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| <b>Course -</b>     | <b>Communication and Extension System</b>  |
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| <b>Topic-</b>       | <b>Extension teaching methods</b>  |
| <b>Sub-Topic-</b>   | <b>Classification, merits and demerits, factors affecting</b>                            |
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The rural people learn primarily by seeing, hearing or doing the things, helping people learn to help and organize themselves. It requires effective teaching and learning. For this to take place, effective contact and skillful use of appropriate extension methods in combination is necessary between village people who need to make changes and extension workers who can motivate and guide them doing so. This requires three things on the part of extension workers:

- To know what extension methods are available to them;
- When to use the available methods,
- How effectively to use the available methods in combination.

#### **Classification of Extension Methods:**

The important extension methods which are useful in agricultural and natural resource management are as below:

##### **❖ Individual Methods:**

In this method, extension worker communicates with the people individually, maintaining separate identity of each person. This method is followed when number of people to be communicate are few, are conveniently located close to the communicator, and sufficient time is available for communication.

For example - farm and home visit, farmer's call, etc.

#### **Advantages:**

- ✓ Helps the extension worker in building rapport.
- ✓ Facilitates gaining firsthand knowledge of farm and home.
- ✓ Helps in selecting demonstrators and local leaders.
- ✓ Helps in changing attitude of the people.
- ✓ Helps in teaching complex practices.
- ✓ Facilitates transfer of technology.
- ✓ Enhances effectiveness of group and mass methods.
- ✓ Facilitates getting feedback information.

Extension worker should know about the motivating factors involved in bringing about changes in the life of an individual. He should also know what is of interest to the person he wants to approach. Extension worker is required to keep the following objectives in mind for this approach:

- To find out the villagers' interests;
- To discover to whom the villagers tend to look for leadership and for other purposes;
- To find out the villagers' problems and their interest in solving them;
- To create learning attitudes among the villagers and themselves.

**Limitations:**

- This method is time consuming and relatively expensive.
- It has low coverage of audience.
- Extension worker may develop favorite or bias towards some persons.

**Farm and Home visits:**

It is a 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 specific purpose.

**Objectives:**

This is used:

- ✓ To get acquainted with and gain confidence of the farmer;
- ✓ To discuss individual or village problems;
- ✓ To find out problems of which he is not aware;
- ✓ To teach skills;
- ✓ To obtain or give information;
- ✓ To sustain interest.

The following points are to be considered while employing this method:

- It should be made with a definite purpose.
- Take appointment and fix the convenient time from the villagers.
- Make a schedule of visits to save time and energy.
- This method should be used when other methods cannot be used.
- Develop conversation on the topic of interest.
- Give sufficient opportunity to the villagers to talk.
- Speak only when he is willing to listen.
- Talk in terms of his interest.
- Use simple and natural language, speak slowly and cheerfully.
- Be accurate in your statement and conversation.
- Do not argue with them.
- Be sincere in learning as well as teaching.
- Give the credit to the farmers for their good ideas.
- Clarify their doubts.
- Try to get some assurance for action.
- Hand over some relevant literature, if possible.

**Follow – up:**

- Keep appropriate record of visit.
- Send information or material as committed to maintain own integrity.
- Make subsequent visits as and when necessary.

**Advantages:**

- ✓ Firsthand knowledge of rural people is gained.
- ✓ Goodwill is developed.
- ✓ The extension worker develops confidence when his recommendations are widely adopted.
- ✓ Better leaders are located and identified.
- ✓ Members not reached by other methods are discussed.
- ✓ The interest of the people in the government services is stimulated.

**Limitations:**

- ✓ Only limited number of contacts may be made.
- ✓ Time consuming and expensive method.
- ✓ Attention may be concentrated on a few progressive farmers.

**Office Calls:**

It is a call made by a farmer or a group at the working place of the extension personnel for receiving information and assistance.

**Objectives:**

- ✓ To get quick solution of problems relating to farm and home.

- ✓ To enable the farmers to bring specimens for proper identification of problem.
- ✓ To ensure timely supply of inputs and services.
- ✓ To act as a reminder to the extension worker.

**Advantages:**

- Visitor likely to be highly receptive to learning.
- Economic use of extension worker's time.
- Good indication of farmer's confidence in extension.

**Limitations:**

- Extension worker may not be available all the time.
- Caller in his office may be satisfied with information or guidance obtained.
- Being away from the situation, it may be difficult for the extension worker to understand the problem in its proper perspective.

**Personal Letters:**

Personal letter is written by the extension worker to a farmer in connection with extension work.

**Objectives**

- ✓ To answer inquiries related to problems of farm and home.
- ✓ To seek the farmer's cooperation in extension activities.

**Technique:**

- Send the letter in time or if a letter has already been received, send a prompt reply.
- The content should be clear complete, to the point and applicable to farmer's own situation.
- Use simple and courteous language.

**Adaptive or Minikit Trial:**

It is a method by which the suitability of a new practice to a given locality under farmer's conditions is determined. This may be regarded as an on - farm participatory technology development process in which farmer's choice / opinion about the practice is most important. This is the first stage at which an improved practice passes through, before it is taken up for result or method demonstration, or recommended for large scale adoption.

**Objectives:**

- ✓ To test a new and promising practice under the resources, constraints and abilities of the villagers.
- ✓ To find out the benefits of the new practice in comparison to the existing one.
- ✓ To build - up confidence of the extension workers, researchers and farmers.
- ✓ To act as a precaution against insignificant, faulty or hasty recommendations.

**Limitations:**

- Makes heavy demand on time and energy of extension worker.
- Being scattered, the trials may suffer from lack of adequate supervision of the extension worker.
- Difficult to find suitable cooperative farmers sometimes.

**Group Methods:**

This is an approach used for two or more people. In this method, the extension worker communicates with the people in groups and not an individual person. It is applied when it is necessary to communicate and extend the ideas, innovations with a number of people simultaneously, who are located not far off from the extension worker, and good time is available for communication.

In such methods, there may be few extension workers and subject matter experts. The size of small group may vary from 15-25, a medium group from 25-50 and a large group from 50-100 persons. Examples of group methods are result demonstration, method demonstration, group discussion, study tour, campaign, etc.

**Advantages:**

- Extension workers have opportunity to make face to face contact and interaction with a number of people at a time.
- There is possibility to reach a target group.
- Facilitates sharing of knowledge and experience that enrich learning of the group members.
- Limited contact possible but provide more opportunities for interaction, sharing and feedback.
- Motivate people to accept change due to group influence.
- More effective as compared to mass methods in mobilizing and stimulating action.
- Cheaper than individual methods due to more coverage of people.

**Limitations:**

- Group has diversified interest that may create difficulties in transfer of technology.
- Village factions, caste groups, local leaders may hinder / inhibit free interaction and democratic decision making.

**Method Demonstrations:**

This is concerned with showing 'how' to do something in a better and easier way. It is utilized to teach skill, to build confidence, to motivate and stimulate action and to develop leadership. Method demonstration is sometimes used as complementary to result demonstration.

**Technique:****✓ Planning and Preparation:**

- Decide the topic, target audience and venue of demonstration.
- Topic should be important and having immediate concern of the villagers.
- Contact subject matter experts and ensure their participation.
- Gather all the relevant and important information, materials and equipment.
- Identify the steps in organized the demonstrations. Practice in advance to be sure about its perfect presentation.
- Make regular contact with the local leaders and give timely information to all concerned members.
- Complete all arrangements for the demonstration.
- Display diagrams, charts, graphs, etc. at the demonstration site.
- Have some relevant literature to distribute among the villagers.

**Implementation:**

- ✓ Start the demonstration on the scheduled date and time.
- ✓ Be sure about physical arrangements so that all participants can see and take part in discussion.
- ✓ Show each operation step - by - step, explaining clearly why and how it is being done.
- ✓ Encourage questions at each stage.
- ✓ Tell key points again.
- ✓ Distribute literature related to demonstration.
- ✓ Identify those farmers who express their views to adopt the practice. It helps in the follow up process.

**Follow-up:**

- Maintain a record of demonstration and participants.
- Maintain contact with the villagers.
- Help the villagers in getting the required materials and equipment.

**Limitations:**

- ✓ Suitable mainly for practices involving skills.
- ✓ Require good preparation, equipments and skill of the extension workers.
- ✓ Not suitable to all subject matter.
- ✓ If not properly organized, gives set back to the whole programme.

**Result demonstration:**

This is concerned with 'why' a practice or input should be adopted by showing the value of new practice over the old practice or of a new practice. Such demonstrations require a substantial period of time. Comparisons are usually necessary and records are essential. It is conducted by the farmers under the direct supervision of extension worker.

**Objectives:**

- To prove the worth of a new practice in farmer's own situation.
- To show the applicability and suitability of the practice in a particular area.
- To identify and build - up leadership and confidence among the farmers.

**Technique:****Planning and preparation:**

- Discuss with the villagers, find out their interest and analyze their situation.
- Identify few responsible and cooperating villagers having adequate resources and socially accepted by the village community.
- Consult the subject matter experts.

- Make an outline of a plan and put it in writing.
- Prepare a calendar of operations.
- Announce widely about demonstration among the village community members.

#### **Implementation:**

- Explain the objectives and steps to the demonstrating farmers.
- Arrange materials and necessary equipments for organized the demonstrations.
- Give wide publicity about the demonstration.
- Start the demonstration on fixed date and time.
- Mark demonstration plots with large sign boards if it is a field demonstration.
- Organize method demonstration where a new skill is involved to ensure that all critical operations are done in time and try to supervise them personally.
- Conduct field day / farmers' day around successful demonstration.
- Help the demonstrating farmers to maintain records.
- Take photographs at critical and important stages.
- Provide opportunity to the farmers for explaining about the demonstration to visitors.
- Compare the demonstration with local practice and prove by showing data and results.
- Give more emphasis on applicability and suitability of the practice in the farmers' own situations.

#### **Follow-up:**

- Give wide publicity to the results and its use in future extension work.
- Provide opportunity to the demonstrating farmers for sharing their views and opinion in farmers' meetings and training programmes.
- Prepare a set of photographs, slides, charts, etc. on the demonstration for future extension programmes.
- Try to avoid organized demonstration with the same farmer.

#### **Limitations:**

- Needs more time, fund, energy for result demonstration.
- Unsuccessful, poor coordinated demonstration can lead to poor show of the extension worker and technology.

#### **Group Discussion:**

A group is a body of individuals drawn together around a common interest. Such a group (not more than 20 reaching collective decisions through cooperative discussions is utilized to promote an objective.

Group discussion is a very important extension method, as it provides opportunity to influence the participants' behavior. Group discussion can play an important role in enhancing knowledge and changing attitude and behavior.

#### **Objectives:**

- To prepare a conducive climate for discussion and help in better understanding of the problem by in-depth interaction.
- Systematic discussion among the villagers to promote the analysis of commonly felt needs.
- To create a favorable attitude for a sort of community / group activities.
- Provides opportunity to the members of group to exchange experiences, views and opinion about a particular point of discussion.
- It is used to resolve conflicts among the villagers.

#### **Limitations:**

- ✓ Need to understand the internal village faction's effective working of the method.
- ✓ Group members sometimes do not have much interest to participate which leads to disturbance during discussion.

#### **Voluntary and Local Leadership:**

This method is used in leader - follower pattern which exists in any community. Local leadership is utilized to reach a large number of farmers. The method involves locating, developing and utilizing the local, functional and voluntary leadership.

#### **Objectives:**

- To develop local leaders who can take initiative and responsibility in performing their personal and community works.
- To create a facilitator to promote and motivate the villagers to accept the new technologies.

The following points are to be considered while employing this method:

- ✓ Decide on specific duties to be performed by the local leaders.
- ✓ While choosing or electing the local leaders, the following methods can be:

- (a) Individual contact with the local people.
- (b) Associating leaders suggested by Gram Sabha, Farmers' Association, etc.
- (c) Recognizing the traditional functional and potential leaders,
- ✓ Give trial assignments to the leaders located before entrusting further responsibility.
- ✓ Giving orientation to the elected leaders about desirable leadership styles, teaching skill development, associate them in planning and organizing the village common activities.

**Follow-up:**

- Recognize leaders and honor them in public meetings.
- Take the advice and input from the leaders on important issues.
- Give them more responsibilities to take their own initiative and utilize their own ideas.
- Take them for exposure visits to other places.
- Visit their village and farms and appreciate their work.

**Limitations:**

- Local village politics comes in the way of effectiveness of this method.
- Slow process. It takes more time to develop an effective group.
- Local leaders can utilize their common resources for personal benefits.

**Field Trips (Conducted Tours):**

Field visit, field trip, field work, camp study, educational tour, study tour, etc. are a few synonyms for this purpose of seeing an improved performance or results of a practice in actual situations.

**Objectives:**

- To create interest, conviction and action in respect of a specific practice in their own situations.
- To motivate and convince the villagers to adopt the practice by showing its applicability, suitability and profitability under field conditions.
- To initiate a competitive spirit by showing the accomplishments in other villages.

**Limitations:**

- ✓ It is a costly method.
- ✓ Difficult to fix - up season and time suitable for all
- ✓ Problems of transport and accommodation at halting places.
- ✓ Unpleasant experience may cause a setback.

**Campaign:**

A campaign is an intensive teaching activity attended at an opportune moment for a brief period focussing attention in a concerted manner towards a particular problem so as to stimulate the widest possible interest in the community. It is employed only after an advocated practice is found acceptable to the farmers for inducing emotional participation of community as a whole.

**Exhibition:**

It is a systematic display of models, specimens, charts, posters, video films, etc. in a sequence so as to create interest in the participating farmers. It covers three stages of extension education, i.e. , arousing interest, creating desire to learn and providing a chance to take a decision.

**Objectives:**

- To create interest among the people about new technologies.
- To influence people to adopt modern practices.
- To promote better understanding and provide more and more information limits.

**Limitation:**

- Require more preparation and investment.
- It cannot cover all the topics.
- It cannot be widely used.

**Mass Methods:**

In these methods, the mass are approached through films, slides, radio talks, news papers, circular letters, television, posters, etc. and provide helpful repetition for those clearly personally or through groups. Mass media enables extension workers to improve their teaching efficiency. This facilitates dissemination of information to a much larger group of people.

The mass methods are described below:

- **Farm Publication:** It is a class of publications prepared by the extension agency in written form to communicate information. Farm publications are of various types such as leaflet folder, bulletin, newsletters, pamphlet, extension journals, etc. Farm publication can be used singly or in combination of other extension methods.
- **Leaflets:** A leaflet is a single printed sheet of paper sometimes folded. It contains accurate or specific information on a specific topic.

**Objectives:**

- To provide precise and reliable scientific information in a simple language against rats, etc.
- To address the immediate needs of the farmers like control of pests, campaign against rats etc.

**Technique:**

- ✓ Write on one simple practice or idea at a time.
- ✓ Select topics related to the urgent needs of the farmer.
- ✓ Write in simple language using short sentences and paragraphs.
- ✓ Use photographs and illustrations in a logical sequence.
- ✓ Give suitable title to the publication and sub - heads to the photographs.
- ✓ Arrange timely circulation of the publication.
- ✓ Try to get feedback from the readers and users.
- ✓ Can reach a large section of literate people simultaneously.
- ✓ Accurate information and minute details can be given.
- ✓ Can be made simple, easy and enjoyable to read Can be preserved and used for reference purposes.
- ✓ It is comparatively cheap.

**Limitations:**

- It cannot be widely used in low literacy areas.
- Chances of sing its significance if not carefully prepared.
- Periodical revision is necessary to keep the publication up - to - date.

❖ **Folders:**

It is a single printed sheet of paper of small size, containing preliminary information relating to a topic. It is made as and when needed. Generally distributed free - of - cost.

❖ **Bulletin:**

It is a printed, bound booklet with a number of pages, containing comprehensive information about a topic. It is made as and when necessary.

❖ **News letter:**

It is a miniature newspaper in good quality paper, containing information related to the activities and achievements of the organization. It has a fixed periodicity of publication and is generally distributed free of cost.

❖ **Journal & Magazine:**

These are periodicals, containing information related to various topics of interest not only for the farmers but also for the extension agents. It has a fixed periodicity of publication. Generally supplied against pre-payment of subscription for a particular period.

Farm publications are extremely and widely used by the literate farmers. Even uneducated farmers can make use of them with the help of educated farmers in their family. These are used by all extension functionaries.

❖ **Circular Letters:**

It is a letter written and sent to many people by the extension worker to publicize an extension activity or to give timely information on farm and home problems.

**Objectives:**

- ✓ To maintain regular contact with the villagers.
- ✓ To communicate some information about new practice or attending meeting etc.
- ✓ To stimulate interest in a subject.
- ✓ To maintain interest and cooperation of local leaders, youth club members, etc.
- ✓ To prevent spread of pests and diseases.

**Technique:**

- Letter should be brief and courteous.
- Address single purpose and write in simple language.
- Give complete information.

- Be clear in statements which lead to action.
- It should be important, timely and related to specific needs and interests.

**Advantages:**

- Convey timely information effectively to special interest groups.
- Have more direct appeal helpful in achieving interest or cooperation of local leaders.

**Limitations:**

- ✓ Special equipment and clerical help necessary.
- ✓ Too frequent use may minimize effectiveness.
- ✓ Not suited to illiterate villagers.

❖ **News articles (or news stories):**

News is any timely information that interests a number of persons, and the best news is that which has the greatest interest for the greatest number. It is an accurate, unbiased account of the main facts of a current event that is of interest to the readers of a news paper.

**Objectives:**

- To develop interest.
- To inform general public.
- To disseminate subject matter information.
- To create favorable attitude.
- To reinforce other extension methods like meetings and demonstrations.

**Advantages:**

- Low cost.
- Large coverage in short time.
- Efficient source of timely information.
- Carries the prestige and confidence of the printed word limits no value if people are illiterate.
- Requires special training to write good articles.
- Difficult to check the results.

❖ **Radio:**

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

**Objectives:**

- Suitable for communication to millions of people widely dispersed and located in remote areas.
- To reach large number of people quickly at a low cost.
- To stimulate participation in extension through all other media.
- To build enthusiasm and maintain interest.
- To provide information on agriculture, rural technology and other aspects of life for improvement.

**Limitations:**

- ✓ Recommendations may not apply to individual needs.
- ✓ No turning back if not understood.
- ✓ Difficult to check on results.

❖ **Television:**

Is one of the mass media for disseminating of information and technologies in rural areas. Television has unique advantages over other mass media. It provides sound with pictures which look like movies. It reaches to the largest number of people at the shortest possible time. It is relatively less costly. Television is a multimedia equipment as it can include motion picture, recording, slide, photographs, drawing, poster, etc. Television can show taped as well as live programmes. Television can be viewed in an ordinary room. The messages are preselected, sorted out and then presented in simplest manner.

TV emphasizes community education, relating to social, environmental and economic progress of the community. It includes basic adult education, self - employment, consumer awareness, women's liberation, etc. In addition, TV is also used to broadcast the farm information for the farmers. Apart from the evidence by their own eyes, farmers also respond readily to what is said, especially by other farmers, and if the same point as extension people make in their interpersonal communication is expanded, the communication is doubly effective. It is within the power of television to provide the dynamic presentation to bring ideas in a compelling way into receptive environment of the farmers' community.



Farm Telecasts: According to the Research and Reference Division of Ministry of Information and Broadcasting (1984), the television era in India began modestly on September 15, 1959 by a UNESCO grant to study the use of TV as a medium of education, rural upliftment and community development. The service was started by the All India Radio, Delhi and programmes were telecasted twice a week for duration of one hour each day.

In 1967 came the pilot project of agricultural communication initiated by Dr. Vikram Sarabhai. The program titled Krishi Darshan was primarily aimed at demonstrating the effectiveness of TV as a medium for communicating improved farm practices.

The Government recognized the imperative role of television in bringing about desired social change and transformation and established a separate organization named Doordarshan in April 1, 1976. August 15, 1982 was a landmark in the history of television in India. The national networking became a reality by the establishment of satellite links through Indian National Satellite, INSAT - 1A. This day also marked the introduction of color television in India. With this satellite communication and TV transmission in India, agricultural and rural development programs are being organized in a big way.

#### **Objectives:**

- To create a general awareness amongst the people about agricultural and rural development programmes.
- To provide need based programmes to the rural audience.
- To show the rural people in general, and the farmers in particular, what to do, how to do and with what results.

#### **Limitations:**

- Requires lot of planning preparation, trained personnel and availability of equipment
- Audience participation depends on costly receiving sets and availability of electricity.

#### **Other extension methods are defined as:**

##### ❖ **Lecture:**

This is a formal, verbal presentation by a single speaker to group of listeners, which may be followed by a question answer period. Even though it is systematic way to present information, the role of the listener is passive.

##### ❖ **Panel:**

This is moderated meeting in which a limited number of experts give short presentations on some subject. A moderator oversees the question answer period and sums up the meeting.

##### ❖ **Colloquy:**

A modified panel method in which there is a good degree of audience participation.

##### ❖ **Symposium:**

Used mainly for gathering information at professional level where 2-5 resource persons give short prepared papers on a given topic with no audience participation.

##### ❖ **Seminar:**

It is a form of group discussion. The discussion leader introduces the topic to be discussed. Members of the audience discuss the subject to which ready answers are not available. A seminar may have two or more plenary sessions. This method has advantage of pooling together the opinion of a large number of persons.

##### ❖ **Workshops:**

It is essentially a long meeting from one day to several weeks, involving all the delegates in which the problems being discussed are considered by delegates in small private groups. There must be a planning session where all are involved from the beginning. There must be summarizing and evaluation sessions at the close. The workshop as the name implies must produce something in the end, viz., a report, a publication, a visual or any other material objects.

##### ❖ **Conference:**

Conference is a large event for a large gathering of hundreds of even thousands of people, to engage in a discussion with the aim of accomplishing a limited task within a limited period of time. Conferences may involve complex social programs, exhibitions and displays. The words 'convention' and 'congress' are used with as much the same meaning.

##### ❖ **Brain storming:**

This is a group (under 20) discussion technique in which the members generate as many ideas as possible on a specific topic without restriction. It is a form of thinking in which judicious reasoning gives way to creative initiative. Participants are encouraged to list for a period of time all the ideas that come to their minds regarding some problem and are asked not to judge the outcome. At a later period all the contributions will be sorted out, evaluated and perhaps later adopted.

❖ **Buzz Session:**

Here a large group is divided into smaller ones and a topic is discussed within a limited period of time. The main purpose is to facilitate the involvement of every member. The group is expected to produce a product, e.g., a leader who makes an oral presentation at the end of the discussion.

❖ **Simulation Games:**

This is a learning exercise in the form of a game which contains elements of real life situation. This gives the participants a practice in dealing with life situations.

**Classification of Extension Method:**

➤ **Methods classified according to use of teaching aids.**

| Written/published   | Spoken  | Visual   |
|---|---|--|
| News letter<br>Personal letter<br>Leaflet/pamphlet<br>Folder<br>Bulletin<br>Circular letter | Farm and home visit<br>Telephone Calls<br>Radio<br>General and special meeting of all kinds | Chart<br>Poster<br>Motion pictures<br>Slides and other visual aids |

➤ **Methods classified according to the number and nature of contacts inherent in their use.**

| Individual contact  | Group contact   | Mass contact  |
|---|---|---|
| Farm and home visit<br>Telephone call<br>Personal letter<br>Official call | Method demonstration<br>Lecture<br>Meeting<br>Result demonstration<br>Conference and discussion<br>Tour<br>Exhibits | Leaflets<br>News stories<br>Circular letter<br>Radio<br>Television<br>Poster<br>Bulletins |

The extension teaching methods can also be selected depending on the following considerations.

❖ **The Audience:**

People vary greatly in their knowledge, attitude, skills, their age, education, income, social status, religious beliefs, etc. Some are easy to change and some are slow to change. These individual and collective differences influence the teaching approach.

For example, people with little or no education and low income may respond to personal visits and result demonstrations. The more educated and people with higher social status usually respond well to methods like group meetings, exhibits and farm literature.

Size of audience is also influencing the choice of extension methods. For example, group discussion cannot be used effectively if number of persons exceeds thirty: method demonstration can be used for a relatively small group, while lecture method can be used for larger group of audiences.

❖ **The teaching objective:**

What is your objective of teaching? Do you want to bring change?

- ✓ In thinking or knowledge.
- ✓ In attitude or feelings.
- ✓ In action or skill.
- ✓ If you want merely to inform or influence a large number of people, you should use mass media. If you want to change attitude then arrange group discussion. If you want to teach a skill, use method demonstration.

❖ **Subject matter:**

If new practice is simple or familiar, the news articles, radio, circular letters will be effective. If new practice is complex, it will require face to face contact, group discussion, audio - visual aids.

**The state of development of extension organization:**

For such type of situation, to gain a confidence among the villagers, result demonstration will be necessary. Exposure visits, farmer's trips are also suitable to create awareness and interest for adoption of new technology.

❖ **Size of extension staff:**

The larger is the number of extension workers, the greater is the chance for direct or personal contact methods.

❖ **Availability of communication media:**

Facilities available such as news papers, telephone, radio, etc. will also have possibility of using these methods.

❖ **The relative cost of the method:**

How much budget is allotted for the purpose, also affects the selection of extension methods.

❖ **An extension worker's familiarity:**

It also depends on extension worker's expertise and skill to select and use the methods. If he is perfect and skilled in using any type of extension methods, he can use best and suitable extension methods for effective transfer of technology.

| <b>Reference Books</b> |   |                                |
|------------------------|---|--------------------------------|
| <b>1.</b>              | Dimension of Agri. Extension                            | Dr. A.K. Singh, Dr Lakhn Singh |
| <b>2.</b>              | Fundamentals of Extension Education and Rural Education | Dr. Jitendra Chouhan           |