

Communication Basics and Instructional Media

Workshop in USP
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Communication Theory

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AIDMA	
Cognitive 認知段階	A : Attention (注意)
Affective 感情段階	I : Interest (興味、関心)
	D : Desire (欲求)
	M : Memory (記憶)
Motor Skill 行動段階	A : Action (行動)

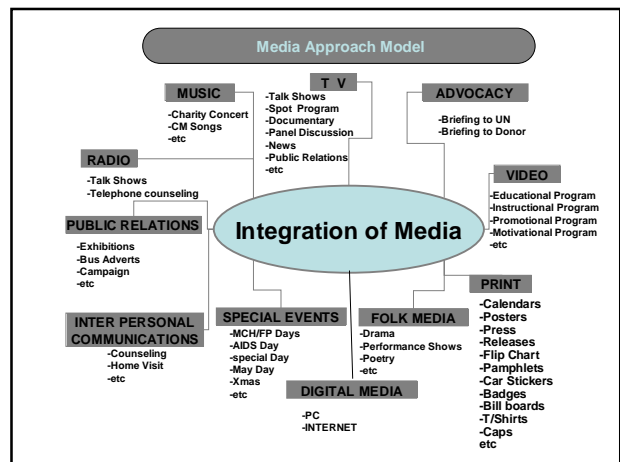
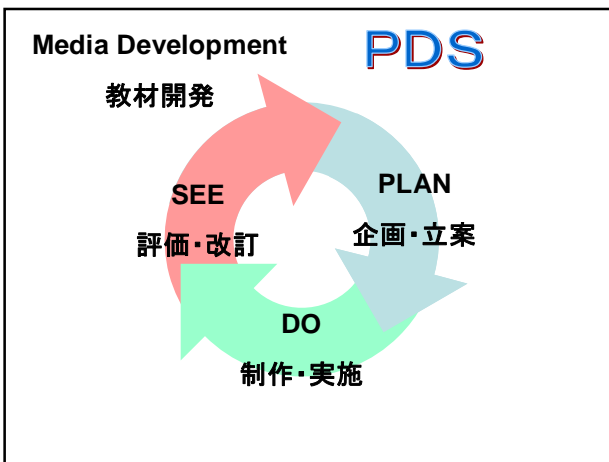
AIDMA Theory for sales promotion (E.S.Luis, 1898)

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AIDA	AIDCA	AIDAS
A : Attention 注意	A : Attention 注意	A : Attention 注意
I : Interest 興味・関心	I : Interest 興味・関心	I : Interest 興味・関心
D : Desire 欲求	D : Desire 欲求	D : Desire 欲求
A : Action 行動	C : Conviction 確信	A : Action 行動
	A : Action 行動	S : Satisfaction 満足

5 Ws of Communication Design

- Who says :Information Source
- What :Contents
- Through Which media :Media/Methods
- To Whom :Target Audience
- With What effect :Intended Effects



Media, Messages and Methods

What is Instruction?

- The arrangement of information and environment to facilitate learning
 - Place _____
 - Methods
 - Media
 - Equipment

What is Learning?

- The development of new knowledge, skills, or attitudes.
 - Takes place all the time
 - Takes place in response to instructional efforts

Media, Messages and Methods

- Media
 - Channel of Communication
 - Carrier of Messages

Media, Message and Methods

- Messages
 - Subject Matter Content
 - Direction to the Learners
 - Questions about the Content
 - Feedback of Responses

Media, Message and Methods

- Methods
 - Presentation
 - Demonstration
 - Discussion
 - Drill-and-Practice
 - Tutorial



Media, Message and Methods

- Methods
 - Cooperative Learning
 - Games
 - Simulation
 - Discovery
 - Problem Solving



Media, Message and Methods

