Department of Higher Education, Govt. of M.P.

Semester wise Syllabus Single Paper System for Postgraduate

As Recommended by Central Board of Studies and Approved by HE
the Governor of M.P

Session 2012-2013 2014 - 2015

M.Sc. Home Sc.

Extension and Communication

Semester - I

Paper - I

Extension Education System

Objective:-

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.

Contents:-

Unit-I

Extension and Extension education-
Learning, philosophy, objectives, functions and computers of Extension and Extension Education. Process and Principles of learning in Extension Education.

**Unit-II**

Principles of Extension Education.

Scope of Extension Education.

Role of Extension Education in development.

**Unit-III**

Extension teaching method and techniques-

Classification of extension teaching method according to extension process, functions, learning objective, adopter categories.

Types to– Extension approaches- Individual, group and mass approach. Techniques to– individual, group and mass contact.

Selection, use and combination of Extension methods and techniques.

**Unit-IV**

Early Extension Efforts-
Community Development Programme

- Meaning, Objectives, elements, characteristics,
- importance, scope, principles and evaluation of C.D. programme I.C.A.R.

Agriculture

Universities, KVK, TTes, Department of Science and Technology, dept. of industries, dept of rural development, dept. of women and child development, development work by NGOs.

Similarity and difference between Extension and Community development programme.

Unit - V

Supports structure and their function - Panchayat, Panchayat Union, DRDA, central social welfare board, state social welfare board, CAP ART, KVIC, SHGS.

Function of community development worker.

Reference Book:-

Hal-palani B.D.- Extension Education, Apna Ghar Nagina Road,
Dhampur Choubey,
B.K.- A hand book of Extension Education, Jyoti Prakashan, Allahabad Dahama,

O.P. and Bhatnagar- Extension and Communication for development.
Singh, U.K. and

G.L.- Extension Communication, Naya Prakashan, Calcutta.


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Extension and Communication

Semester - I

Paper - II

Development Communication

Objective:-

The student may able to understand:-

1. The concept of communication and it 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
4. communication.

Unit-I

Contents:-

Communication
1. Communication: Definition and process of communication.
2. Communication and media.
3. Role and use of Communication process in media.
4. Various type of media for Communication.
5. Media and interpersonal communication.
6. Communication and society personal vis social communication.
7. Communication Models of mas.

UNIT-II

DEVELOPMENT

1. Definition, basic concept, nature elevation significance, function, and dysfunctions 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)

   Economic Growth model.

   Social equity model.

   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. Construction in Development communication.
8. Basic needs Model of Development communication.

UNIT-IV

Participatory Approach

1. Participatory Approach Development communication.
2. Participatory Communication.
3. Participatory Message Communication.
4. Target free Approach.
5. Step in Planning Participation strategy.

   Need and it 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. Jhabha development communication Project.
6. Challenge for development communication.
7. Role of Non Government Organization in development Communication.

PRACTICALS:-

1. To produce development material for different Communication.
   - News paper
   - Magazines
   - T.V. Vdeo for need based.
   - Radio talk based on felt need.
2. Evaluation of advertisement in newspaper, radio programme, t.v.
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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Extension and Communication

Semester – I

Paper – III

Community & Health Management

Objective:-

To Understand the concept of health & indices popularly used.

To realize the health problem 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 definition of health. Health disease continuum factor
affecting health. health as a human right. Concept of community health and global health for all.

Primary health care definition principles components, comprehensive health care levels of prevention, concept of reproductively 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 year (DALY)
Reproductive Health Index.

(A) Assessment of Nutritional Status
1. Nutritional assessment as a tool for in improving the quality of life of various segment

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.


(B) Health needs

Women, Infants, Children, Health of adolescents, geriatric health needs and problems, tribal

population urban and rural poor, Migrant & refuge populations, Major Health problems in India,


(C) National and International health agencies.

Inter sect oral 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 Adaption, Principles of adaptability Audience Response &

Cone of Experience, Cost of Malnutrition, cost effectiveness, affordability and measuring benefits.

Unit-V

(A) The Community

- Definition concepts and characteristics of a community.

(B) Social Groups and Organization

Concept types characteristics of different social group interests, attitude 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.

Book references


Dale, R. (2000), Organization and Development strategies structures and process sage

publication, New Delhi.

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Extension and Communication

Semester – I

Paper - IV

Research Methods and Statistics

Objective:

1. To understand the significance of statistics and research methods in home Science research.

2. To understand the types, tools and the methods of research and develop the ability to construct the data gathering instruments appropriate to the Research design.

3. To understand and apply the appropriate statistical teaching for the measurement and design.

CONTENTS:

Unit-I
Research: meaning, objective and significance of research.

Science, Scientific methods, Scientific approach

Role of Statistics and research in home Sconce discipline.

Types of Research: Historical, descriptive, experimental, case study, Social research observation research.

Unit-2

Definition and identification of a research problem.

Selection, Justification and limitation of research problem.

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

Variables: meaning, nature, types and selection of variables.

Unit-3

Sampling methods-

Population and sample

Probability and semi probability sampling- simple random, systematic sampling,

two stages and multi stage sampling, cluster sampling.

Unit-4

Meaning, features, concept and purpose of research design.

Quantitative 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:

1. EDWARD, EXPERIMENTAL DESIGN IN PSYCHOLOGICAL RESEARCH.
2. GARRETT HENRY, 1971 STATISTICS IN PSYCHOLOGY AND EDUCATION,

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3. KERLINGER: FOUNDATION OF EDUCATION RESEARCH
4. BHATNAGAR, G L 1990; RESEARCH METHOD AND MEASUREMENT IN

BEHA VIJURAL AND SOCIAL SCIENCE, AGRI. COLE PUBLISHING ACADEMY,
NEW DELHI.


7. MUKHERJEE, R. 2000: SOCIAL RESEARCH AND STATISTICS, VIVEK PUBLISHERS NEW DELHI.

8. KOTHARI, CR., 1997: RESEARCH METHODOLOGY – METHODS AND TECHNIQUES, WISHWA PRALASHAN, NEW DELHI.

9. GAG GAR, PR., 1977: STATISTICS, RESEARCH PUBLICATION, NEW DELHI.

10. NEGI, KS., BIOSTATISTICS, AITBS PUBLISHERS.

11. MAHAJAN, B.K., METHODS IN BIOSTATISTICS: JA YPEE PUBLISHERS,

NEW DELHI