

# Information Communication Technology (ICT)



Unit-IV

# Techno-pedagogic Skills

# Techno Pedagogic Skills

- *Techno-* skill, craft, by which a thing is gained
- *Pedagogy-* art and science of teaching
- Quality of Education
- Analysis of media consumption
- Student Development
- Many applications
- Enhance linguistic abilities
- Develop teaching learning process etc.

# Challenges

- Lack of infrastructure
- Language is a barrier
- Installing ICT without reviewing student needs and content availability
- Imposing technology without concerning Teacher & Students
- Poor quality of content
- Lack of Research
- Lack of Awareness

# Solutions

- Teachers Training
- Work towards Proficiency
- A Resolution on R&D
- Awareness
- CBL etc.

# Framework of ICT developed by UNESCO

- Context & Culture
- Leadership & Vision
  - Successful Plan & Supporting
- Lifelong Learning
- Planning & Management of Change

# Competencies

- Content
- Technical Issues
- Social Issues
- Collaboration & Networking



# Technical Integration

- Need of Computer & Technology
  - Support of the educational environment
- According to International Society for Technology & Education (ISTE)- “Effective integration of technology is achieved when students are able to select technology tools to help them obtain information in a timely manner, analyse & synthesize the information and at present professionally. The technology should become an integral part of how the classroom functions—as accessible as all other classroom tools.”

# Media-Message Compatibility

- Communication through Media
  - From TV, Radio to Digital Media
  - According to Marshall McLuhan, *The medium is the message.*
  - *The content of any medium is always another medium.*
- Its all about how well messages pass through media in a specific & predetermined way in a communication system

# Contd.

- A Communication System
  - Sender
  - **Message**
  - **Media**
  - Receiver
  
- Types of Messages
  - Verbal Message
    - Oral Message
    - Written Message
  
  - Non Verbal Message
    - Formal Message
    - Informal Message

# Contd.

- Audio Message
- Video Message
- Text message etc.
- Elements of Messages
  - Content
  - Treatment
  - Structure
  - Code

# Message Credibility & Media Fidelity

- Message Credibility

- The believability of **objective & subjective** components of a **source** of the message

- Trustworthiness & Expertise



Subjective  
factors &  
Reliability of  
media



Reliability of the  
source/message &  
the objective

- 3 Concepts

- Source credibility, message credibility & media credibility

# Contd.

- According to *Flanagin & Metzger (2000)*,
- *“credibility of a message can be defined as the extent to which a message is perceived as believable, reliable and trustworthy and is primarily by the quality of the arguments used in the message”.*
- How the measurement of message credibility is to be done??

# Contd.

- Massage Effects
- Information Processing
- Source Confusing
- Social Media

# Contd.

Kline in the year 2011 mentioned 31 indicators which defines message credibility



Indicators	Items
Quality (গুণমান)	<ul style="list-style-type: none"> <li>▪ Clear (স্পষ্ট)</li> <li>▪ Complete (সম্পূর্ণ)</li> <li>▪ Concise (সংক্ষিপ্ত)</li> <li>▪ Consistent (সংগতিপূর্ণ)</li> <li>▪ Detailed (পুঙ্খানুপুঙ্খ)</li> <li>▪ Transparent (স্বচ্ছ)</li> <li>▪ Well-presented (সঠিক উপস্থাপন)</li> <li>▪ Well written (সঠিক লেখ্য)</li> </ul>
Expertise (বিশেষ জ্ঞান)	<ul style="list-style-type: none"> <li>▪ Endorse (সমর্থন বা অনুমোদন)</li> <li>▪ Expert (সুনিপুণ)</li> <li>▪ Impact (প্রভাব)</li> <li>▪ Professional (পেশাদারিত্ব)</li> </ul>
Fairness (সততা)	<ul style="list-style-type: none"> <li>▪ Balanced (সমতা)</li> <li>▪ Unbiased (পক্ষপাতশূন্য)</li> <li>▪ Equal (সমান)</li> <li>▪ Fair (ন্যায্য)</li> <li>▪ Neutral (নিরপেক্ষ)</li> <li>▪ Objective (উদ্দেশ্যগত)</li> <li>▪ Not opinionated (সংস্কারমুক্ত)</li> <li>▪ Representative (প্রতিনিধিমূলক)</li> <li>▪ Spin free (সরল)</li> </ul>

# Summery

- Accurate
- Error free
- True
- Authentic
- Believable
- Reliable
- Authoritative
- Reputable
- Trustworthy

# Media Fidelity

- A French word “Fidelis”
  - It means faithful & ‘fides’ means faith
- According to Marshall McLuhan's book *‘Understanding Media: The Extensions of Man’* ,
  - *High fidelity media*
  - *Low fidelity media*

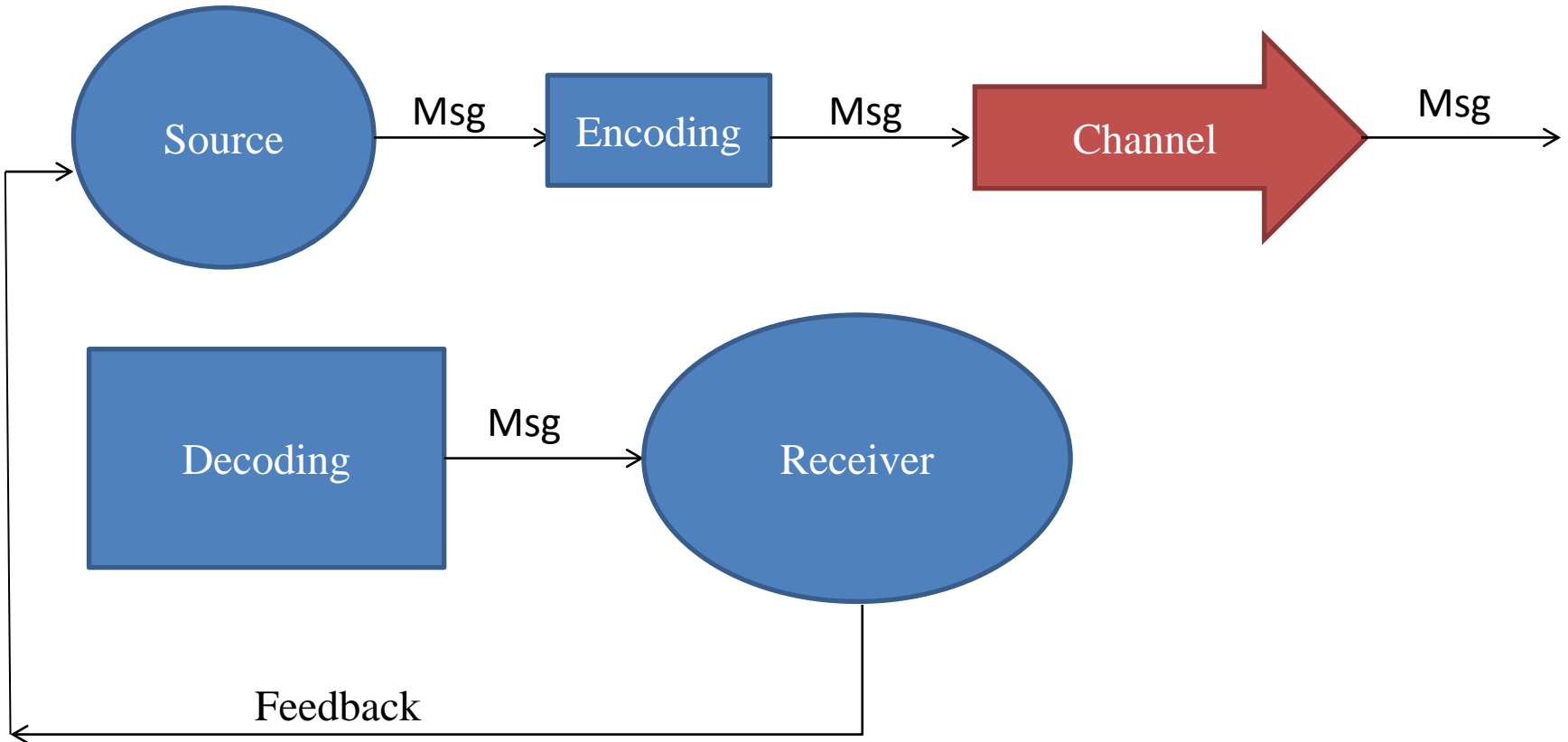
# High Fidelity Media

- Send complete messages
- Requires some interpretation
- It's also popular as Hot Media
- e.g. Silent Movies, Radio etc.

# Low Fidelity Media

- Also named as Cool Media
- Send incomplete messages
- Extra involvement is needed to perceive the gaps.
- e.g. Telephone Calls, TV, Cartoons etc.

# Message Currency



# Contd.

- Message is the ultimate component of Communication.
- **Communication Speed.**
- Bandwidth
  - Narrow Band
  - Voice Band
  - Broad Band
- Communication Control

# Sender-Message-Medium-Receiver Correspondence

- Types of Communication Model

<b>Linear Model of Communication</b>	<b>Lasswell's Model Aristotle's Model Shanon Weaver Model Berlo's S-M-C-R Model</b>
<b>Transactional Model of Communication</b>	<b>Barnlund's Transactional Model Helical Model Becker's Mosaic Model</b>
<b>Interactive Model of Communication</b>	<b>Schramm's Interactive Model</b>



# Contd.

- Dance's Helical Spiral of Communication
- Westley & MacLean's Conceptual Model

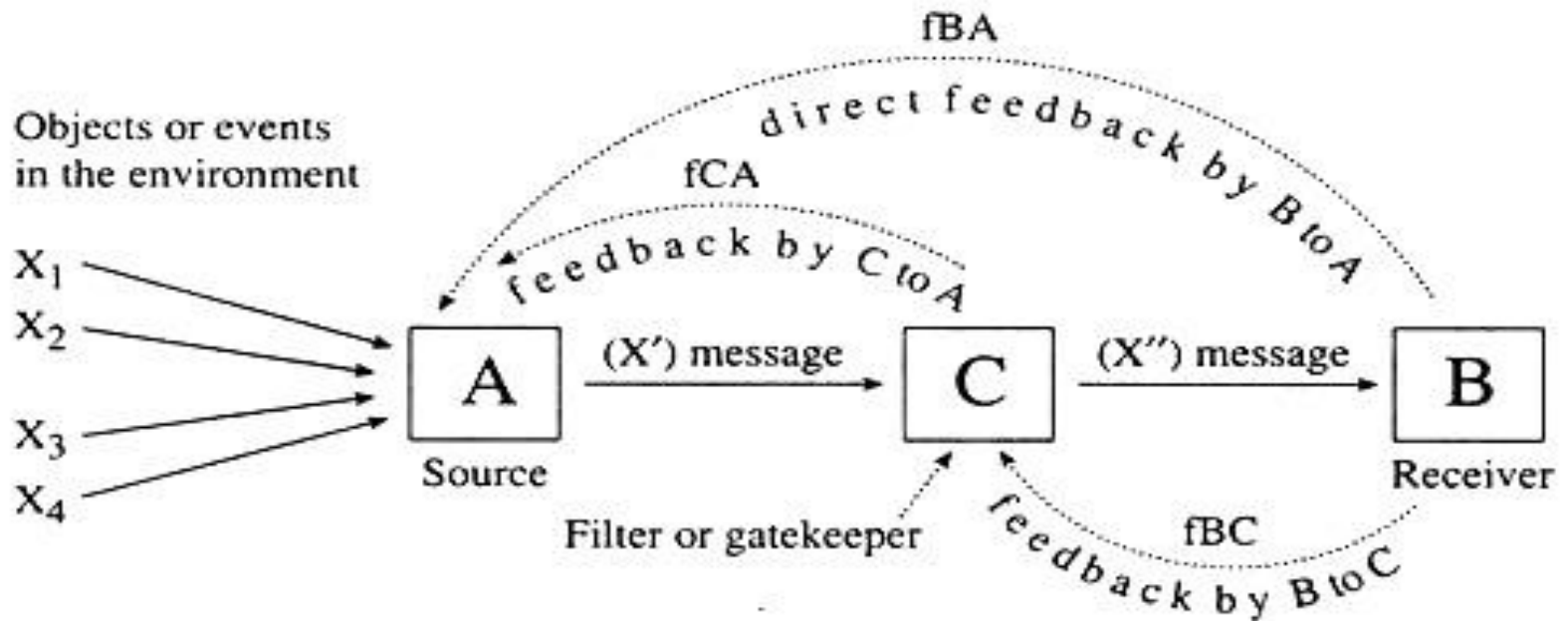


Fig. 1.14: The Westley and Maclean model.\*

# Linear Model of Communication



## KEY FEATURES

- One way communication
- Used for mass communication
- Senders send message and receivers only receive
- No feedback
- Concept of noise

## PROS

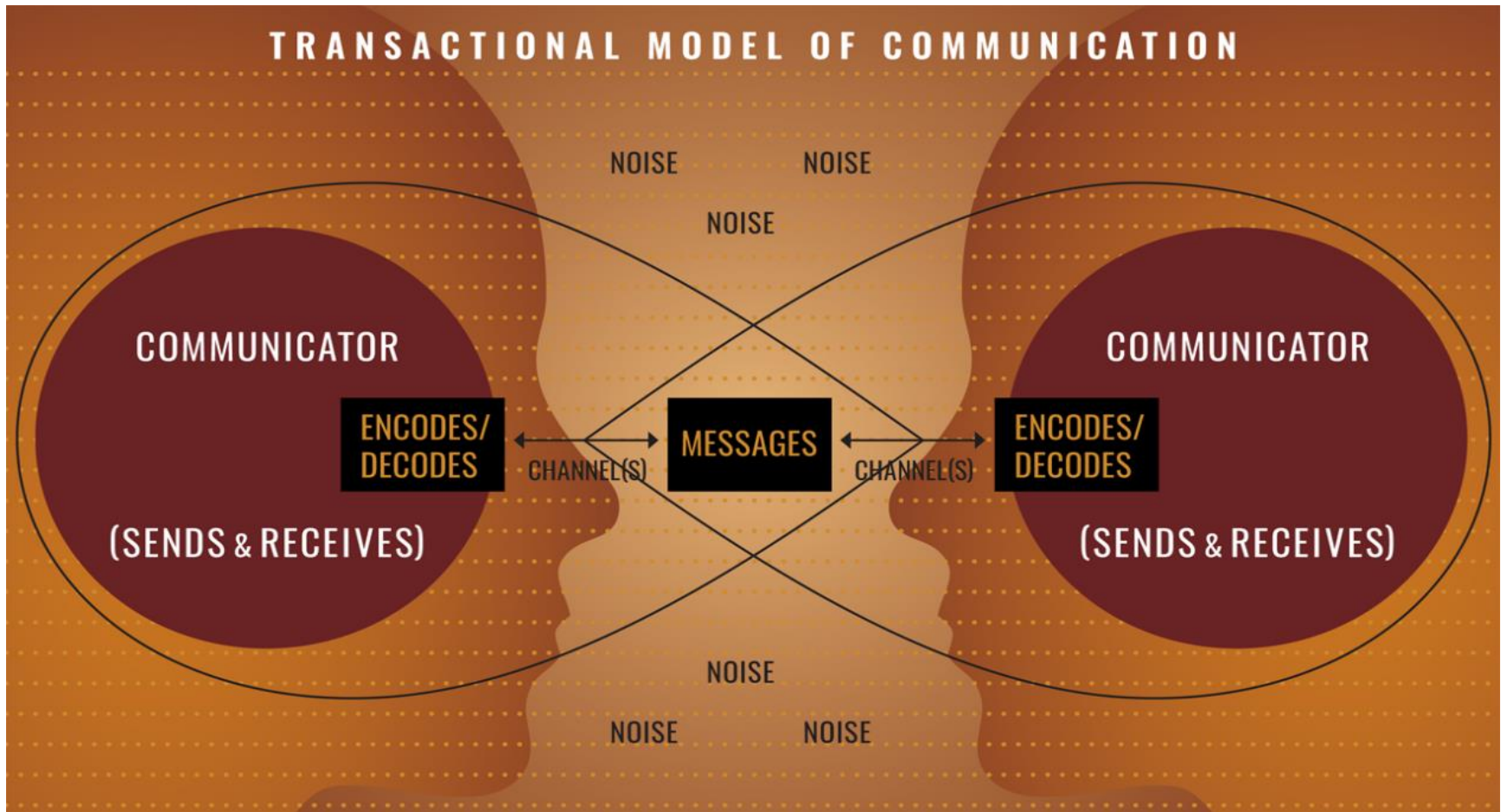
- Good at audience persuasion and propaganda setting
- Intentional results

## CONS

- Communication is not continuous as no concept of feedback
- No way to know if communication was effective

## LINEAR MODEL OF COMMUNICATION

# Transactional Model of Communication





## KEY FEATURES

- Used for new communications like internet
- Slower feedbacks in turns
- Concept of field of experience
- Known as convergence model
- Communication becomes linear if receiver does not respond

## PROS

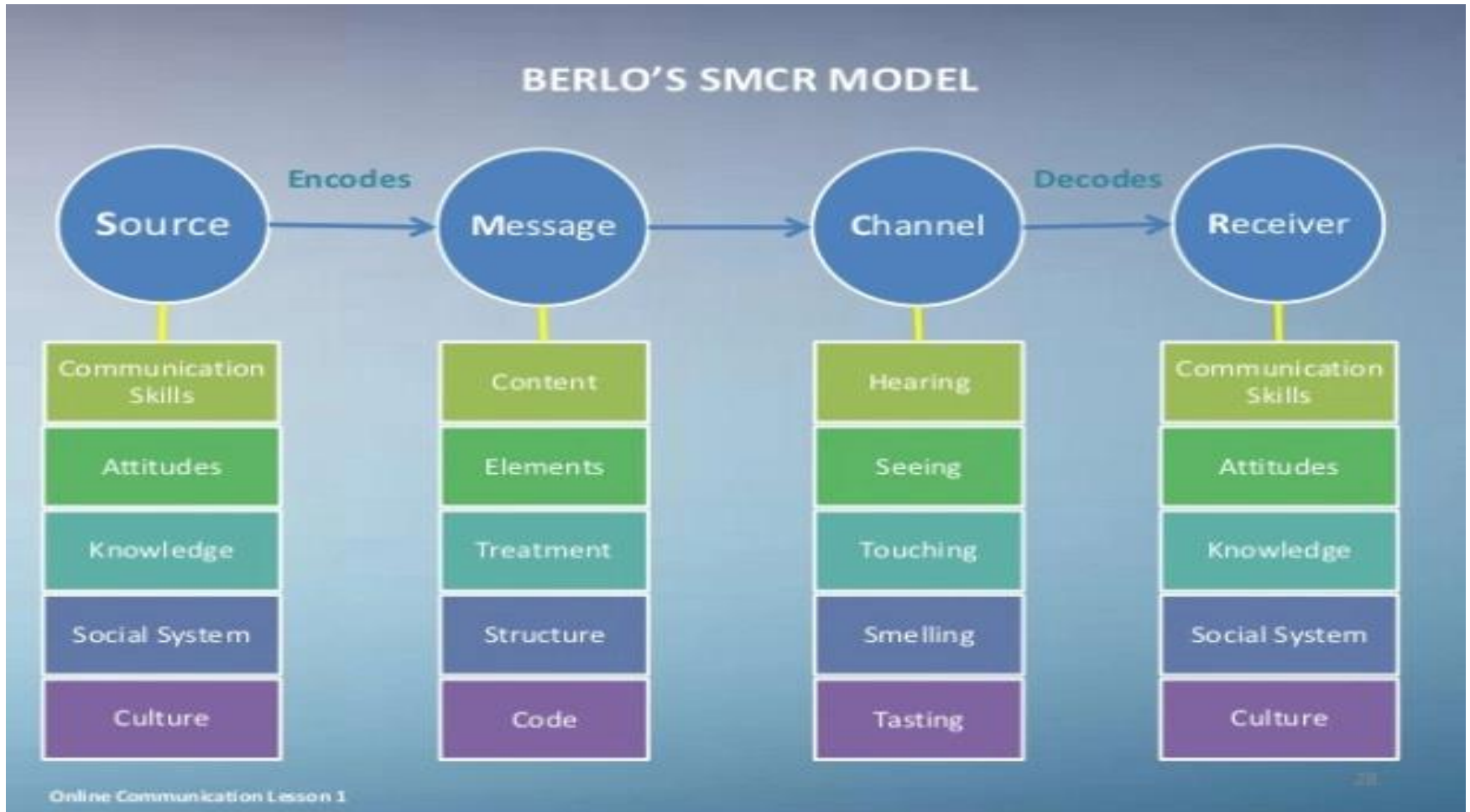
- Feedback even in mass communication
- New communication channels

## CONS

- Feedback can take a very long time
- Sender and receiver might not know who the other person is

# INTERACTIONAL MODEL OF COMMUNICATION

# Berlo's S-M-C-R Model of Communication



# Contd.

- S-Sender
  - Communication Skills
  - Attitude
  - Knowledge
  - Social Systems
  - Culture

# Contd.

- M-Message
  - Content
  - Elements
  - Treatment
  - Structure
  - Code

# Contd.

- C-Channel
  - Hearing
  - Seeing
  - Touching
  - Smelling
  - Tasting



# Contd.

- R-Receiver
  - Synchronization
  - Good Listening Skill
  - Similar Skill Set to Sender

**Effective  
communication  
is 20% what you  
know and  
80% how you  
feel about what  
you know.**

**Jim Rohn**

*Thank you*