

Characteristics of Programme Media, Uses of PM

2. What is Programme Media (PM)

In Social Group Work, the knowledge is always translated among the group members by the Worker through the judicious use of '*programmes*'. Programmes which work as a wonderful tool to enhance group relationship also include various other purposes like attaining improvement in members' own environmental conditions, promoting a sense of achievement, sublimating and channelizing certain impulses, actualizing problems in an on-going social situation and working through or articulating symbolically problems and feelings which members are unable to express verbally. Programme is a concept which, when broadly conceived, includes the entire range of activities, relationship, interactions and experience that have been deliberately planned and carried out with help of the worker to meet the needs of the individuals and the group. Programme is a concept which broadly includes the entire range of activities, relationships, interactions and experiences which have been deliberately planned & carried out with the help of workers to meet the needs of individuals & also groups.

In planning programmes, the Social Group Worker must take into account a number of factors.

1. The programme must be in accord with the facilities and traditions of the community/ the setting in which he/she is practicing
2. The programme must be tailored to fit into the needs and interests of the group members.
3. The programme must be based upon the resources which exist in the community.
4. The programme should provide opportunities for all members to participate

Keeping all these in mind, a Social Group Worker has to design creative and innovative programmes acceptable to the group. Hence Programme Planning can be aptly termed as '*Programme Laboratory*'. Just as in a chemical lab, with different mix and matches, a chemist come out with new combinations useful for mankind, a Social Group Worker develops programmes which helps him/her. The role of group worker in programme planning then, can be enumerated as follows:

1. Helping the members to plan the programme after identifying the need.
2. Discovering and arousing interest among the members.

3. Enabling the group to use available environment effectively
4. Making the group to realize limitations

Programme can thus become the *medium* in Group Work. In other sense, various media can be used in delivering the programme. In both these angles Programme Media has to be dissected in detail.

Use of Programme Media largely because of its early linkages to the field of recreation, has given the group work a recreational and participative value. Often, group workers introduce varied tasks and media to supplement discussions, depending on the particular composition and goals of the group. For example, since verbal abilities are less developed among younger children, games and craft activities have been effectively used as part of their programmes. With adolescents and adults, on the other hand, a number of social activities and planning for group action are found effective. Within institutions client groups can be helped to explore problems of the social milieu by being permitted to undertake limited self-government. Many messages for social development and conscientization are given through the use of folk media in villages and urban community groups. All these programme activities extend the opportunities for meaningful interaction among clients, significant involvement with social tasks and acquisition of valued interpersonal skills.

Programme media includes all activities like games, singing, craft activities, storytelling, street plays, other theatre activities etc. These are purposefully organized by the workers in the group to generate interaction among members and to accomplish the set objectives. In true sense we can say that the programme makes the group. Programme influences members in 2 ways:

- Enhances participation
- Improves interaction with other members and with the worker.

Both enhances the opportunity to express feelings and exhibit behavior which is formed with in. The medium used for this is known as programme media in Social Group Work.

3. Principles of Programme Planning:-

- 1) Program should grow out of the needs and interests of the individuals who compose the group.
- 2) Program should take into account the factors such as age of the members, cultural background and economic condition.
- 3) Program should provide individuals with experience and opportunities, which they voluntarily choose to pursue because of their interest and values.
- 4) Program should be flexible and varied to satisfy a variety of needs and interests and to afford a maximum number of opportunities for participation.
- 5) Program should evolve from the simple to the more complex, with movement coming as a result of group growth in ability and readiness, movement from initially

‘personal’ to ‘social’ or ‘community’ concerns should be an ultimate objective if our program is to have greater social significance.

4. Types of Programme Media:-

Programme Media are of different types. For any of the models or approaches or groups referred in any setting of group work practice, one or a combination of the following programme media can be used for diagnostic, problem-solving or treatment purposes. Games, storytelling, music, art works, collage preparation, skit, street plays, role plays, puppetry etc are various types of programme media that are commonly used.

1. Play/ Games: Games as programme media has the most visible and tangible results. These are simple to handle also. The use of all types of age-appropriate games (physical, intellectual, memory, sensory) including playing with blocks, toys, sand and water can be used in the group.

A number of games both outdoor and & indoor can be organized. Apart from the popular games, most of which do not require costly recourses, the worker can use his/ her creativity in designing new games modifying the prevalent games. In Indian settings outdoor games such as Cricket, Football, Kabbadi, Hide& Seek, Treasure Hunt, Kho kho etc can be easily used, because of its popularity. Board games, games where tasks can be assigned to each team like collecting small balls of different colors, putting thread into a set of needles, filling up water in a bottling using small spoons etc can be assigned as indoor games.

Indoor games using pencils, colours, cards etc can be devised by workers to generate general knowledge and fun.

Example 1:- The group is divided into four sub-groups. Four colour papers are taken and are cut into five-six pieces of squares. The colour paper pieces are mixed and distributed in 4 envelopes. Each group is given an envelope. Each sub group has to complete a single colour square. The sub-group that completes the task first will win. The rules are:

- The members cannot talk to each other.
- They are permitted to pass on the piece if they do not need it, to the member on their left.

Example 2:- Fruit Salad- The group members are asked to sit in a circle. 4 of them are asked to name themselves with their favorite fruits. The other members are given the names of these 4 fruits. For e.g. Mango, Apple, Grapes, Banana. When the Group Worker calls out the name – Mango all those who got the name mango has to change their seats. When the worker calls out Grapes, all grapes has to change seats. When the Worker calls out ‘Fruit Salad’, all members have to change their seats. In the mean time, the worker removes some of the chairs. Those who

missed chairs have to perform what the group members ask them to do. This can be used as an ice breaker and also as a team builder.

2. Drama, mime, use of puppets and masks and role-play: In these, members of the group are asked to act various parts which have significance to their problems or difficulties. Individuals thereby gain insight into their own behaviour and that of others.

Example: In a group of adolescents, where Life Skills are to be imparted, the students are asked to perform role-play for simulating decision making skill to overcome peer pressure.

3. Singing & Story telling:- These are other media where the members can be encouraged to create their own stories and rhymes on given topics. They can also be given half the story and asked to complete the rest of the story. The exercise has the entertainment factor for sure. This can be applied in any age group. Subgroups can be asked to continue the story spontaneously. The groups will compete to complete the story sequence. Apart from entertainment it reveals the nature of the personality of the group members. Their attitude towards life situations will be flowing out naturally and spontaneously through the characters in the story.

4. Music and arts and crafts: The former which can be vocal or instrumental on a solo or group basis depict and provide an outlet for all varieties of human emotions whereas the latter, through work with diverse materials such as wood, clay, paper, straw or paints, give ample scope for self-expression, creativity, balance and harmony. Art and Craft are used as a medium in group work for engaging the members and helping them to express themselves. Poster making, Collage preparation etc are powerful media to focus attention on any particular problem of social relevance.

5. Talk: This is the action most people associate immediately with group activities especially of a problem-solving or therapeutic nature dealing with critical topics related to the clients' personal lives. Included in this activity are small group discussions, lectures, seminars, conversations, sensitivity games and encounter sessions. (A much-used mode of communication, talk is an essential part of most of the other activities).

6. Movement: This kind of activity is being used, as counter to the rather overemphasized verbal communication just referred to. Activities include exploration of touch, non-verbal communication, dance, mime and physical encounter.

7. Work: This activity speaks for itself and covers projects and tasks of all kinds of complexity which involve an ongoing process of cooperative endeavor.

8. Play and theater activities are also popular: The worker can also select plays specifically written by prominent authors or create plays, skits etc through a participatory

exercise in the group. Enacting real life situations from family, School, office or even in public transport systems and other public places will be found interesting by the group members because they can easily reflect on such situations and they can also learn how to deal with or handle them. Writing dialogues, designing the stage , distributing roles acting on stage all these go a long way in providing a number of very meaningful experiences to members.

5. Characteristics of Programme Media :

- Simple and easy to understand
- Applicable to any type of groups viz, children, aged, adults, differently abled etc
- Easy to replicate
- Planned properly before implementation
- Recreation factor is high
- Highly economical
- Strongly delivers the message among the group members

6. Uses of Programme Media :

- Provides individuals an opportunity to find to what extent his/ her personality has to be changed to become good/ socially acceptable.
- Improves socialization among the group members.
- Integrates goals & achievement of the group members.
- Unites the members towards achieving the common goal.
- Good relationship among the members.
- Helps in settlement of conflicts among people and to control their conflicts with one another.
- Provides recreation
- Improves communication

7. Essential Skills for a Social Worker for effective use of programme media

Essential Skills for a Social Worker for effective use of programme media as an important technique in Social Group Work can be enumerated as given below:

- Creativity
- Observation
- Keen interest in people
- Enthusiasm
- Unconditional positive regard
- Proper communication
- Decision Making

- Assertiveness
- Empathy
- Conflict management
- Leadership
- Articulation skills

8. Conclusion

To conclude, programme media is the universal language through which the theory of Social Group Work is put into practice by a professional worker. Any activity, even the silence, with a purpose done with in the group can be termed as a medium. Simplicity, reachability and recreation factor associated with each medium gives wide acceptance to Social Group Work as a primary method of Social Work.