Department of Higher Education, Govt. of M.P.
Semester wise syllabus for Postgraduates
As recommended by Central board of Studies and
Approved by HE the Governor of M.P.

M.Sc. Home Sc.
Extension and Communication
Semester-I
Paper-I
Extension Education System

Objectives:
- To enable students -
- To understand the changing concept of extension education.
- To get acquainted with the trends in extension approaches.
- To identify the support system development for extension education.

Unit-I

Extension and Extension education-
1. Meaning, philosophy, objectives, functions -and components of Extension and Extension Education.

2. Process and principals of learning in extension education.

Unit-II

1. Principals of Extension education
2. Scope of Extension education.
3. Role of Extension Education in development.
Unit-III

Extension teaching method and techniques-
1. Classification of extension teaching method according to extension process, functions, learning objectives, adopters categories.
2. Types of extension approaches-Individual, group and mass approach. Techniques of individual, group and mass contact.
3. Selection, use and combination of extension method and techniques.

Unit-IV

Early extension efforts-

Community development programme- Meaning, objectives, elements, characteristics, importance, scope, principle and evaluation of C.D. programme. I.C.A.R, Agriculture universities, KVK, TTcs, department of science and technology, deptt. of industries, deptt. of rural development, deptt. Of women and child development, development work by NGOs. Similarity and difference between extension and community development programme.

Unit-V


Reference Books:-

Hal-palani B.D. - Extension Education, Apna Ghar Nagina Road, Dhampur
Dahama, O.P. and Bhatnagar - Education and Communication for development.
Ray G.L. - Extension Communication, Naya Prakash, calcutta.
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M.Sc. Home Sc.
Extension and Communication
Semester-I
Paper-II
Development Communication

M.M. 50

Objectives:

The student may able to understand:
1. The concept of communication and its relevance to fastening development.
2. The skill and knowledge about the relevance, potential and use of various
   media, in development communication.
3. To emphasis on design of communication strategy involved in development
   communication.

Unit-I

Communication
1. Communication: Definition and process of communication
2. Communication and Media.
3. Role and use of communication process in media.
4. Various types of media for communication.
5. Media and interpersonal communication.
6. Communication and society personal vs social communication.

Development
1. Definition, basic concept, nature, elevation, significance, function and disfunction of
   development.
2. Dynamics of development.
3. Indicator of development: HDI (Human development Indicator)
   Gender empowerment, measurement of HPI (Human Poverty Index), GDI (Growth
   Development Index)
4. Models of development-
   a) Economic growth model.
   b) Social equity model
   c) Participatory model
5. Media and development.
UNIT – III

Development Communication
1. Definition, education of development communication.
3. Development communication in India.
   Development support communication Approach.
5. Role of Development Communication.
7. Constructions in development communication.
8. Basic needs Model of development communication.

UNIT – IV

Participatory Approach
1. Participatory Approach in development communication.
2. Participatory communication.
3. Participatory Message Communication.
4. Target free Approach.
5. Step in Planning Participation strategy.
   Need and its role. Communicating for sustainable development.

UNIT – V

Communication: Integral Part & Development
1. Role of media in Development.
2. Media and Communication.
3. Satellite Communication (IEC Material), SITE
4. Kheda Communication Project.
5. Jhala development Communication Project.
7. Role of Non Government Organization in development Communication.

PRACTICALS

1. To produce development material for different media.
   - News paper
   - Magazines
   - T.V. Video for need based...
   - Radio talk based on felt need.
2. Evaluation of advertisement in newspaper, radio programme, T.V.
3. Preparation of an effective program for advertisement and its implementation in
   Newspaper, T.V., Radio.
4. (a) Preparation of effective communication material at Nursery School level / Community level.
   (b) Feedback of the communication material.
5. Visits to NGO, Press, Radio station & T.V. Studio.
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M.Sc. Home Sc.
Extension and Communication
Semester-I
Paper-III
Community Health Management

Objectives:
To understand the concept of health & health indices popularly used.
To realize the health problems of the community and the scientific intervention.
To know the supportive services and programme for community & health management.
To get sensitized to management information system in health.

Unit-I
(A) Concept of Health and Health care
Concept of health and positive health, definitions of health. Health, disease continuum, factor affecting health, health as a human right. Concept of community health and global health, health for all. Primary health care, definitions, principles, components, comprehensive health care, levels of prevention, concept of reproductive health-ICPD declaration.

(B) Health and Development Indices
Health indices and related indices in community health, fertility indicators, vital statistics, mortality, morbidity indicators, demographic indicators-sex ratio, indicators for social and mental health, Human Development Index, Disability Adjusted Life years (DALY) Reproductive Health index.

Unit-II
(A) Assessment of Nutritional Status
1. Nutritional assessment as a tool for improving the quality of life of various segments of the population including hospitalized patients.
2. Current methodologies of assessment of nutritional status. Their interpretation and comparative application of the following:
   • Food consumption
   • Anthropometry
   • Rapid assessment & PRA
3. Nutritional surveillance-basic concepts used and setting up of surveillance systems.
4. Monitoring & Evaluation

(B) Health needs of special groups-
Women, Infants, Children, Health of adolescents, geriatric health needs and problems, tribal population urban and rural poor, Migrant & refugee populations, Major Health problems in

Unit-III
A: Health Care Services - Health administrative set-up, peripheral, state, national- urban & rural. Role of NGOs, National Health Programmes.
Child Survival and safe motherhood reproductive and child health programme.
B: National and International health agencies.
- Intersectoral co-ordination in health and development.
- Health information, education, communication.

Unit-IV
(A) Management Information System in Health
- Basic epidemiology, health screening, health regulations and act, health legislations international health regulations.
- Census, sample registration system, national family health surveys.
- Evaluation of health services, health system research.

(B) Learning an Adaptation, Principles of adaptability Audience Response & Coase of Experience, Cost of Malnutrition, cost effectiveness, affordability and measuring benefits.

Unit-V
(A) The Community
- Definition concept and characteristics of a community.
- Structure and organization of different types of communities tribal, and urban; nature and interrelationship of socio-economic and influences in different communities.
- Norms, Mores and customs of different communities.

(B) Social Groups and organizations
- Concept, types, characteristics of different social group, interests, attitudes and motivations for affiliation.
- Dynamics of social group interactions in different types of communities-family and kinship groups, class and class based groups, interest groups and associations.

Books:


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M.Sc. Home Sc.
Extension and Communication
Semester-I
Paper-IV
Research Methods and Statistics
M.M. 50

OBJECTIVES:
Understand the significance of statistics and research methods in home Science.

Understand the types, tools and the methods of research and develop the ability to
the data gathering instruments appropriate to the Research design,
understand and apply the appropriate statistical teaching for the measurement and

\( \text{and} \)

...measuring objectives and significance of research.

Scientific methods, scientific approach.

Statistics and research in home discipline.

Policy Research: Historical, descriptive, experimental, case study. Social research:
non research.

...and identification of a research problem.

...justification and limitation of research problem

...sc - meaning nature, characteristic, types and function of hypothesis

...ess - meaning, nature, type and selection of variables.

...ing methods -

...ion and sample

...ility and semi probability sampling - simple random, systematic random sampling,

...ges and multi stage sampling, cluster sampling.

...ability sampling, purposive, quota and volunteer sampling.
Unit 4
Meaning, features concept and purpose of research design.
Qualitative research method
Definition theory design types reliability and validity of:
1. Case Study
2. Interviews
3. Observation
Unit 5
Definition research method
Definition theory design types reliability and validity of:
1. Socio metric scale
2. Questionnaire
3. Schedule

REFERENCES
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2. GARRETT HENRY E., 1971: STATISTICS IN PSYCHOLOGY AND EDUCATION, DA WM HALEY 4 Co.
3. KIRLINGER, FOUNDATION OF EDUCATIONAL RESEARCH
4. BHATNAGAR, G L J 1990: RESEARCH METHODS AND MEASUREMENTS IN BEHAVIORAL AND SOCIAL SCIENCE, AGRICULTURAL PUBLISHING ACADEMY, NEW DELHI.
6. MUKHERJEE, R. 1989: THE QUALITY OF LIFE-VALUATION IN RESEARCH, SAGE PUBLICATION NEW DELHI.
7. MUKHERJEE, R N., 2000: SOCIAL RESEARCH AND STATISTICS, VIVEK PUBLISHERS NEW DELHI.
8. KOTHARI, CR., 1997: RESEARCH METHODOLOGY-METHODS AND TECHNIQUES, WISIWA PRAXASHAN, NEW DELHI.
9. CAG CAR, P R., 1977: STATISTICS, RESEARCH PUBLICATION, NEW DELHI.
10. NEGI, K.S., BIOSTATISTICS, A I T B S PUBLISHERS.
11. MAHAJAN, B K., METHODS IN BIOSTATISTICS: JA Y PEE PUBLISHERS, NEW DELHI.