

Audiovisual communication

Audiovisual communication is a combination of sight and sound i.e. It uses audible and visual techniques both for transmitting message, information, or idea to create a meaningful picture which is communicative. For example, when an advertisement for a product or service is displayed on TV intent of picture and sound we can know the product and get interested in buying it. So, the audiovisual aspect makes a great impression on the mind of the audience. Live telecasts, short films, cinema screens, and videotapes are the most powerful media for audiovisual communication. Such communication is found most suitable for mass publicity, mass propaganda, and mass education. Large business houses frequently make use of this technique to educate and train their workers and to popularize their products.

The working of a new household appliance like a mixer or a washing machine, the effectiveness of new detergent powder, the energy from milk, the freshness of new designs in suiting and shirting's can be effectively demonstrated through audiovisual means. In order to make effective use of this technique, it is necessary to make the films and slides attractive and interesting with clear and precise narration which is easily understandable. It is also advisable to keep the films short and to screen them at an appropriate time.