

Extension Teaching Methods/ Communication Methods-

Communication methods may be defined as the devices used to create situations in which communication can take place between the instructor and the learner. Generally depends on the number and location of target audience and the time available for communication. The extension agent has to choose a particular method or communication of methods according to the needs of the situation.

Classification of Extension teaching methods (Wilson and Gallop):

A) ACCORDING TO USE

One way of classifying the extension methods is according to their use & nature of contact. In other words, whether they are used for contacting people individually, in groups or in masses. Based upon the nature of contact, they are divided into individual, group & mass- contact methods.

1. **Individual-contact method-** Extension methods under this category provide opportunities for face-to-face or person-to-person contact between the rural people & the extension workers. These methods are very effective in teaching new skills & creating goodwill between farmers & the extension workers.

Advantages-

1. Helps the extension agent in building rapport.
2. Facilitates gaining first hand knowledge of farm and home.
3. Helps in changing attitude of the people.
4. Facilitates transfer of technology
5. Facilitates getting feedback information.

Limitation-

1. This method is time consuming and relative expensive.
 2. Has low coverage of audience.
 3. Extension agent may develop favouritism or bias towards some persons.
2. **Group-contact methods-** Under this category, the rural people or farmers are contacted in a group which usually consists of 20 to 25 persons. These groups are usually formed around a common interest. These methods also involve a face-to-face contact with the people & provide an opportunity for the exchange of ideas, for

discussions on problems & technical recommendations & finally for deciding the future course of action.

Advantages-

1. Enables the extension agent to have face to face contact with a number of people at a time.
2. Can reach a select part of the target group.
3. Motivate people to accept change due to group influence.
4. Less expensive than individual method due to more coverage.
5. Facilitates sharing of knowledge and experience and thereby strengthen learning of the group members.

Limitation-

1. Wide diversity in the interest of group members may create a difficult learning situation.
2. Cast group and village factions may hinder free interaction and decision making by the group members.
3. **Mass or community-contact method** - An extension worker has to approach a large number of people for disseminating new information & helping them to use it. This can be done through mass-contact methods conveniently. These methods are more useful for making people aware of the new technology quickly.

Advantages-

1. Suitable for creating general awareness amongst the people.
2. Helps in transferring knowledge and changing opinions.
3. Large number of people may be communicated within a short time.
4. Facilitates quick communication in time of emergency.
5. Less expensive due to more coverage.

Limitation-

1. Little scope for personal contact with the audience.
2. Little opportunity for interaction with the audience.
3. Difficulty in getting feedback information and evaluation of results.

Individual contacts	Group contacts	Mass contacts
Farm & home visits	Method demonstration	Exhibition, campaigns,
Farmer's calls	Result demonstration	Farm Publication
Farm Clinic	Group meetings	Mass meeting
Personal letters	Training	Radio ,Television

Adaptive or Minikit trial	Study Tour	News paper's
Flag method	Field days or Farmer's day	farmer's fairs

INDIVIDUAL-CONTACT METHOD-

Farm and home visit-

- It is direct, face to face contact by the extension worker with the farmer or the members of his family at his home or on his farm for a specific purpose.
- This is used,
 - To discuss problems of individuals or villagers.
 - To find out problems which he is not aware.
 - To teach skills
 - To obtain or give information
 - To gain confidence of the farmers
 - Eg. Cattle shed improvement

Farmer's call or office call-

- It is a call made by a farmer on the extension worker at his office for obtaining information or getting assistance or for developing acquaintance with him.
 - To promote close contact with farmer
 - To build up interest of individuals
 - To discuss problems in greater details
 - To arrange supplies and services.
 - To bring about contact between farmers and other agencies.
 - Eg. Starting of poultry farm, construction of cattle sheds.

Personal letters-

- It is a personal and individual letter written by the extension worker to a farmer in connection with the extension work.
 - To answer enquiries
 - To seek the farmers co operation
 - Eg. To inform about the vaccination time and date.

Adaptive or Minikit Trial- is a method of determining the suitability or otherwise of a new practice in farmer's situation. This may be regarded as an on-farm participatory technology development process in which farmer's choice and farmer's opinion about the practice are most important.

This is the first stage a new and improved practice passes through, before it is taken up for result or method demonstration, or recommended for large scale adoption. Mini-kits are, however, distributed in some States for assisting the poor farmers or in times of distress, to maintain farm productivity.

Farm Clinic- is a facility developed and extended to the farmers for diagnosis and treatment of farm problems and to provide some specialist advice to individual farmers.

The extension agency may set up farm clinics in the village and/or in the organization's headquarters and sub-centres, where the relevant subject matter specialists, in collaboration with the extension agents, discuss, diagnose and prescribe treatment to farmers' problems, meeting those present individually, on fixed place, day and time.

GROUP-CONTACT METHODS-

Result demonstration-

- It is a method of teaching, design to show the value or worth of the improved practice employed in the field. The best type of demonstration is the comparison of two situations in which they differ only in one variable. The possible difference in the results can easily be attributed to the effect of that one variable. It requires a substantial period of time.
- eg. Effect of two types of cattle feed (existing and new feed) on milk production.

Method Demonstration-

- It is a relatively short term demonstrations given before a group to show how to carry out an entirely new practice or an old practice in a better way. It is not concerned with proving the worth of the practice but how to do something. It teaches the skill.

General Meetings-

It includes all kinds of meetings held by extension workers. The number of participants may vary from few to thousands.

Lecture- It is extensively used to present authoritative or technical information to develop background and appreciation and to integrate ideas. It is one way communication. The range of subjects that can be covered by this method is unlimited but the speaker at a given meeting presents a specific topic to a particular audience.

Symposium- This is a short series of lecture usually by two to five speakers. Each one speaks for definite amount of time and present s a different phase or subdivision of a general topic. Advantage of symposium over lecture is that two or more experts present different phases of the topic.

Buzz session- When there is limited time for discussion the large group may be divided into smaller units for short period. This is called "Buzz session" or "Buddle system or Philips 66". After the discussion the secretaries of each small group will report the findings or questions to the entire audience when they are reassembled.

Brain storming - It is a type of small group of interaction designed to encourage the free introduction of idea on an unrestricted basis and without any limitations or feasibility. At a later period all the contributions will be sorted out and evaluated.

Workshop- It is essentially a long meeting from one day to several weeks. There must be planning session where all are involved in the beginning. There must be considerable time for work sessions. There must be summarizing and evaluation session at the close. As the name implies, it must result in an output (a report, a publication, a visual or any other material objects) at the end of the workshop.

Seminar- First the leader introduces the topic to be discussed. Members of the audience discuss the subject to which ready answers are not available. It may have two or more plenary sessions.

Conference- Pooling of experience and opinions among a group of people who have special qualifications in an area.

Group discussion- It is a discussion between two or more persons, recognizing a common problem exchange and evaluates information and ideas in an effort to solve the problem. Discussion usually occurs in a face-to-face or co-acting situation.

Field Trips- It is a method in which a group of interested farmers accompanied and guided by an extension worker goes on tour to see and gain first hand knowledge on improved practices in their natural settings.

Field day or Farmers' day- is a method of motivating the people to adopt a new practice by showing what has actually been achieved by applying the practice under field conditions. A field day or farmers' day may be held in a research farm or in a farmer's field or home. If the number of participants is large, they should be divided into small groups of about 20 to 25 persons each, who shall visit the spots in rotation.

Study tour- a group of interested persons accompanied and guided by one or more extension agents moves out of their neighbourhood to study and learn significant improvements in farm and home elsewhere. The main purpose is to motivate the visitors by showing what others have been able to achieve.

The programme may include visit to farmers' place as well as research stations, and may be held within the district, outside the district or even outside the State. Study tours may be synchronized with programmes of national importance like National Fair, World Fair etc.

Visit to some places of interest may be included in the programme. A group of 30 to 50 persons may be convenient for study tour. However, a maximum number of 80 to 100 persons may be accommodated in one batch.

MASS CONTACT METHODS-

Literatures / Publications- Literature is write ups or written materials about an idea or a thing. In extension teaching literature plays an important role in the message dissemination process. Some of the common literature, that forms the part of extension teaching learning process are, leaflet, folders, pamphlets, bulletins, circular letters, newspapers, magazines, journals and newsletters. The literature serves the purpose of

communicating precise and reliable scientific information in a simpler language easily understandable to a common man. A brief explanation of various literature used in extension are given below.

- **Leaflet:** A leaflet is a single sheet of printed matter. It is made to give accurate or specific information on a specific topic.
- **Folder:** A single sheet of printed information in a folded form. There can be any number of folds in a folder. Like leaflet, folder is also primarily meant for dealing a specific topic.
- **Pamphlet:** A pamphlet consists of 3 to 12 pages and deals with a specific topic in a detailed manner.
- **Bulletin:** The number of pages for a bulletin ranges from 12 to 20. A bulletin is a written piece of information about a number of related topics presented in a detailed manner.
- **Booklet:** When the number of pages exceeds 20 then it is called as a booklet. Usually a booklet deals with number of topics and the discussions are carried-out more elaborately with illustrations, pictures, figures and tables.
- **Circular letters:** The letter sent to a group of people by passing it out from one man to other like a circular to pass on certain information or messages. Circular letters helps to maintain a continuous contact with farmers.
- **Newspaper/ Newsletter/Magazine/ Journal:** Periodicals give a wide range of information about what is going on in the next door and around. It is mass media which can be of immense use in message dissemination. It helps to serve as a forum for extension activity in an area. It plays the role of communicating the information to people of various level and acquaint the public about programmes activities and progress made in an area.

Radio- It is a medium of mass communication, a tool for giving information and entertainment.

Television- It is one of the important mass media for dissemination of information in rural areas. It has an unique advantage over other mass media because it provides words with pictures and sound effects like movies. The messages will reach a large number of people at the same time

Mass meeting- is held to communicate interesting and useful information to a large audience at a time. The size of the audience for mass meeting may be a few hundreds, but at the time of fairs or festivals it may be few thousands.

The majority of the audience have a purpose in attending the meeting, though some outsiders may attend it out of curiosity. Mass meeting may be held in a covered or in an open place. Public address system is essential for conducting mass meeting. Slide or film show may enhance effectiveness of the meeting.

Campaign-

Campaign is an intense educational activity for motivating and mobilizing a community to action, to solve a problem or satisfy a need urgently felt by it. 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.

Exhibition:

An exhibition is a systematic display of models, specimens, charts, photographs, pictures, posters, information etc. in a sequence around a theme to create awareness and interest in the community. This method is suitable for reaching all types of people.

Exhibitions may be held at the village, block, sub- division, district, State, national and international levels. Though an exhibition is organized around a major theme, other related themes and some unrelated items like entertainment may also be included.

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

Media forums

- Are small organized groups of individuals who meet regularly to receive a mass media programme and discuss its contents.
- The most media linked to the forum may be a radio as in India - charcha mandals, or radio phonics schools of Latin America –or television as in the Italian telescuola.

It is a combination of mass media inter-personal channels. Here the advantage of group psychology/pressure is used to motivate the individual.

Difference between Result demonstration vs Method demonstration

S. No.	Contents	Result Demonstration	Method Demonstration
1	Purpose	To show locally the worth or value of a recommended practice.	To teach how to do a job involving skill
2	Conducted by	Farmer under the guidance of extension worker	Extension worker himself or local leader specially trained for the purpose.
3	Benefit	The demonstrator as well as other farmer	Persons present at the demonstration
4	Comparison	Essential	Not essential
5	Maintenance of records	Necessary	Not necessary
6	Time required	Substantial period	Relatively very little
7	Cost	Costly	Relatively cheap

B) ACCORDING TO FORM

Extension-teaching methods are also classified according to their forms, such as written, spoken & audio-visual.

Written	Spoken	Visual
Bulletins	General & special meetings	Result demonstration
Leaflets, folders, News articles	Farm & home visits	Demonstration posters
Personal letters	Official calls	Motion-picture or movies, charts
Circular letters	Telephone calls, radio	Slides & film-strips, models, exhibits