

Extension Teaching Methods

Extension Teaching Methods

- ETMs may be defined as the devices used to create Situations in which meaningful communication can take place between the instructor and the learners.
- Stated in general terms, the functions of extension methods are:

Extension Teaching Methods

- 1) to provide communication so that the learner may see, hear and do the things to be learnt.
- 2) To provide stimulation that causes the desired mental and or physical action on the part of the learner.

Types of Extension Teaching Methods

❖ Extension methods have been classified by Wilson and Gallup (1955) as follows :

a) Individual contact methods:

- 1) Farm and home visits;
- 2) Office calls;
- 3) Telephone Calls;
- 4) Personal letter;

b) Group Contact methods:

- 1) Result demonstrations
- 2) Method demonstration meeting
- 3) Leader training meetings;
- 4) Lecturer meetings

Types Extension Teaching Methods

- 5) Conferences and discussion meetings
- 6) Meetings at result demonstrations
- 7) Tours
- 8) Schools
- 9) Miscellaneous meetings.

c) Mass Contact methods:

- 1) Bulletins
- 2) Leaflets
- 3) New Stories
- 4) Circular letters
- 5) Radio
- 6) Television
- 7) Exhibits
- 8) Posters.

1. INDIVIDUAL CONTACT METHODS

- It can be used for contacting only one person at a time and conveying the necessary information to him.

A) FARM AND HOME VISITS:

- It is a face-to-face type of individual contact by the extension worker with the learner, and/or
- the members of his family on the farm or at his home or in his work spot for one or more specific purposes connected with extension.

B. *Office Calls*

- It is a call made by a learner or a group, on the extension worker, at his office for obtaining information or other help needed for making acquaintance with him.

C. Personal Letters

- ❖ It is personal and individual letter written by the extension worker to learners in connection with extension work.

2. Group Contact Methods

A. Result Demonstrations

- A result demonstration is a method or teaching designed to show by example the practical application of an established fact, or group of related facts.
- In other words, it is a way of showing people the value or worth of an improved practice whose success has already been established on the research station.
- In this method the new practice is compared with the old one so that the learners may see and judge the results for themselves,

Result Demonstrations

❖ *Objectives:*

- 1) to show the utility (value) and feasibility of a recommended practice in field conditions.
- 2) Chiefly to establish confidence on the part of the learners as well as the extension teacher.

❖ *Advantages:*

- 1) Gives the extension worker extra assurance that recommendation is practical and furnishes local proof of its advantages.
- 2) Increases confidence of learners in extension worker and his recommendations.
- 3) Useful in introducing a new practice.

Result Demonstrations

❖ *Limitations:*

- 1) requires lot of time and preparation on the part of extension workers.
- 2) A costly teaching method.
- 3) Difficult to find good demonstrators who will keep records.
- 4) Teaching value frequently destroyed by unfavorable weather and other factors.
- 6) Unsuccessful demonstrations may undermine the prestige of extension and entail loss of confidence

B. Method Demonstration

- It is a relatively short-time demonstration 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 providing the worth of a practice but with how to do something;
- it is definitely not an experiment or trial but a teaching effort.
- The method demonstration is given by the extension worker himself or a trained leader for the purpose of teaching a skill to a group.

B. Method Demonstration

- In the role of a skilled technician the extension worker or leader shows the step-by-step procedure in the operation, explaining each succeeding step as he proceeds.
- The learners watch the process, listen to the oral explanation, and ask questions during or at the close of the demonstration to clear up points about which there is uncertainty.

Method Demonstration

❖ *Objectives:*

- 1) to enable the people to acquire new skills.
- 2) To enable people to improve upon their old skills.
- 3) To make the learners do things more efficiently, by getting rid of defective practices.
- 4) To save time, labour and annoyances (bother) and to increase satisfaction of learners.
- 5) To give confidence to the people that a particular recommended practice is in a practicable proposition in their own situation.

Method Demonstration

❖ *Advantages:*

- 1) Seeing, hearing, discussing and participating in a group stimulates interest and action.
- 2) The costly 'trial and error' procedure is eliminated.
- 3) Acquirement of skills is speeded.
- 4) Builds confidence of extension worker in himself, and also confidence of the people with the extension teacher, if the demonstration is performed skillfully.
- 5) Introduces changes of practice at a low cost.

Method Demonstration

- ***Limitations:***

- 1) Suitable only for practices involving skills.
- 2) Needs good deal of preparation, equipment and skill on the part of extension worker.
- 3) May require considerable equipment to be transported to the work place.

D. Group Discussions

- ❖ It is that form which occurs when two or more persons, recognizing a common problem exchange and evaluate information and ideas, in an effort to solve that problem.
- ❖ Their effort may be directed towards a better understanding of the problem,
- ❖ or toward the development of a programme of action relative to the problem.
- ❖ Discussion usually occurs in a face-to-face or co-acting situation, with the exchange being spoken.
- ❖ And when more than two people are involved, it usually occurs under the direction of a leader.

D) Field Trips (Conducted Tours)

- 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 of improved practices in their natural setting.

3. Mass Contact Methods

A. Publication

❖ (Extension Journals, Bulletins, Newsletter, Pamphlets, Folders, Leaflets)

❖ General Purpose:

- The purpose in writing is to communicate information.
- Therefore your first consideration is your reader audience.

3. Mass Contact Methods

B. Circular Letters

- It is a letter-reproduced and sent to many people by the extension worker,
- to publish an extension activity (like meeting, exhibit etc.)
- or to give timely information on farm and home problems.

3. Mass Contact Methods

D. NEWS PAPER

- Newspaper is a bunch of loose printed papers properly folded, which contains news, views, advertisement etc.
- And is offered for communicate at regular intervals, particularly daily or weekly.
- Newspapers are usually printed on a special type paper, known as newsprint.

3. Mass Contact Methods

E RADIOS

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

3. Mass Contact Methods

F. TELEVISIONS

- Television is an **electronic audio-visual medium**, which provides **pictures with words and sound effects**.
- It can be used **to create instant mass awareness**.
- It can deal **with topical problems and provides solutions**.
- It contributes **information and speeds up the process of adoption**.

3. Mass Contact Methods

G. CAMPAIGN

- It is an intensive teaching activity undertaken at an opportune (favorable) time for a brief period, focusing attention on a particular problem with a view to stimulate the widest possible interest in a community. E.g. (about adoption of particular technology
- Campaigns are launched only after a recommended practice has been forced acceptable to the people as a result of other extension methods like demonstrations etc.