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Advantages of audio visual aids in presentation

Audio visual aids is a term that comes up frequently within the education, training and marketing sectors. The term is self-explanatory: aids that utilize both audio and visual mediums. However audio visual aids are so much more than these eight words. So, what's the in-depth definition of audio visual aids? Why do people use them in the first place? What are their practical applications? And do they really serve their intended purpose? But if you prefer to watch a video instead, click here: This post was updated on March 2021. What are audio visual aids? The Merriam-Webster dictionary defines audio visual aids as "designed to aid in learning or teaching by making use of both hearing and sight." The Dictionary.com definition is "training or educational materials directed at both the sense of hearing and the sense of sight; films, recordings, photographs, etc., used in classroom instruction, library collections, or the like." The Instructional Technology course offered by eCoursesOnline describes them as "instructional devices which are used to communicate messages more effectively through sound and visuals." From the definitions, we can surmise that audio visual aids are devices or materials that tap into both the hearing (or auditory) sense and sight (or visual) sense. Their purpose is to provide instruction, education or communication. Audio visual aids may take the form of a Powerpoint presentation in support of a verbal lecture, video clip with voice over, and moving or still images, interactive whiteboard, television, projected images in support of verbal dialogue, a graphic, chart or written material in support of verbal dialogue, why bother with them? Because, in a nutshell, we are all different. Mind-blowing, I know! It is probably no surprise to anyone that people learn, process and retain information differently. Some people are audio learners, and respond to information presented in auditory form - that is by hearing information. Others are visual learners and respond better to information presented via their visual sense - that is by seeing. And then there are kinesthetic learners. These are people that learn best through touch and movement - that is they learn by doing. By presenting material using audio visual aids, you are tapping into at least two types of learning styles. Furthermore, a study on Visual, Audio, and Kinesthetic Effects on Memory Retention and Recall by Udomon, Xiong, Berns, Best, and Vike (2013) revealed that retention and recall of information is significantly improved when two or more senses are engaged in learning the information. Information presented in both audio and visual formats is more likely to be retained than information presented either way alone. Interestingly, you can further improve retention by encouraging note-taking while listening to and viewing the audio visual information. The act of writing taps into the kinesthetic style of learning. Another study by Rasul, Bukhsh, and Batool in 2011 looked at how educators and students perceived the use of audio visual aids in the classroom. The results of this study indicated that both educators and students viewed these aids as: Playing an important role in the classroom, Effective in conveying information, Providers of knowledge in depth and detail, Positive to the classroom environment, Motivators for engaged learning. How do people use audio visual aids? As alluded to previously, audio visual aids are most commonly used for the purposes of instruction, education, and communication. Let's look at these settings more closely. For the purposes of this article, instruction will incorporate the teaching of a specific skill, skill set or procedure. Education, on the other hand, will have the broader inclusion of educational facilities such as schools, colleges, and universities. Instruction: Once upon a time, the world was quite a large place and technology was a lot more limited. Many people learned skills because it was in their circle of experience. If your father was a baker, you'd probably learn about baking. If your mother was an artist, you'd probably learn about painting. People could and did extend their skill sets outside their immediate circle. However, this would still involve immersing themselves in a new industry. It may have also involved a new geographical location. As such, broadening your skill set was a huge undertaking. Today, people are able to access instruction in different skills, skill sets and procedures easier than ever before. Rather than having to move their entire lives and families to pursue a new course of action, there are a plethora of accessible options available. People can purchase or borrow a DVD, or subscribe to online video content. They can participate in online tutorials or courses, and view short instructional how-tos at the click of a button. Audio visual aids allow specific instruction to people who may otherwise not have the opportunity to access such resources. For example, a remote writer can learn about setting up a blog via a step-by-step online video produced by an experienced blogger. This is infinitely more accessible than driving, flying and attending a face-to-face workshop in the closest city. Utilizing audio visual aids allows the instructor to guide the consumer through a process step-by-step. Services such as BunnyStudio can help develop material to be used in such guides. It can feel as intimate as having someone standing next to you, or as distant as a lecture in a huge hall. Submit a project with us today if you need the perfect audio ad! Education: Audio visual aids in a classroom setting are two-fold. There is the obvious scenario as outlined above, whereby using them can provide a virtual classroom of sorts. This would be the case for open-access education and external study (in which you can access course content online). There is also in-house use of audio visual aids, in which the educator uses these aids in a face-to-face environment. In the case of open-access and external study, educators use teleconferencing to set-up a virtual classroom. Visual presentation of material (either written, images or video) may accompany an audio recording. This expands on or summarises the visual content. Within the face-to-face educational setting, educators use audio visual aids to supplement their teaching. They may take the form of an interactive whiteboard. An educator can pull up supporting visual material to match their audio instruction. Projectors and written or graphic presentations can also be used as a reference point. This helps guide the lecture and also highlights key points that are critical for the consumer to attend to. In the classroom setting, in particular, audio visual aids need not be dependent on technology. Sometimes, drawing a picture or graph is enough to support the intended message. It may also involve showing an image from a book to explain what words alone cannot. All of these methods help engage students with the material. Communication: The main form of communication in the hearing community is via auditory means. However, people still rely significantly on visual cues to help communicate or understand a message. Any support to either the audio or visual aspects of communication is considered using audio visual aids. An example of this in action at a population-wide level is at pedestrian crossings. In this situation, there is a sound (different tempo beeps) and visual cue (a red or green person). These aids indicate when it is safe to cross the road. Emergency situations also provide an example of these aids in action. In this scenario, flashing lights and sirens or bells communicate danger or warning. At a more intricate level, those with communication difficulties use specific audio visual aids. Examples in this context are: A picture board that supports unclear verbal language, An electronic device that offers text-to-audio conversion, Sign language. And of course, there is the marketing industry. Audio visual aids are used to communicate a clear message about a particular product, brand, business or event. They can take the form of television commercials, online ads, and stadium billboards. More discussion on using youtube, an online audio visual platform, for advertising can be found here. So what are the benefits of audio visual aids again? We've looked in-depth at the reasons people use audio visual aids and the situations they use them in. But to summarise, the benefits are: Increased retention and recall of information (compared to uni-modal presentation of information), Increased depth and detail of information conveyed, Accessibility, Engagement and motivation, Increased clarity of communication, An effective marketing strategy. What about the disadvantages? Are there any? Using audio visual aids seems obvious for those wanting to share their message in an engaging and effective way. However, there are some disadvantages to using this strategy. Some educators or presenters may perceive that using these aids is a substitute for quality of teaching - they are not. They are simply a supplement to quality teaching and instruction, not a substitute. Technological failings or difficulties impact those audio visual aids that rely heavily on technology. This renders them ineffectual and may result in loss of time or money to address the difficulties. It may also damage the brand or reputation of your business. Some forms can be expensive, especially in the case of television, and therefore out of reach for many producers. Also, the quality can impact how engaged consumers are with the material. And finally, some consumers may tune-out of either the audio or visual material in lieu of the other. In doing so, they may miss important or critical information that the educator or instructor assumes has been clearly presented. A discussion on why some advertising has to go above and beyond to have an impact on the consumer can be found here. Audio visual aids - are they good, bad or memorable for you? Audio visual aids allow people to tap into both hearing and sight senses when sharing a message, information or knowledge. The likelihood of the retention and recall of information increases through the engagement of both the auditory and visual systems. In fact, the more sensory systems engaged, the better the learning outcomes. Students and consumers generally find these aids help them engage with material better, and provides motivation for learning. They also allow information to be conveyed with greater depth and detail. There can be some barriers to using audio visual aids. These include technological difficulties, cost, quality, and over-stimulation. However, audio visual aids have allowed increased access to education, upskilling and information across the globe. Audio visual aids are the way to go if getting clear, memorable content across to your audience is a priority for you. Get in touch with us to create a project that will help you connect with your audience! Visual communication is whereby messages such as advertisements are delivered using visual aids. Day by day, the level of technology has been increasing, and audio visual communication is the new mode of advertisement for businesses. The ability of human beings to receive, view and process images is the selling point of visual communication. In the business world, communication is very important, as it helps in marketing the products that a business is offering. Based on research, a combination of both audio and visual aids is more effective. This article will focus on the advantages and disadvantages of visual communication in business. 1. Emphasizes oral communication There are several benefits of visual communication. Technology has allowed us to use visual aids in delivering important messages for business enterprises. Visual communication helps in emphasizing oral communication. When an individual is explaining something that the business offers, it is always vital to use demonstrations for better understanding. Visual aids come in handy for such situations. When an individual is reading about the portfolio of an organization, visual aids can help in explaining key features of the organization. Moreover, visual communication is more appealing as compared to oral communication. 2. More effective as compared to oral communication Audio visual communication is more effective as compared to words. Some facts cannot be delivered in form of words, thus diagrams and pictures are used. Graphs and maps are self-explanatory and can be used to show customers on how the business is performing, rather than using oral communication. Visual communication is also attractive, and most people will focus on such communication rather than other modes of communication. ezTalks Cloud Meeting is an online platform which allows for different people in different locations to hold conferences and meetings. This form of visual communication is rather effective and appealing as compared to oral communication. People from different departments can relay information to one another easily, and the information can be understood easily. 3. Presentations in business workplaces In a business setting, the workers at times may be required to perform presentations on how the company is performing. The information to be displayed can be difficult using words, and thus visual communication can be used in place of words. Graphs, charts, figures and other modes of visual communication can be used to represent mathematical data. It can be difficult for some people to understand data displayed in tables, but charts and graphs make the work easier. The figure below shows world population growth in 2006. Visual aids help greatly in displaying such information. When the Coca-Cola Company is displaying statistics on how the company is performing, as well as growth forecast, charts and graphs are used. This is easily understandable and self-explanatory. 4. Effective in decision making Another main benefit of visual communication in businesses is that it is very effective to illiterate people. People may not have the ability to read, but they have the visual ability. Furthermore, the amount of time taken in understanding a visual communication set is less as compared to other types of communication. Exchanging information is made easier since the audience will view and interpret quicker. When the information is processed quickly, then people can make quick and correct decisions. Most businesses have realized that using visual communication attracts more customers when compared to other modes of communication. This can also be based on the fact that visual communication is self-explanatory. McDonald's uses visual appeal rather than words or oral communication when displaying the products they offer. This helps the customers to make quick and efficient decisions. Disadvantages of Visual Communication in Business However, there are also several disadvantages of audio visual communication. 1. Costly One of the main disadvantages is that it is costly. As compared to other modes of communication, visual communication is more costly. The process of coming up with a video, chart, diagram or map is expensive, and it requires the involvement of different stakeholders in the organization. In addition, the mode and area of the display are expensive. Hiring a television station, newspaper or magazine at times can be costly. It is such reasons why only large companies tend to use this mode of communication. 2. Insufficient and incomplete All the topics cannot be represented at once, in a single visual communication set. This, in turn, means that the visual communication is incomplete and insufficient. The audience will require more time to understand the concept of the visual aid, thus leading to time wastage. Furthermore, when the audience does not understand what the message being portrayed, then the meaning is lost. In such a situation, the incorporation of oral communication is vital. 3. Time consuming The amount of time needed when creating visual aids is considerably longer as compared to other forms of communication. This is due to the fact that different parties are involved, and the software used may be unavailable at times. In addition, it takes much time for the receivers to understand the message being conveyed. For example, visual communication that uses hand gestures and facial expressions may be complicating to normal or illiterate people. Conclusion The visual communication advantages and disadvantages have been discussed as above. In conclusion, audio visual communication has proved to be more effective as compared to other modes of communication. Although it may be costly, the main audience is captured, and the result is fruitful for the business. Technological growth has helped in reducing costs and increasing audio visual communication audience.

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