



**Communication  
for  
Change**

**Some Common  
Communication Aids**

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## Some Common Communication Aids

Now you will learn in greater detail about certain commonly used and versatile communication aids. These can be easily prepared and used in ANY teaching-learning and communicating situations.

We begin our study by discussing posters.

### Posters

As you know, a poster is designed to make a public announcement of a special idea. It usually includes *an illustration with a brief caption*. An example of a poster is given in Figure 3.1.



3.1. Poster

Have you seen a poster anywhere? Sure enough, you would have seen a number of posters. on you way to work. What does a poster do? What are the purposes for which a poster is displayed? Mention them in the space provided below.

1 .....

2 .....

3 .....

Tally your response with the purposes of a poster listed below.

### Purposes of a poster

The poster is designed to:

- Catch the attention of the passer-by
- Impress on him/her a fact or an idea.
- Stimulate him/her to support an idea
- Make him/her seek more information and to move him/her to action

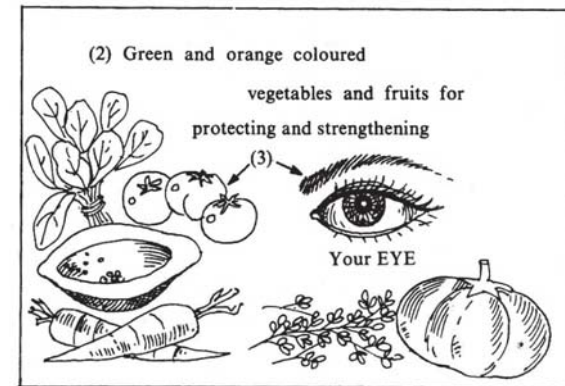
### Points to consider while making a poster

What are the points one must consider while preparing a poster? Yes, some important ones are as follows:

- Describe who the audience is.
- Select a size large enough to be easily seen - 22"x28", 28"x44" etc.
- Promote one single idea.
- Provide timely message.
- Keep the caption brief.
- Make a rough draft of the poster first.

Remember that a poster is only an aid. A poster cannot be used alone. It supports local demonstrations, exhibits or activities. Place posters where people pass or gather. Follow it up with other devices such as meetings, demonstrations, films, etc.

(1) TOPIC : NUTRITION FOR HEALTHY EYES



3.2. Preparation of a poster

### Learning to prepare a poster

A poster is a useful way to transmit a message. Let us learn how to make it.

- 1) Select a relevant topic
- 2) Write the message of the poster prominently so that it is immediately apparent.
- 3) Draw the diagram as per the design.

These three steps are reflected in Figure 3.2



## Charts

You must have seen a number of charts. Are they similar or different in message presentation from that of a poster? Charts are pictures of relationships and changes. They are *graphic and pictorial representations* used to tabulate a large mass of information or show a progression. They are visual symbols summarizing or comparing subject matter. Charts are often referred to as symbolized visuals.

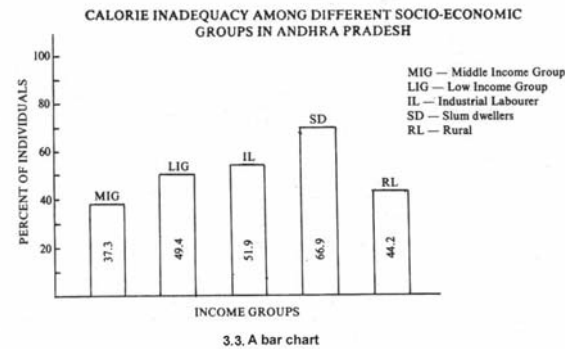
### Purpose of a chart

Charts can communicate difficult, often dull subject matter in interesting and effective ways. They also make fact and figures clear and interesting. They show or compare changes, size and placement of parts. Thus charts help to develop an idea and to improve the understanding of the topic.

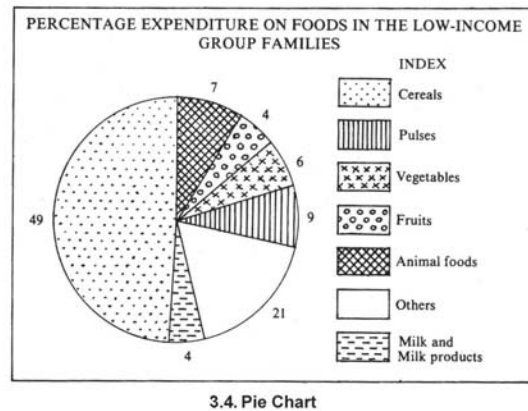
### Different types of charts

While there are innumerable varieties of charts, some charts in common use are:

**Bar chart:** This chart is the most common types; you must have seen it in some book or the other. It is made of a series of bars along with a measured scale. They are used to compare quantities at different times or under different circumstances. A bar chart is illustrated in Figure 3.3



**Pie chart:** It is in the shape of a circle and used to show how several parts make up the whole. Pie charts are used to show percentages, proportions, etc. You must have learnt about this in your school. See Figure 3.4, which is a pie chart illustrating the expenditure on different foods on a percentage basis among families of the low income group.



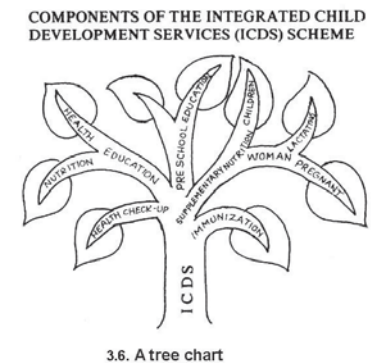
**Tabular chart:** It is used to bring together, in a compact form, a mass of related data. Figure 3.5 presents a tabular chart.

### Changing Pattern of Food Grain Consumption

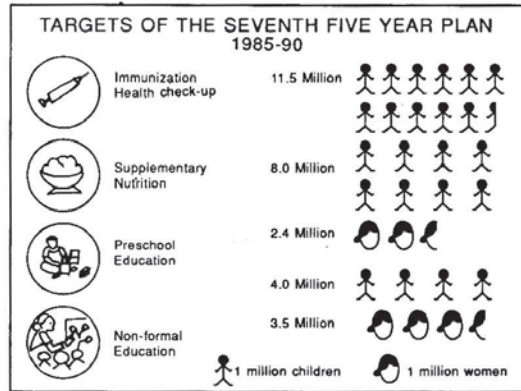
Year	Grams per Day			
	Rice	Wheat	Coarse Grains	Pulses
1961-63	161	62	131	61
1971-73	197	81	116	64
1981-83	187	116	103	43
1991-93	189	124	101	44

Fig 3.5. A tabular chart

**Tree chart:** It is used for showing development or growth of a scheme or programme etc. The origin of the programme is represented as the trunk of a tree. The various developments, services or components are represented as branches of a tree. Figure 3.6 represents a tree chart.

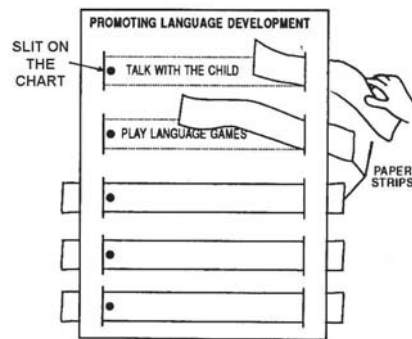


**Pictorial Chart:** It gives the viewer a vivid picture and creates a rapid association with the use of graphics like cartoons, illustrations, etc. Each visual symbol indicates quantities also. Figure 3.7. represents a pictorial chart.



3.7. A pictorial chart

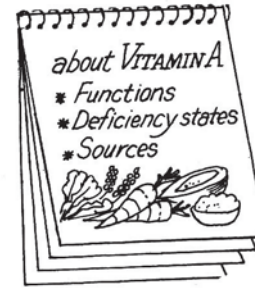
**Pull chart:** It consists of written messages on a large sheet. Messages are hidden by strips of thick paper held in position. The message



3.8. A pull chart

can be shown to the viewer as and when needed, one after another, by pulling out the concealing strips as indicated in Figure 3.8. This method provides suspense to the viewer.

**Flip chart:** It carries a series of ideas arranged sequentially (Fig 3.9.) Individual charts are tacked or fixed to some support and are flipped one by one by the communicator. This kind of chart exposes the audience to segments of the subject in sequence, and holds attention remarkably well.



3.9. A flip chart

**Over-lay chart:** It consists of a number of sheets which can be placed one over the other conveniently. On each individual sheet a part of

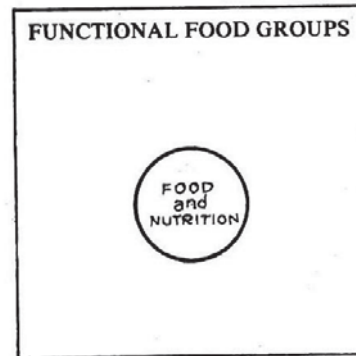


Chart (i)

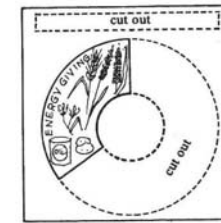


Chart (ii)

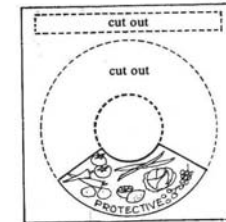


Chart (iv)

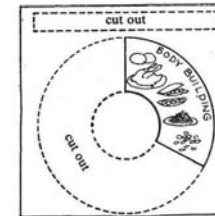
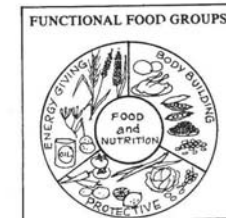


Chart (iii)



Charts (I) to (iv) placed one above the other-com plete picture

3.10. An over-lay chart

the whole picture is drawn.

This enables the viewer to see not only the different parts, but also how they appear when one is placed over the other. After the final over-lay is placed, it shows the whole picture. This type of presentation is dramatic and effective. Figure gives you an idea of over-lay chart.

Points to consider while preparing charts

While preparing charts, remember the following points:

- Keep them simple by developing only one idea and including only important details.

- Allow plenty of space by using large sheets or boards.
- Maintain logical order in presentation – from large to small or small to large.
- Use good proportions.
- Use symbols, words or colours to explain the chart.
- Give titles with key words and ensure they are readable.
- Select an appropriate size of the letters.
- Use words to emphasize certain parts of the diagrams, but they must be kept to the minimum.

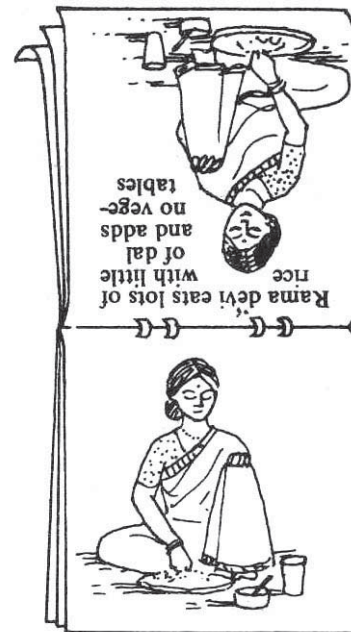
Having got acquainted with these points, let us learn how to make charts – specifically, flip chart.

### How to make a Flip Chart?

Follow the steps given below and learn by doing

1. Select a topic that is relevant and important to US.
2. Make a list of the different points that are needed to effectively communicate the selected topic.
3. Write an interesting story or description about the topic which includes all the points that need to be told.
4. Divide the story or description into short and logical segments arranged in sequence.

5. Decide which drawings, pictures or illustrations would be appropriate to visually describe each segment of the description. Prepare each illustration and make sure it matches the designated sentence or phrase.
6. Test the materials on a small sample of target audience before preparing the actual flip chart, to make certain that the message is easily understood.
7. Following the test if necessary, revise the materials and test out again.



3.11. Flip Chart

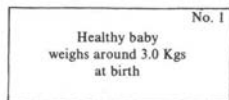
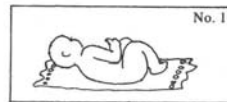
8. Cut heavy paper or pieces of card board to the desired size for the flip chart. Glue the illustration on one side of a sheet or card and the talking points on the back side of the previous card (Figure 15.20). Secure one side of the sheets firmly together, such that when you flip a sheet over, the illustration faces the receivers and the corresponding description faces you, as shown in Figure 3.11
9. Number of sheets can range from 8 to 12. A simple flip chart can have only two sheets.

While using the flip chart, remember the following points:

1. One sheet should be shown at a time.
2. Illustrations should always face the audience, with the written message facing the communicator.
3. If the communicator is explaining, a receiver can be asked to flip the chart (to encourage receivers' involvement in the presentation).

### Flash cards

As you may be aware, flash cards are *brief visual messages on cards* (usually made of thick paper, cardboard or poster board), flashed before the audience to emphasize important points in a presentation. An example of flash cards is given in Figure 3.12.



3.12. A set of flash cards

You would surely be interested in learning how to make flash cards. Given below are handy guidelines. Read them carefully and attempt making a set.

### Guidelines for preparation

A simple flash card may be prepared by writing, printing or drawing on a plain sheet of thick paper or cardboard.

The flash cards and the pictures there in should be large enough for easy visibility (the recommended size is 22" x 28" and 11"x14" for large and small groups respectively). Use colour to increase attractiveness. The wording should be brief. The lettering should be large enough for the group to read. The number of cards should be 10 to 12 in a set.

Now, read on to learn how to make flash cards.

### How to make a set of FLASH CARDS

1. Select a relevant topic in ECCE.
2. Make a list of the different points that are to be conveyed about the topic
3. Write an interesting story or description about the topic.
4. Divide up the story or description into short and logical segments arranged in sequence.
5. Select and cut out pictures or drawings suited to each segment. Prepare each card (paint or draw or fix pictures) as per the plan.
6. Write the talking point of a visual at the back of the previous card.
7. Test the material on a sample audience to check whether the message is being understood correctly by them.
8. Revise the material if necessary

It is not only important to know how to make flash cards but also important to know how to use them. So, let us come to this aspect.

### How to use the Flash Cards

1. Stack the cards in their proper order
2. Hold the cards with one hand, chest high, against the body if the cards are small. If they are large, they may be placed on an easel. Display the cards so that people can see them clearly.
3. Flash the card in time with commentary related to the description.
4. Expose the card long enough for comprehension.

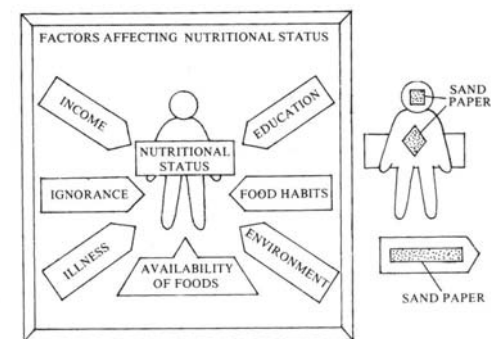
5. Glance at talking points at the pack of the previous card as you comment about the card exposed.
6. Slip the front card to the back of the set to illustrate a new point.
7. After the commentary is completed, display all the cards on a bulleting board or pass them on the interested audience.

### Points to remembered during your presentation

- Limit the size of the audience to below 30.
- Know the message on each card very well.
- Use simple words and local expressions while commenting.

### Flannel Graphs

Have you seen a flannel board any time? Look at Figure 3.13. It depicts a flannel board.



3.13. Flannel Board



Flannel board, also known as felt board, consists of a staff backing covered with felt material on one side. *Flannel graph is any graphic material presented on a flannel board*

Flannel graph works on the principle that one piece of rough textured cloth will adhere or stick to another. The backing material may be wall board, massonite, plywood, softwood, heavy cardboard, etc. Rough textured materials that may be used include cotton, flannel, khadi or felt. When flannel graphs are backed with rough texture cloth or san paper, as indicated in Figure 15.22 they stick to the flannel board and stay there until removed.

### Different types of flannel board

A flannel board may be fixed, folded, rolled-up or a combination of these. For any of these, the flannel graphs can be made by using rough textured material at the back of photos, illustrations, lettered materials, drawings etc.

### Advantages of flannel graphs

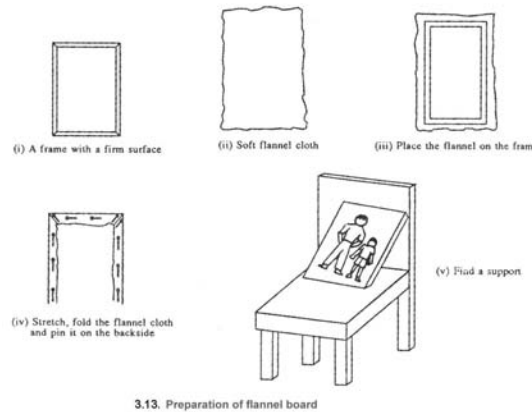
- Flannel graphs have the capacity to build-up the story step-by-step
- Flannel graphs can create suspense
- One can place interesting pieces on the board and keep the audience wondering how the story will end.

Now let us learn how to make a flannel board/graph

### Guidelines for preparation and presentation of flannel board/graph

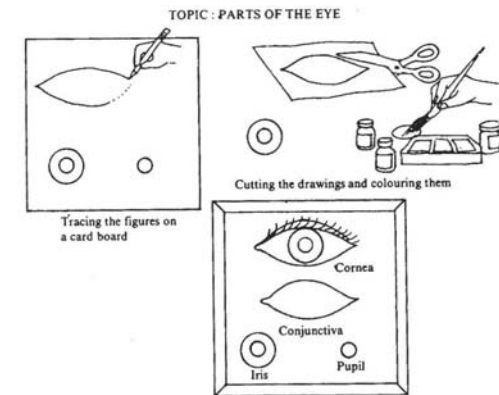
The very first step in making flannel graph is to prepare the *flannel board*. Let us learn how to do it.

1. Take a frame with a firm surface made of any board like plywood, fibre board, massonite etc. of 30"x40" or any suitable size.
2. Tightly stretch a dark coloured background flannel or cloth (khadi) and fasten securely to the board with drawing pins. Now the flannel board is ready for use. The difference stage of preparing flannel board are illustrated in Figure 3.13.



Next, we move on to making the flannel graph. Figure 3.14. illustrates the preparation of *flannel graph*

3. Cut-out the figures. Decorate them using paints, coloured pens etc.
4. Be sure to cut figures carefully so that they can be used again and again.



### Tips for making effective flannel graph

- Keep the theme simple
- Use relevant pictures
- Give suitable options
- Use bold and clean illustration and letters.
- Use arrows, cartoons, etc. to add interest.
- Before actual use, tilt the board back slightly so the flannel graph will not topple down.

After preparation of flannel graph, we should also know how to present it. Given below are handy tips for presentation.

## Guidelines for presentation

During presentation remember to:

- Apply a flannel graph on the board with a slight downward movement and firm pressure to prevent the material from sliding off the surface.
- Arrange each part in the order in which it is to be shown to the group
- Number these parts on the back and store in folders.
- Keep flannel graphs away from draught of wind to avoid the pieces being blown off

## Pictures

Pictures are one of the most versatile and effective visual aids. A common saying "One picture is worth a thousand words" indicates the value of pictures in communication. But this is true only if the picture says what you want it to say, to the people you are trying to reach.

There are different varieties of pictures, such as black and white, coloured, hand drawn, printed, photographic etc.

## What is the purpose of picture?

Pictures can be used to:

- Create interest.
- Introduce new subjects.

- Illustrate specific steps in problems.
- Build wholesome attitudes.
- Develop appreciation.
- Test knowledge of the receiver.
- Review units of subject matter.

## What are the advantages of pictures?

The pictures

- speak a universal language.
- attract or compel attention.
- are easy to prepare or obtain.
- Are easily understood and appreciated.

## What are the characteristics of an effective picture?

A picture should be:

- Authentic in giving message
- Simple in composition.
- Able to represent relative size of items to give a correct image to the audience.
- Able to show realistic action
- Artistic to be attractive, but at the same time natural and informative
- Free from blemishes, spots, scratches etc. and of good mechanical quality

From our discussion above, you would have got a clear idea about pictures and their utility. Let us now learn how to prepare and present pictures.

What are some guidelines for preparation and presentation of ideas through pictures

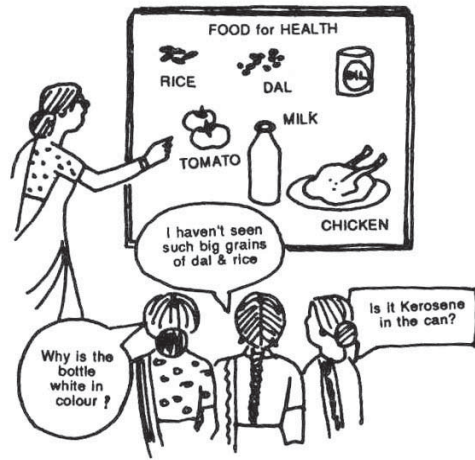
Learning to make pictures is essential because it helps in making many other aids like posters, charts, Flannel graphs, Flash cards, etc. Being able to make and use pictures effectively is one of the most valuable skills a community worker can learn. Given below are simple guidelines on how to prepare pictures:

- Obtain fresh photographs or draw illustrations or collect pictures from newspapers, journals and magazines.
- Mount pictures to increase effectiveness and attractiveness and to protect them.
- Give pictures necessary captions, label and file them.

Now let us look at some important aspects to bear in mind *when presenting ideas through pictures*:

- Drawing may confuse people sometimes. Pictures can mean different things to people as can mean different things to people as can be seen from Figure 3.15. Showing a real thing is often better than a drawing.
- Almost any one can learn to draw – what it takes is care and practice. Some styles of drawing are depicted in Figure 3.16.
- Some tips to remember when drawing individuals are depicted in Fig 3.17.

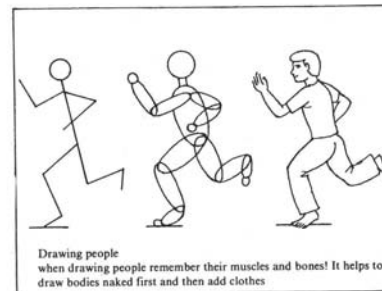




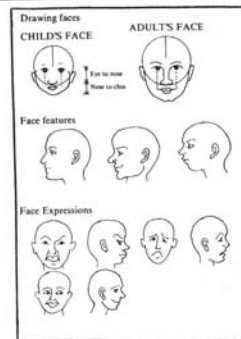
3.15. Presenting an idea through pictures can sometimes be confusing



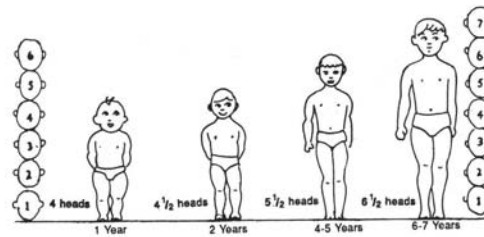
3.16. Different styles of drawing



Drawing people when drawing people remember their muscles and bones! It helps to draw bodies naked first and then add clothes

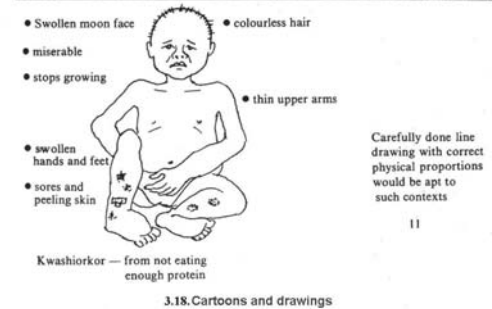
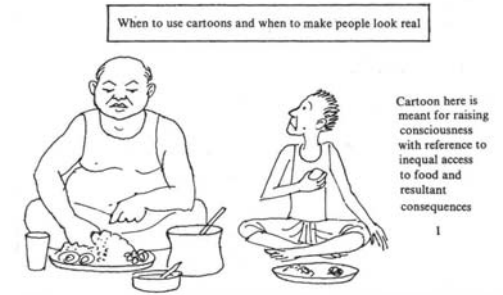


Proportions



3.17. Some guidelines to remember when drawing individuals

Cartoons and drawings - when should one draw as realistically as possible and when should not be used or illustrations in which precise details are important (Figure 3.18).



3.18. Cartoons and drawings

## Models

Every one of us might have seen model or the other in the science laboratory of our school - for instance, models of human eye or brain. As you are aware, models are *replicas of real objects and scales representation of things.*

## What are the types of Models?

Several types of models are in use. Some of them are:

- *Scale model:* It represents the external form and shape of original object and is prepared to scale - smaller or larger, such as Taj Mahal, insect, heart etc.