

Paper Code: 5862

M.A. FINAL

Paper – VI

Extension and Communication Management

Unit I

1. Concept of extension education in Home Science
 - Principles, philosophy and objectives.
2. Principles of Extension teaching and learning.
3. Approaches used in Extension teaching and learning.
4. Extension teaching methods and their uses.
5. Guidelines in selecting and using Extension teaching methods.

Unit II

6. Definition, need and classification of Audio Visual-aids.
 - (a) Non Projected Aids – Charts, posters, flash cards, flip charts, model and print material.
 - (b) Projected Aids – Slides, OHP. Radio and Recordings, T.V. films, Video.

Unit III

7. Concept, importance and scope of communication:
 - Elements of communication
 - Basic models of communication
 - Role of mass media in communication – Radio, T.V., Print & Electronic Media

Unit IV

Role of community workers in Extension Education

8. Qualities and skills required for a community worker.
9. Leadership: Concept, importance, types:
 - Role of different leaders in rural development.

Unit V

10. Brief history, philosophy, principles objectives, administrative structure, weakness and achievements of community development programmes and panchayati raj.
11. Concept, objectives and salient features of women and child development programmes – ICDS, IRDP, SJRY, MNREGA.

References:

1. Dhama O.P. and Bhatnagar O.P. Education and Communication for development Oxford and IBM Publications, New Delhi, 1980.
2. Kumar K.J. Mass Communication in India: Jaico Publishing House, Bombay.
3. Chakrabharti, Audio Visual Education in India, Oxford Book Co., New Delhi, 3rd Ed. 1967.
4. Chandra, Arvinda, Shah Alpana Joshi, Uma Fundamentals of Teaching House Science, Sterling Publishers, New Delhi.
5. Chandra Arvinda and Shah Anupama, Non formal education for all. Sterling Publishers, New Delhi, 10. Green Park Extension.