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## **Lecture 21**

Training, Meaning, Definition,  
Types of training,-Pre-Service  
Training, in-service, orientation,  
induction Refresher Training

## **Lecture 22**

Extension Teaching methods

## **Lecture 23**

media mix strategies,  
Communication- Meaning,  
Definition, Models, Elements

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1. Induction or Orientation Training
2. Job Training
3. Safety Training
4. Apprenticeship Training
5. Internship Training
6. Refresher Training or Retraining
7. Promotional Training
8. Remedial Training



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# In-service Education

- Education to become a better teacher
- Received while in service
- Includes all the programmes in which the teacher plays a vital part and gets benefited by professional improvement
- May be refresher courses – organised by institutions or tours and visits to centres from where new ideas and insights are acquired



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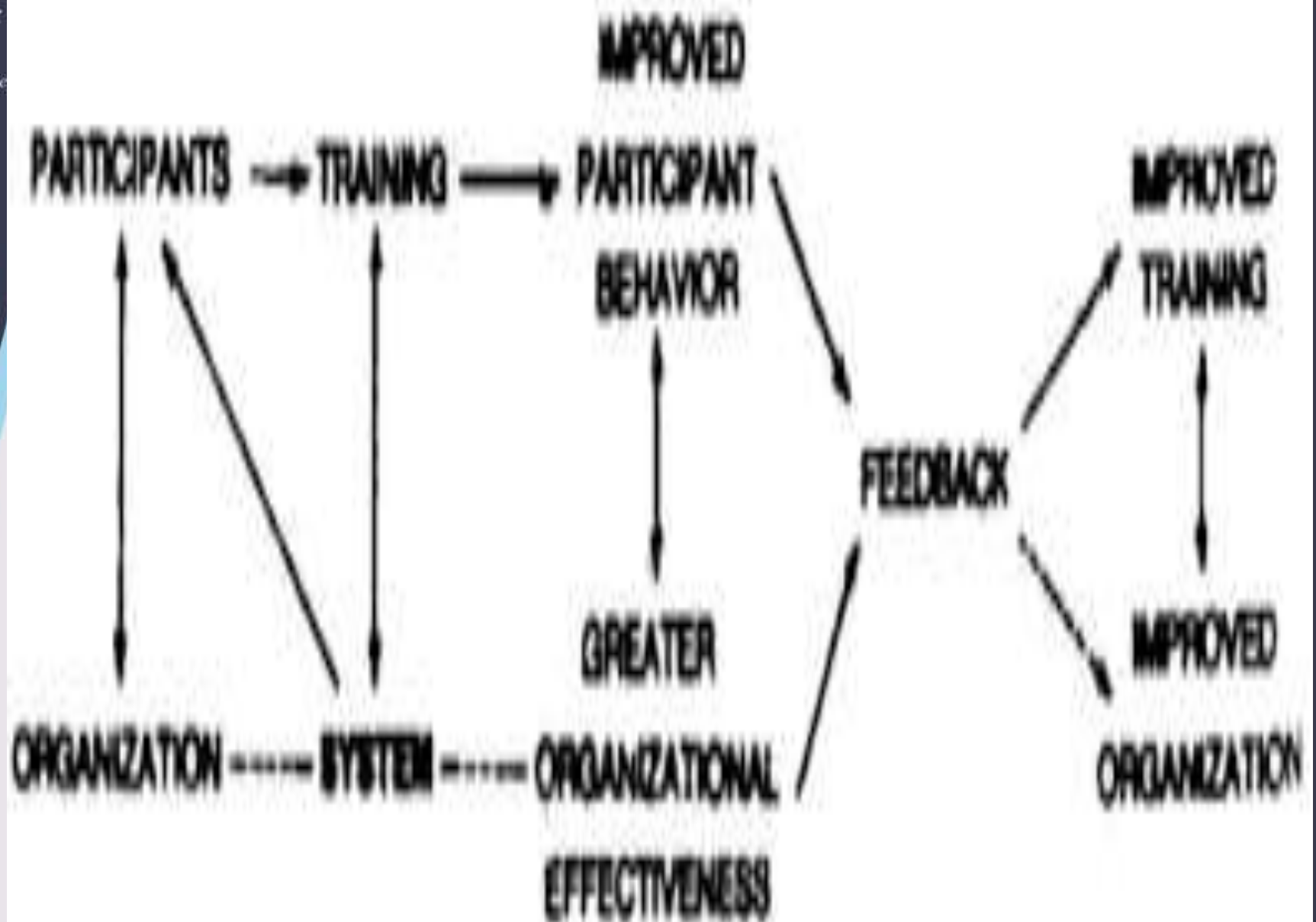
# Training Process





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# ELABORATED MODEL OF THE TRAINING PROCESS





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# Extension Teaching Methods

## ■ CONCEPT

- "Extension Teaching Methods are the devices used to create situations in which communication can take place between the instructor and learner"
- Some of the most commonly used Methods are given below:



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## Definition of Teaching Methods:

- “Teaching methods may be defined as the devices or tools used to create learning situation in which effective communication can take place between the teacher and the learner”
- Extension education is mainly concerned with the dissemination of useful and practical information relating to rural life and helping the rural people in the practical application of such knowledge to rural situations.





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# According to form

## • WRITTEN:

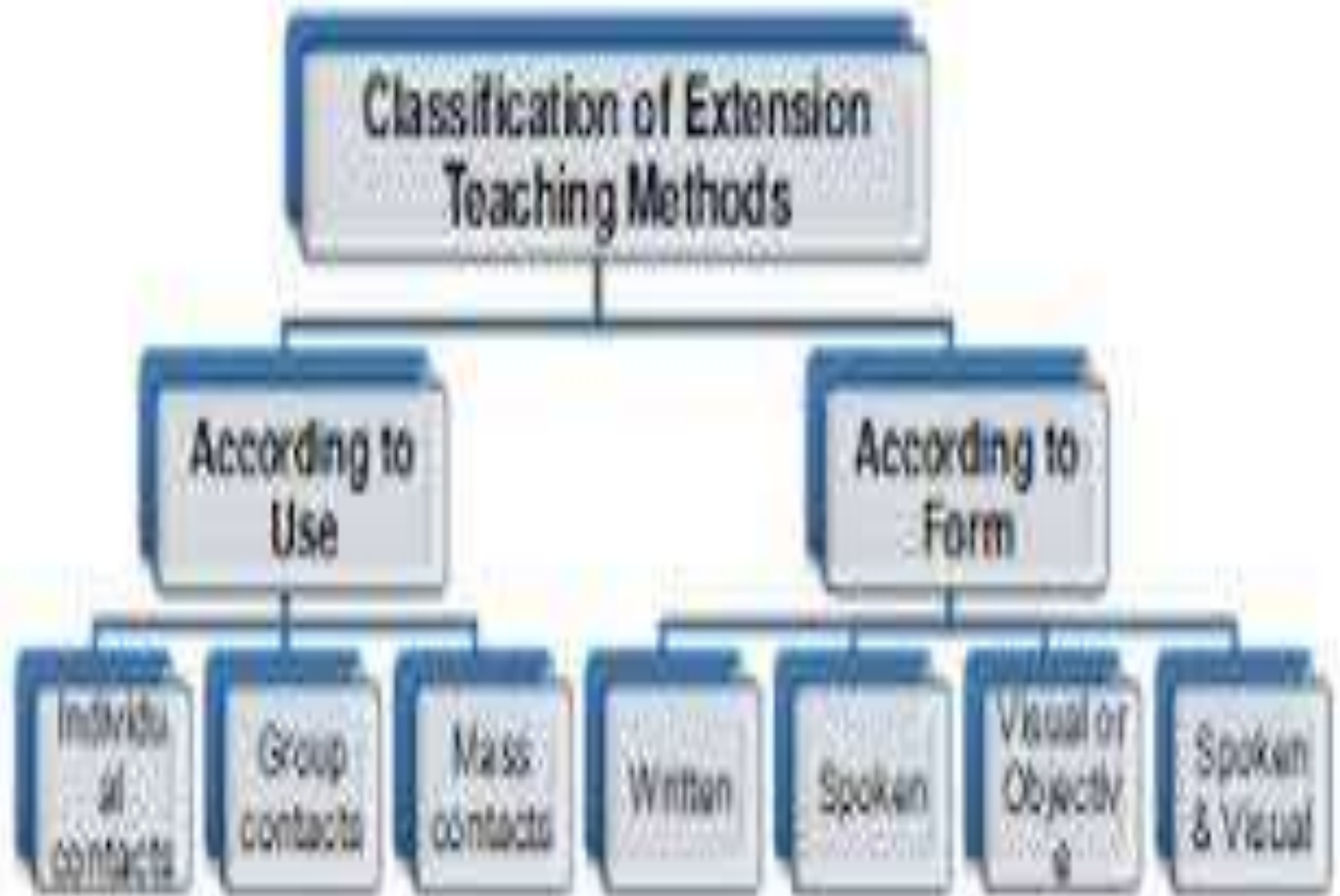
- All printed matter
- Personal letters
- Circular letters

## • VISUAL:

- Result demonstration
- Exhibits
- Posters & charts
- Method demonstration
- Television
- Meeting with audio-visual aids
- Film shows



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# MEDIA MIX





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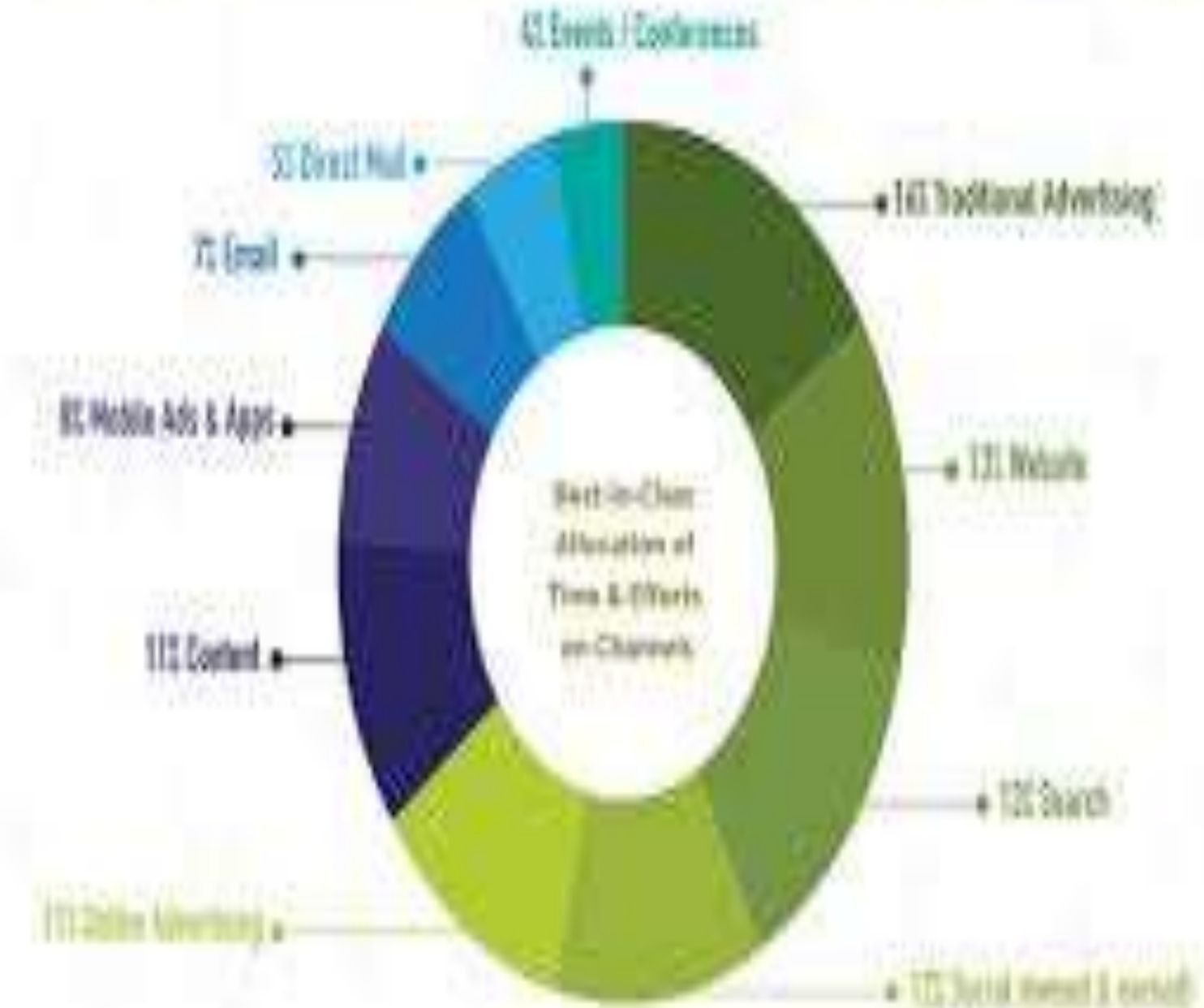
SOURCE: 2015 WILLIAMS BROS. DIGITAL  
"BEST-IN-DIGITAL-FIRST" STUDY  
WWW.WILLIAMS.COM



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# What do marketers think would be the ideal mix?





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# The modern media mix



Source: Tim Dracott, "SpA-SM-SS-SE and 'P&M' More Than Media Proliferation" by Social Media Examiner (2017) (www.socialmediaexaminer.com/2017/04/20/)