



SNS COLLEGE OF NURSING
Saravanampatti (po), coimbatore.

DEPARTMENT OF NURSING
COURSE NAME : BSC (NURSING) II YEAR
SUBJECT : CET
UNIT VII: EDUCATIONAL MEDIA
TOPIC : PRINTED AIDS



INTRODUCTION



- These are combine words, picture and diagrams to convey accurate and clear information.
- It can be read at any available time and can be kept for record.





DEFINITION



- Booklets, leaflet and pamphlets are printed materials, small in size, covered or bound containing information on a subject or specific topic and providing opportunity for reading, learning and/or referring.





LEAFLET



- It is a single sheet paper folded to make a full page of printed matter on single side.
- It includes fact sheets, guides, small booklets, brochures and usually distributed for a campaign.





GUIDELINES



- The heading must be precise, focused on main theme and eye catching words and colours.
- Subheading are essential when main heading is not successful in covering main theme.
- Text should begin with impressive and interesting.
- Pictures eye catching, also mixed with text so it becomes more meaningful.



ADVANTAGES



- They should have facts to enjoy a high level of credibility and prestige in readers.
- They are considered a permanent source of message which cannot be altered until and unless the leaflet is tampered with.
- A wide range of people may be targeted to spread message.



LIMITATIONS



- Illiterate people can't be targeted through leaflets to spread message.
- Planning, printing, and designing the leaflets requires a lot of time, effort, men and money.
- Expert, skilled professional manpower is required for planning the designing leaflets.



PAMPHLET



- ❖ These are a type of nonprojected audiovisual aids.
- ❖ It is an unbound booklet without a hard cover or binding.





GUIDELINES



- ❖ It should be short and simple.
- ❖ It should be organized on tutorial style, frequently asked question, testimonial style.
- ❖ It should carry organization logo or name.
- ❖ Keep simple language by avoiding complicated sentences.
- ❖ Facts should be correct.



ADVANTAGES



- ❖ This a best method of dissemination of information or a message to larger group of people.
- ❖ Save time and resources in dissemination of information to large group of people.



LIMITATION



- They can waste a lot of money and time if printed pamphlets are not distributed properly.
- Only literate and educated people can be benefited with this educational aid.
- They do not ensure that the target group has surely paid attention and time to read the pamphlet.



BOOKLET



- It is a small book with a cover page.
- It consists of more than 5 or 6 pages.





GUIDELINES



- It should center on a single concept.
- There should be logical sequence.
- The writing should be based on readability level.
- Should create interest.
- Pictures can be added sometimes.



ADVANTAGES



- Individualized learning.
- Makes mass education possible with high efficiency.
- Easy to transport.
- Commonly and constantly available.
- Allow self-pacing.



LIMITATIONS



- Some may throw it out.
- Storing is found to be difficult.
- Demands good typing.
- No group dynamics is encouraged.
- Cant be used for those who have not learned to read.



CONCLUSION



In education, the printed aids develops effective social and presentation skills, develops group co-operation, creates creative ability, develops feeling of security and confidence. It promotes self expression, and promotes development learning in language and fine arts.





ASSESSMENT



1. What is mean by printed aids?
2. What are all the types of printed aids?
3. Advantages of various printed aids?
4. Guidelines of various printed aids?
5. What are the various limitation of printed aids ?





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Thank
you