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Slides And Filmstrips Producing And Using
In Kasetsart University

By

Narong Sompong
&
Tawatchai Sankatiprapa
Introduction

Slides and filmstrips are an excellent media for improving communications information, i.e., from the teacher to the learner. These media can be used effectively to transfer when you either had attend a meeting. Comparing with other A.V. media, such as motion pictures, slides and filmstrips can be easily used, produced and maintained. It is very inexpensive media. Further more, slides and filmstrips do not need absolute dark for presentation, and can be used for both small and large groups. Properly designed slides and filmstrips when presented to the audience, can hold audience attention and create interest. However, slides and filmstrips also have some limitations, they can not be used in some remote areas where there is no electricity.

In Thailand, slides have been extensively used in every level of education particularly in university but filmstrips have been slightly used. The multi-purpose slides and filmstrips adapt themself to many learning situation. At present, both private and government agencies, are not taking the responsibility to produce the slides and filmstrips for sale or distributes among the end users.

Slides and Filmstrips used by Kasetsart University Staffs and Members.

The study by Mr. Saroj Pangyoung, an instructor of the Faculty of Educations, Kasetsart University; on instructional media used by the Kasetsart University faculty membership in 1977. He found that the blackboard ranked first. Slides came third and filmstrips were eleventh in rank. These were from 35 ranks.
Over two thirds of them got slides and sound slides from other agencies too. Surprisingly, neither one got them from the library or produced them for his own use. Furthermore, when they were asked what kind of instructional media they feel they need to help as teaching aids, slide and sound slides were mentioned in third rank, but filmstrips were in eight rank. Among A. - V. projectors, slides and sound slides were in first rank of their needs.

Kasetsart University's Communication Media Division

Kasetsart university is a governmental institution of office of the University. It is the first university in Thailand to offer degree programs in agricultural science. The large increase in the need for degree holders in many other field in addition agriculture and related sciences as a result of the on - going intensive effort in nation development has led Kasetsart University to develop into full fledged university during recent year. Additional faculties and units of faculty rank have consequently been instituted to take charge of the newly developed programs.

The four primary functions of Kasetsart University as well as other state universities in Thailand are:

1. To implement high - level educational curricula in various technological and professional fields.

2. To conduct research pertinent to the educational curricula being implemented, the attainment of high - quality academic staff and up - keeping of a dignified institution of higher learning and the prevailing technical, economic and social need of the nation.

3. To render technological services to the society and promote application of desirable research findings among members of the various occupational groups of the country, and

4. To preserve national culture.
Extension and Training Centre is a unit of faculty rank, its responsibilities; provide service and training courses on agriculture or concerned for the Kasetsart University's staff members and the farmers, disseminate on university'sx activities, research and implement in teaching in agricultural extension.

The Division of Communication Media (D.C.M.) is a division in Extension and training centre. D.C.M. produces instructional media provides services and training courses for Kasetsart University's lecturers and staff members, concerning audio - visuals utilized to support lecturers, teaching and information programs.

D.C.M. is divided into 6 Sections, are as follows; instructional Media development and research Section, Graphic arts Section, Printing Section, Still and Motion Picture Section, A.V. Service Section and Educational T.V. Section.

Instructional Media Development and Research Section takes the responsibilities of researching and producing instructional media both in and out of Kasetsart University. IMDRS held many groups of training for K.U. staff members about the producing and utilized instructional media, in this courses included sound slides producing topic.

Division of Communication Media's Activities (D.C.M.)

1. The D.C.M. provides the service by producing slides and sound slides series and copying slides and filmstrips for the instructors according to their requests. Besides that, D.C.M. has it own projects to produce sound slide series to serve the needs of the Extension and Training Centre and other departments both in and out of the campus. As of now, DCM is producing only slides and sound slides, since it is lacks half frame cameras for producing filmstrip.
2. Slides and sound slide series produced by DCM can be divided into three kinds.

2.1 Slides for Public Relation Purpose. There are 3 sound slide series; Introduction to K.U., Introduction to Extension and Training Centre. The third is The Development of Nern Din Dang Project, the joint project of K.U. (DCM) and the Rotary Club in Thailand. All of them are recorded both Thai and English.

2.2 Slides for Agricultural Extension Purpose. Now there are 11 sound slide series such as Mushroom Culture, Rabbit Raising, Economical Poultry of Thailand, etc. There are 3 sound slide series in the process and besides that, DCM plans to complete 16 series of sound slide series by the end of this year. These are joint projects between DCM and other departments.

2.3 Slides for A.V. Aids. At present "How to organize the exhibition" is in the process. By the end of this year DCM plans to produce 3 sound slide series.

3. DCM’S slide Services. All of the slide series which are completed will be duplicated into 2 copies. Each copy would be placed in the compact file, which composed of script, cassette narration slides. From January 1973 upto January 1979, there were many agencies that borrowed sound slide series from DCM. Also including slide projectors, and technicians. This was done 60 times.

4. Evaluation, DCM also evaluate their services. The result shows that most of the audiences and the borrowers of slides, sound and services are satisfied. Besides, their recommendation which will help to improve the next slide productions of DCM.
Some Problems and Barriers in Slide Series and Filmstrips Production.

1. **Manpower**  Most of the ETC's staffs have full work loads in their own responsibility, so they could not give much time to produce slides and filmstrips. There is no one in DCM who graduated in the field of agriculture so it takes time to produce a slide series.

2. **Cooperation**  The first problem brings to the second problem. Lacking knowledge on agricultural subject matter, it takes time for DCM to start making the slide series. On the other hand, when DCM asked for cooperation from specialists in other departments some of them ignored our request. Only a few paid attention to cooperated.

3. **Technical Problems.**  DCM has no double frame filmstrip projector, or a half frame camera. It is very difficult for DCM to produce filmstrips. Consequently DCM concentrates on slide producing only.

**Implication**

1. **In campus.** By cooperation with DCM, the university should encourage their staff members to produce the slides in their own field. Furthermore, the university should support the training on slide producing, which will be held up by D.M.C.

2. **Off campus.** On the national level. The government should set up a Slides Library which gather slides from every agency. This office would be the place where members can exchange their own slides and filmstrips. Besides, the government should hold trainings seminars which will increase the quality in producing slides and filmstrips too.

Slides will play an important role in Kasetsart University's education. Since the university is aware of their virtue and simplicity. The Extension and training centre plans to set up a Slides Library, especially in the agricultural field. We hope that in the near future, E.T.C. will be the media for cooperation among A.V. memberships.