterates.
2. Promotes public relations.
3. It serves recreational purpose.
4. It develops competitive spirit.
5. Can create market for certain products.

Limitations

1. Requires much preparation and investment.
2. Cannot be used widely.
3. Cannot be used frequently.
4. Sometimes most – visitors seek amusement in events rather than education.

Kisan Melas

Kisan mela is an organized educational activity for involving and educating farmers by bringing together the farmers, scientists, extension workers, input agencies, developmental departments and non-governmental agencies on agriculture or allied aspects at a Research Station or an agriculturally important educational center, where the farmers can see, interact and gain firsthand knowledge about the latest technologies and developments in agriculture

and allied aspects. It integrates several educational activities specifically directed to the farmers of a region, state or country.

Objectives

1. To provide an opportunity for the farmers to practically witness the new production technologies demonstrated on the Agricultural Research Station and also to inform them about the on-going research in different aspects.
2. To enable the farmers to discuss with the University Scientists about the problems relating to agriculture and allied aspects directly.
3. To provide an opportunity for the farmers to directly come in contact with input manufacturers, dealer in agricultural machinery and implements to help the farmers know about the latest agricultural inputs, machinery, equipment etc. available in the market.
4. To help scientists to get feed back on recommended technologies as well as to sensitize them about the farmer's current problems on agriculture and allied aspects.
5. To develop a habit among farmers to visit Research Stations frequently to learn about latest technologies.
6. To convince the participants about the applicability of the practice in their own situation
7. To motivate them to adopt the practice by showing its performance and profitability under field conditions.
8. To remove doubts, superstitions and unfavourable attitude about the new practices
9. To reinforce previous learning about the practice.

Steps in Organization of Kisan Mela

Kisan Mela involves considerable expenditure on the part of organizing institution. It needs a meticulous planning and involvement of State Extension agency, input firms and the research organizations.

- a) Deciding the theme.
- b) Fixing the Mela date based on convenience of farmers, facilities, climatic conditions and a good standing crop.
- c) Setting up steering / planning committee with head of the institution / Research station as Chairman.

d) Appointing Mela Officer i/c of all activities.

e) Venue for Mela – decide well in advance to grow trial plots, to erect structures etc. on the spot. As far as possible better decide a permanent spot for each Station.

f) Constitution of Sub-Committees:

i. Reception Committee

ii. Publicity Committee

iii. Guided visit committee

iv. Competition committee

v. Programme committee

vi. Exhibition committee

vii. Conference committee

viii. Control room committee

ix. Accommodation and transport committee

x. Health care committee

xi. Security and service committee

g) Providing finances to various sub-committees

h) Publicity

i) Inviting dignitaries, if any

j) Exhibitions

k) Mailing list.

Limitations

1. Cannot be held frequently

2. Does not facilitate in depth learning

Radio

A Popular Communication Medium

Historic features

The Madras Presidency Club pioneered radio broadcasting in India in 1924. The club worked a broadcasting service for three years, but owing to the financial difficulties, gave it up in 1927. In the same year, some enterprising businessmen in Bombay started the Indian broadcasting Company with stations at Bombay and Calcutta. This company failed in 1930. In 1932 the government of India, took over the broadcasting. A separate department of known as Indian Broadcasting service was opened. Later it was designated as 'All India Radio' and was placed under a separate Ministry - the Ministry of Information and Broadcasting.

Broadcasting in India is a national service, developed and operated by the Government of India. All India Radio (also known as Akashvani) operates this service, over a network of broadcasting stations located all over the country. Starting with six broadcasting stations in 1947, the AIR today has a network of 195 broadcasting stations and 183 full-fledged stations. These stations grouped into five zones, are the following.

Radio network

North Zone

Ajmer, Allahabad, Aligarh, Bikaner, Delhi, Gorakhpur, Jaipur, Jodhpur, Jullundar, Lucknow, Mathura, Rampur, Simla, Udaipur and Varnasi.

East Zone

Agarthala, Aizawl, Bhagalpur, Calcutta, Cuttack, Dibrugarh, Guwahati, Imphal, Kohima, Siliguri, Tawang and Tezu.

West Zone

Ahmedabad, Bhopal, Bhuj, Mumbai, Gwalior, Indore, Jabalpur, Nagpur, Panaji, Parbani, Pune, Raipur, Rajkot and Sangli.

South Zone

Alleppey, Bangalore, Bhadravati, Calicut, Coimbatore, Cuddapa, Dharwar, Gulbarga, Hyderabad, Chennai, Mysore, Pondicherry, Port Blair, Trichy, Tirunelveli, Thoothkudi, Madurai, Trichur, Trivandrum, Vijayawada and Vishakhapatnam.

Kashmir zone

Jammu, Leh and Srinagar

There are three auxiliary studio centres at Vadodara, Darbhanga and Shantiniketan and two Vividh Bharathi/commercial centers, one at Chandigarh and the other at Kanpur. These cover all the important cultural and linguistic regions of the country.

AIR's programme pattern combines three main elements

- ◆ a national channel providing programmes of countrywide interest and significance.
- ◆ a zonal service from each of the four metropolitan centers (Delhi, Bombay, Calcutta and Chennai)
- ◆ regional services from individual stations each catering to the needs and interests of its respective area.

To enable AIR to reach all sections of the Indian people, its programmes in the Home Service are broadcast in 20 principal languages. In addition, the External services of AIR beam their programmes to listeners all over the world in 24 languages.

AIR now broadcasts a total of 239 new bulletins a day, with duration of 32 hours and 17 minutes. Of these 67 are central bulletins broadcast from Delhi in 19 languages, with daily duration of 10 hours and 3 minutes; 57 external bulletin (from Delhi) broadcasts in 24 languages for a duration of 7 hours 14 minutes and 15 regional bulletins from 34 regional centers broadcast in 22 languages and 34 tribal dialects with total duration of 15 hours every day.

The major source of news for AIR is its correspondents at home and abroad, the news agencies and the monitoring services. AIR has a total of 206 correspondents. Of these 111 are part time correspondents.

- ❖ From Feb. 28, 1998, 'AIR on Phone' service is available.
- ❖ AIR is now hooked to INTERNET for on line information service.
- ❖ The present national coverage of AIR is 90.6% by area and 97.3% by population.

Advantages

1. Can reach more people more quickly than any other means of communication
2. Specially suited to give emergency and timely information (e.g. weather, pest out – break etc.)
3. Relatively cheap
4. Reaches many who read little or none at all
5. Reaches people who are unable to attend extension meetings
6. A means of informing non-farm people (tax payers, about agricultural matters)

7. Builds interest in other extension media
8. Possible to do other things while listening

Limitations

1. Limited number of broadcast stations
2. Not within reach of all farmers
3. Time assigned to agriculture extension is limited
4. Recommendations may not apply to individual needs
5. No turning back if not understood
6. Frequently loses out in competition with entertainment
7. Requires special techniques
8. Difficult to check on results
9. Influence limited to people who can listen intelligently

Television

A Powerful Communication Medium

Television is one of the most powerful audio-visual media of mass communication, which combines all the benefits of other mass media such as radio, newspaper and film. It is an effective medium of dissemination and diffusion of information, entertaining, educating and influencing the thought and attitude of rural viewers. Television being an audio-visual medium, the message reaches to an individual with the help of ears and eyes and hence gets a lasting impact. The word television comes from Greek word meaning "seen from a far". In most of the developing countries, it is used as an instructional tool for distance education, supplementing formal education, developing psychomotor skills, adult education, and eradicating illiteracy. Television is used as a medium of mass communication for dissemination of agro-information and technical know-how to "have-nots".

Historic features

Television started as a modest affair in India on September 15, 1969 when All India Radio set upon experimental Television service in Delhi. It was soon converted into full - fledged telecasting station. Television set up was delinked from All India Radio and under the name

'Doordarshan' given the status of full-fledged Directorate with effect from April 1, 1976. Doordarshan has at present seven Kendras located at Delhi, Bombay, Chennai, Calcutta, Srinagar, Amritsar and Lucknow besides three base production centers at Delhi, Cuttack and Hyderabad.

The most momentous development in television in India is the Satellite Instructional Television Experiment (SITE) which was inaugurated on August 1, 1975. It is the result of an agreement between India and the United States concluded in 1969. Under this agreement, ATS-6 satellite was made available to India for a period of one year.

Following the successful completion of the one year of Satellite Instructional Television Experiment on July 31, 1976 it was decided to continue terrestrial programmes for at least 40 per cent of the SITE villages. Terrestrial transmitters were set up at six locations. *viz.* Jaipur, Raipur, Muzaffapur, Sambalpur, Hyderabad and Gulbarga.

In 1984, a second channel was added to Delhi to provide an alternative viewing options. 1993 marked the linking of four terrestrial transmitters through satellite to provide DD - 2 Metro Entertainment channel for urban audience .

In 1997-98, Doordarshan reached 87% of the population and 70% of the area of the country through a network of 897 terrestrial transmitters. It has production studios at 42 cities. There are 53 other transmitters giving terrestrial support to the other channels and Doordarshan uses a large no of transponders on the Indian National Satellite(INSAT).

Doordarshan's primary viewership is of the order of 350 million. Doordarshan telecasts programmes more than 1021 hours every week on its primary service.

Steps in developing a television programme from topic to televised presentation

The following method of developing a television programme is not the only way, but offers briefly a logical systematic procedure.

Prepare your TV programme the way that is easiest for you and yet gives you an effective television programme.

1. Select a subject matter field, which is, felt-need based from rural audience point of view.
2. Choose a phase of that subject matter field. This may be called topic. It may also need further limitation.
3. Determine the main point to be made in the programme. List all the items that you will make to support this point.

4. Get a picture of the overall programme in your mind before you proceed further.
5. Divide the programme into important steps, and list these steps in logical order.
6. Consult resource material or a resource person if you need more information or if you need to check the information for accuracy.
7. Select a format, or a method of presenting the television programme. This may be a demonstration; an illustrated report; a dramatic presentation; an interview; a forum or a variety formats; using several of these methods combined.
8. Determine the need for other participants and contact possible participants
9. Determine the audio and visual aids, equipment, materials and properties that best show the points to be made. Make a list of all the visuals.
10. Make an outline of the programme. Divide a sheet of paper into two columns. In the left column, write the things you want to show, in the right column put the things you want to say or talk about. Label the left column 'Video' and the right column 'Audio'. Much of the audio column for the demonstration type of programme and for the illustrated report will be taken from the steps listed earlier in the planning (point 5). The visuals will be fitted to this and will be indicated in the video column. The things you want to show and the things you want to say about them should be written opposite each other on the page.

It is often necessary to use a special device to get from one segment of the programme to another. This is called a transition. It may be done visually, orally, or both. It ties the whole programme together, giving it the polished, professional touch, and results in a programme that flows smoothly. Transitions must be indicated in the script if used.

With the opening and the closing of the programme including the action and talk that will take place, put an attention getter in the opening and make the end equally strong.

1. At the extreme left of the page indicate the amount of time in minutes and seconds you think it will take to do each important step of the programme.
2. Correct the outline script in view of the programme producer's suggestions. Provide a copy of the script to programme producer, the participants and others as needed.
3. If give-away material (a publication) is to be offered, check to make sure that enough copies are available to meet the expected requests.
4. Accumulate the audio aids; visual aids, materials properties and equipment, and lay all out in the order each will be used. Check again to make sure all of the visuals are at hand.
5. Rehearse the programme at home, office or some other convenient place. Time the rehearsal for the total length and for each important segment. Add or subtract material to fit the script into the desired time. Rehearse the programme as it will be done at the station.
6. Arrive at the Doordarshan Kendra well ahead of telecast. Acquaint the participants with the TV equipment and set, and introduce them to the programme producer. Set up your equipment and rehearse the programme without cameras. If time permits and facilities are available, rehearse the programme with cameras.

7. Make any last-minute changes that are necessary and relax until the programme is to be telecast.
8. While the programme is being 'telecast', concentrate on the subject, not on the way you are or are not looking at the camera, moving your hands, and the like. This should be taken care of in rehearsal. Attempt to get an informal approach and to treat your audience as one individual, not as a group of thousands.
9. Present the programme as it was outlined and as the programme producer expects it. Trust the programme producer and the technical crew to produce as good a show as they possibly can.
10. If something unexpected happens or you make a mistake, or drop something, do not let it bother you. Recognize the mistake and continue your programme as planned.

Points to be remembered while recording television programme

1. Facial expressions are very important. A smile on the face makes a lot of difference.
2. Gestures should be used effectively in the communication process.
3. Unnecessary movements should be avoided as these distract the attention of the viewers. Check the habits of playing with a paperweight, pen, chalk or scratching your head or cleaning your eyes or nose. Avoid those movements also, which will express your nervousness.
4. Face the camera while talking to the viewers. Look into the lens of the camera for having an eye to eye contact with the viewers. Eye contact binds the attention of the viewers. However, this does not mean that one should continuously stare at the camera. Acknowledge the presence of the other participants of the programme by looking at them from time to time.
5. Neat physical appearance is very important. Come to the programme well dressed.
6. Visual aids, samples, models, working models, specimens etc. make your programme interesting. Visual aids should be precise and drawn with sharp colours. Graphic material, charts, slides, filmstrip etc. should also be used to make the programme more interesting.
7. Pronunciation should be very clear and be audible. Proper speed should be maintained while speaking. Proper word should be selected to communicate the message. Avoid fad words and slangs, metaphors, phrases, jargon and flowery language should not be used.
8. Do not have apologetic opening tone. Let your voice show emotions. Do not sound weary and depressed. Let your voice have vitality, vigor, energy and enthusiasm.

Advantages

1. Reaches largest number of people at the shortest time possible
2. People learn through eye and will remember things better if they see them.

3. Television viewing does not demand strain and discipline needed to read the printed medium.
4. Messages are presented in a simplest manner.
5. Ideas are presented in compelling way.

Limitations

1. Requires a lot of planning, preparation, trained personnel and availability of equipments
2. Audience participation depends on costly receiving sets and availability of electricity.
3. Rarely, it goes beyond creating general awareness of the audience.

Flash card

1. One message in each card
2. Invariably all cards must possess pictorial /symbolic representation of message
3. The letters / pictorial representation etc. in each card must be visible to all.
4. Organise the cards in proper sequence and number them
5. Rehearse the presentation
6. Give local examples
7. Be enthusiastic and develop a story
8. Summarise

Posters

Each letter in the word 'POSTER' must carry the following meaning

P - Part of the programme

O – Objective

S – Single idea, simple words/pictures

T – Tells the story at a glance

E – Effect on Audience

R – Results and Evaluation

1. It should have a definite, significant message.
2. It should follow ABC principles
3. Suitable colour combination must be followed
4. Title and content must be related

5. Symbolic representation of the message is preferred
6. Posters must be placed at a stretch so that viewer can remember the message
7. Criss-cross display of posters 1-2 weeks prior to the probable use of message will remind the passer-by about the recommendation.

Hoardings

1. There must be only one single and significant idea.
2. The key point must be appealing to all farmers.
3. It should be placed in such a way that viewers from two sides can look and observe.
4. The hoarding must be installed at the point where the block/division limit starts so that the major crop/recommendation to be covered in the area by the extension agency may be highlighted in the hoarding.

Film show

1. Preview the film
2. Note the main teaching points, difficult words etc. that are to be clarified to the audience.
3. Relate the lesson to their own self-interest.
4. Write questions on the chalkboard if possible, and explain that these questions will be answered in the film.
5. Obsolete information should be avoided by supplementing with latest information
6. Select the film, which is relevant to the area/people.

Art of Public Speaking

"If all my possessions were taken from me, with one exception, I would choose to keep the power of speech; for by it, I would soon regain all the rest". Daniel Webster

Almost every man longs for the power of speech. He knows that is one of the very few tools for personal success. It is the only accomplishment which can gain him quick and secure recognition. As an extension worker the power of speech, an effective way of communicating ideas to the clientele system, is an indispensable mechanism. The art of addressing the gathering provides him the following benefits.

1. Develop a capacity for human relations
2. Become socially welcome
3. Bring individual qualities to the fore front
4. It makes the mind methodical and ensure
5. Helps him to make decisions confidently
6. Participate in an organisation

7. Acquires qualities like enthusiasm, sincerity and courage of one's conviction.

As an Extension worker, we are more concerned in the Transfer of Technology. In other words, we have to communicate effectively to the audience, to ensure the fullest adoption of the latest technology. The three vital elements in the speech are (1) audience (2) content of message, (3) expression.

Our audiences are heterogeneous in nature having varied characters in respect of age, education, income, social status etc. Their socio-psychological perceptions also significantly differ from one another. It is the prime duty of an extension worker to satisfy every-one without causing concern to any one sector or group.

Secondly, the message is important. The message should be simple, acceptable, understandable and within the reach of the people. Authenticity of the message is vital in order to create confidence on the part of the audience 'thirdly the expression of the speaker. It has got many factors to be discussed. The different manners involved in the art of addressing should be considered. The following paragraph highlights the different points in the art of public speaking.

a. Dress

Dress should be appropriate to the occasion. Let the dress be acceptable to the audience.

b. Stage Mannerism

1. Sit calmly at the stage
2. Be relaxed and cool
3. Acknowledge the chair person when you are called to speak
4. Acknowledge the audience.
5. Don't talk among your friends in the stage. That will distract the attention of the audience from the speaker.

c. Mike Mannerism

There are three types of mike namely (1) Unidimensional, (2) Dimensional, (3) Omni dimensional. In the Rural situation, we always used to get the unidimensional mike.

1. Don't hold the mike with your hand.
2. Let your head be in line with the head of the mike.
3. Tilt your head gently while you want to see the audience seating in the side rows.
4. Don't talk too loudly to the mike.
5. Check the audibility of the mike before commencing the talk.
6. Don't yawn in front of the mike.

d. Gestures

They are movements of some parts of the body. The movement of the hand, a wave of the arm, raising of the eyebrows, a wink, turning of the head etc., is all gestures. Gestures are spontaneous and give it to the talk. They are the physical and mental tonic to the audience. A speaker without gestures is equivalent to an unfurled flag pole. There are different types of gestures which gives the purpose of using it.

- a) Gestures of direction
- b) Gestures of size, shape and description
- c) Gestures of feeling and intensity
- d) Facial expressions

Gestures and expressions should synchronize with each other, otherwise it will be a mockery in front of the audience.

Don't over do gestures. Gestures, which go beyond certain limit, are called gesticulation. Gesticulations tend to show the nervousness of the speaker.

e. Postures:

A good posture suggests that the speaker is alert and poised. A good standing pose is sufficient.

f. Eye Contact

It is looking squarely at people in the audience. The eyes sweep round from person to person, section to section , forward and back and side to side. Look at the audience makes them feel you are interested in them. It establishes rapport with them. It devotes confidence in the speaker. It prevents any deviation on the part of audience. It keeps the audience attentive all the way.

g. Voice

A good voice with proper voice modulation is an asset for good public speaker. By regular practice this can be attained.

h. Pause

It is the interval between the words, phrases, sentences, paragraphs, ideas and section. It is not possible to speak without a pause.

Types of Pauses

1. Breathe pause - It is for the purpose of taking breathe.
2. Sense pause - It is for the purpose of making the meaning clear.

General hints for good speech

1. Be alert and attentive
2. Be thoughtful to another speaker
3. Attitude of good will
4. Begin with a good and attractive lead
5. Arrange your thoughts in logical order
6. Give local and suitable example
7. Support your talk with adequate evidences
8. Use simple, local languages
9. Be time conscious
10. Acknowledge the chairman and the audience
11. Summarise at the end
12. If possible use appropriate visual aids
13. Quote relevant proverbs or quotable quotes
14. Conclude with grace