

Using multi-media resources

Communication across cultures can be challenging, Using a variety of media can maximise your ability to get your message across especially overcoming language barriers.

Media	Advantages	Disadvantages
MASS MEDIA	<i>To reach mass audience with clear standard message</i>	<i>Expensive. Needs technical expertise.</i>
Radio	<i>Can reach wide audience – and the poorest.</i>	<i>Audience uncertain. No interaction. Right language.</i>
Television	<i>Can reach wide audience. Able to use visuals. .</i>	<i>Unlikely to reach poorest. Specialist production.</i>
Internet/website/ podcasts	<i>Can be easily updated. Records information. Can be interactive.</i>	<i>Many people still cannot access the web, or are not web literate.</i>
Blogging	<i>Informal way to communicate with a wide range of people. Can be interactive.</i>	<i>Can be too personal. Needs to be policed.</i>
Email	<i>Can be used to direct people to website. Personal approach.</i>	<i>Gathering email addresses; privacy; Information overload</i>
Newspapers/ publications	<i>Potential regular updates. Quick access.</i>	<i>Audience needs to be literate. Need journalist.</i>
TARGETTED	<i>Information for a specific audience. Less expensive.</i>	<i>Some production needed. Limited interaction.</i>
Video	<i>Useful training tool. Can be entertaining. Can overcome illiteracy .</i>	<i>Needs equipment to view. Messages can be too generic.</i>
CDs/DVDs	<i>Can be interactive, visual and audio.. Can include a lot of information. Easy to distribute.</i>	<i>Needs a computer to view. Can take time to produce.</i>
Notice boards/ posters	<i>To inform/ update passing audience. Easy to set up. Useful for bold simple messages</i>	<i>How to grab attention of targeted audience? Not interactive. Limited amount of information.</i>
Leaflets, newsletters	<i>Easy to produce and distribute in large numbers.</i>	<i>Needs a distribution process. No guarantee it is read.</i>
Networks	<i>Word of mouth tends to spread quickly. Existing structure.</i>	<i>Can be exclusive. Open to misinterpretation.</i>
INTERACTIVE	<i>More traditional, low technology. Literacy not essential. Multi-language</i>	<i>Time consuming. Outcomes less predictable and controlled.</i>
Theatre, puppetry	<i>Can encourage behavioural change in engaging, entertaining way. Traditional.</i>	<i>Needs considerable preparatory work. May still exclude some groups.</i>
Songs, dance, story telling.	<i>Uses traditional methods to encourage exploration and learning.</i>	<i>Can be difficult to ensure message is clear.</i>
Puzzles & games	<i>Active and entertaining encourages problem solving</i>	<i>Not appropriate for certain groups.</i>
Photos, drawings	<i>Strong learning tools.</i>	<i>Need to be appropriate, and accurate.</i>

In deciding which media to use, consider...

- What sources of information does the target audience normally use?
- What about subgroups (women and men, children and adults etc.) as access may be variable?
- Can you use more than one media, to increase impact?
- What technological limits might apply? (electricity, printing, transport, computers)
- What quality would be most appropriate for this audience?
- How quickly does the information need communicated? What time do you have to prepare and develop?
- Is there a standard message for a mass audience?
- Does the message need regularly updated?
- How can the impact be monitored?



Keeping a photo library of your programme can help communicate your messages.

All In Diary CD Resources:

© DFID (1999), Burke A., SDD, Communications & Development – a practical guide; © ODI (2005) Hovland I., Successful Communication – A Toolkit for Researchers and Civil Society

Web links for further information

http://www.healthwrights.org/books/HHWLonlin_e.htm



Pages, resources and updates are also downloadable from www.allindiary.org

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