

③ Mass Methods.

In the mass method, the nutrition or health educator or agent dietary Counsellor communicates with a vast and heterogeneous mass of people, without taking into consideration their individual or group identity. Therefore the normal boundaries among groups become obliterated.

Mass method is followed where a large and widely dispersed audience is to be addressed or communicated with a short time. The size of the audience may be few hundred in mass meeting, few thousand in campaign and exhibition, and million in news paper, radio, and television.

● Advantages

- i) Suitable for creating general awareness amongst the people.
- ii) Helps in transferring knowledge and forming and changing opinions.
- iii) Wide range of audience coverage.
- iv) Facilitates quick communication in times of emergency.
- v) Reinforces previous learning.
- vi) Less expensive due to more coverage.

● Disadvantages

- i) This is less intensive method.
- ii) Little scope for face to face contact with the audience.
- iii) Little chances for interaction with and amongst the audience.
- iv) Generalised recommendation hinder application by individuals.
- v) Little control over the responses of the audience.

Mass methods which are commonly used to impact dietary counselling are discussed below :

① Film : Films are used for people who will not attend any kind of meeting. Films are one of the most effective means of arousing interest. They are good for teaching. As long as good teaching. Good films are used—

- To arouse interest and change attitude
- To present facts in an interesting way.
- To bring new practices to a village in a short time.
- To reach illiterate as well as literate people

● Advantages

- 1) A complete process can be shown in a short time.
- 2) People identify themselves with those in the picture.

The film should be : Simple, Direct, interesting, timely and personal.

② Slides : Slides can be viewed through film strip projection. Slides are used by arranging slides in order that will tell a story of achievements in the villages. A 35 mm camera is necessary for making slide and film. The slides are single picture usually in colour. Slides are used in a cardboard frame.

③ Radio : Radio is a good communication or information media to the community people especially in a country like India. It carries news bulletins and special programmes for rural people, urban slum people, housewives and children to disseminate knowledge related to the health, nutrition, good living etc. Every radio station is broadcasting several talks by eminent scientists and dietary experts, doctors in their respective fields.

● Advantages of Radio Media

- i) The radio can reach more people more quickly than other means of communication.
- ii) It can disseminate timely and urgent information.

● Disadvantages of Radio Media

- i) The broadcasting facilities are available only in limited place.
- ii) Time assigned to education is limited.

④ Television: Television is an electronic audio-visual medium which provides pictures with synchronized sound. The medium is cosmopolitan in approach and can be used to create instant mass awareness.

It is a multimedia equipment as it can include motion picture, recording, slide, photograph, drawing, posters etc.

● Advantages

- i) In comparison to motion picture, television can create more impact due to its flexibility, less time taken to record and telecast programmes and wider coverage.
- ii) This is the most suitable method for creating awareness regarding any health issue amongst the mass.
- iii) Helps in the transferring, forming, changing opinion.
- iv) Large number of people can be communicated within a short time.

● Disadvantages

- i) Requires lots of planning, preparation, trained personnel, and availability of equipments.
- ii) Audience participation depends on costly receiving set and availability of electricity.

② News paper : Newspaper is a bunch of loose printed papers folded, which contains news, views, advertisements etc. and is offered for sale at regular intervals, particularly daily or weekly. Daily newspapers are resource-strong and are published from national, state capital or big cities.

● Advantages

1) Newspapers support dietary counselling by publishing news of nutrition and health activities and achievements at community levels, education recommendation and packages of improved practices, success stories, market news, focusing community problems, advertisements issued by field organization, input dealers etc.

2) Newspapers can be a good medium of communication in time of crisis and urgent situation.

● Disadvantages

1) Only literate people generally can take advantage of this medium.

2) Increase in the price of news papers may restrict their circulation.

③ Printed Materials : Literature is the basis of any teaching programme. Various types of printed materials such as leaflets, folder, journal, pamphlets and valuable and essential tools can be used to support ~~nut~~ dietary and health education. These can be used singly or in combination with other counselling methods -

⇒ Leaflet : The leaflet is a single sheet of paper folded, a four page piece of printed matter. It is a single printed sheet of paper of small size, containing preliminary information related to a topic.

⇒ Folder : It is a single printed sheet of paper of big size folded once or twice, and gives essential information relating to a particular topic.

⇒ Bulletin or pamphlet : It is a printed, bound booklet with a number of pages, containing comprehensive information about a topic.

⇒ Newsletter : It is a miniature newspaper in a good quality paper, containing information relating to the activities and achievements of the organization.

⇒ Journal and magazine : These are periodicals, containing information related to various topics of interest not only for the community people but also for the extension agents.

● Advantages of Printed materials :

- i) They help to reach number of people quickly and they provide accurate, motivating, credible and distortion-free information.
- ii) They provide extra support to other teaching methods.
- iii) They facilitate use at convenience and serve as a future reference.

● Disadvantages

- i) Can not be widely used in areas of low level of literacy.
- ii) May lose its significance if not carefully prepared and used.
- iii) Periodical revision is necessary to keep the publications up-to-date.

(g) Exhibition/melas: 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. Exhibition and melas can be arranged at the village, block, sub-division, district, national and international level.

(h) Poster or chart, bill pasting: Poster or chart or bill pasting is an important visual aid. Posters can not be used alone. It must always be a part of an exhibition, campaign or a teaching programme. It will serve first to inspire the people, it will arouse the people's interests. It makes them feel a part of the work at hand.

Generally a poster should comprise three main divisions —

- The first part usually announces the purpose of a project.
- The second part sets out conditions.
- The third recommends action.

(i) Models or Specimens: Models or specimens can be used to demonstrate a new idea or to illustrate a new method. Miniature of original foods or kitchen garden plan can be used to give dietary counselling. The clay models, specimens made of wood, thermocol and other materials are used to impart dietary counselling.

(j) Recorded talks: The tape recorder is an audio aid or instrumental device by which recorded talk on dietary or health-related topics can be played again and again when desired. Tape recordings are used in remote areas where the recorded talk of experts can be reached and played when needed.