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- IV
Paper-1
Women, And Gender development

Objectives

To enable students:
To understand the concept, need, relevance and dimensions of gender empowerment.
To get sensitized to gender disparities! Imbalances and problems of women.
To understand the efforts at different levels for enrichment of women.
To non the support system in the country for women development.

Contents

Unit 1. Gender Development
- Concept of gender, gender role and structure.
- Gender development index.
- Changing trends.

Unit 2. Status of women.
- Status- situational analysis.
- Education, employment, health, political changing scenario.
- Portrayal of women in mass media.

Unit 3. Violence against women.
- Dowry, favored, female feticide and infanticide.
Domestic violence, sexual harassment and exploitation.
Efforts for elimination of all forms of discrimination.

Unit – 4 Women Empowerment
- Economic, Empowerment, poverty eradication, micro-credit, self help groups.
- Women in agriculture and industry.
- Social empowerment- education, nutrition, drinking water, housing.
- Sanitation and environment.
- Legal empowerment- legal literacy, family law and family control and legal centers.
- Political empowerment role of panchayats.

Unit – 5 Policies And Programs For women And Gender Development
- National policies for empowerment of women.
- Perspective mainstream.
- Support system role and functions of women and child development department.
- Central and State Social Welfare Boards.
- National commission for women and Development Corporation.

References:
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M.Sc. Home Sc.
Extension and Communication
Semester- IV
Paper-III
Training Management

Objective
To enable students:
1. To be aware of the overall goals of designing training programmes for development.
2. To develop skills in designing training programmes.
3. To provide experiential learning in training methodologies.
4. To evaluate utility of training programmes.
5. To understand the different methods and evaluate their suitability for training goals.

Unit-I
Training & Learning
-Concept of learning.
-Types & Methods of learning.
-Factors affecting learning among adults.
-Concept of training.
-Need, objectives and Impacts of training.
-Difference between Training & Development.

Unit-II
Training Methodologies
-Principles of training.
-Forms of training-Full structured, Semi structured & Unstructured. -Approaches of training
-Didactic, Participatory, Creative, Analytical Planning
-Approach.
Unit-III
Training Design.
-Pre-course, planning of training course
-Job responsibilities of cours director.
-Organizing the training programme.
-Factors affecting on successful implementation of training programme.

Unit-IV
Training methods and trainer.
-Importance, uses and limitations of different training methods, case study, role play, group discussion. Buzz, lecture, demonstration, work experience, field visit, etc.
-Selection of suitable training method.
-Training aid-types, uses and limitations.
-Role & competencies of a trainer.
-Responsibilities of a trainer.

Unit-V
Training Evaluation.

-Meaning and purpose of evaluation.
-Elements of evaluation.
-Types of evaluation: pre course & post course evaluation.
-Evaluation process, methods and techniques.
-Area of evaluation.
-Framework for evaluating training programme.

Practical work: M.M. 50
1. Designing training programmes for developmental goals (any twd).
2. Prepare two training aids
3. Prepare two lesson plans for a training programme (2 different training methods).
4. Evaluate training programme conducted by any training institution

Reference Books :-
W.-
Hackest P. -introduction to Training, university Press, Hyderabad.
Mysra D.C. -New Direction in Extension Training, Directret of Extension, Ministry of agriculture, Govt. of India, New Delhi.
York 'A. -The System approach to Training, Royal Institute of Public Administration, London.
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M.Sc. Home Sc.
Extension and Communication
Semester-IV
Paper-III
Media Planning and Production

OBJECTIVES
To enable the student to understand the role of media in communication process. Understand
the process of make audio visual material.
Develop ability in producing various media materials;
To study the needs problems and trends in respect to advertising on different types
of media.

Content (Theory)

Unit I
Communication and Media.
1. Communication process
2. Communication and society personal vs social communication.
3. Communication and Media.
4. Media and Interpersonal communication.
5. Communication Models of this communication.
6. Various types of media for communication
7. Role and use of media in communication process.

Unit II
Media System in the developing countries-
a. Limitation and control of media system in the developing countries.
b. Close link between mass Media System in the developing countries.
c. Govt. directed media New communication order: declaration comparison of
government controlled system with indecent Media System.
d. Mass communication utilized for national unity. The welfare function.

Unit III
Communication tomorrow for Media planning-
a. Communication goals of the human societies. The technological challenge,
preservation of cultural identity.
b. Reducing the commercialization of communication.
c. National Information policies lifted to international age!cics.
Unit IV

Messages and Media
1. Developing messages and Media
2. Method of data Collection to develop messages
   a. Graphic design and its process.
   b. Types of graphic products.
   c. Converting message into media.
3. New Media Technologies for Research
4. Planning Media Activities.

Unit V

Audio Visual Aids.
1. Basic Principles and Guidelines
2. Types of aids and their uses.
   a. Overhead Projector.
   b. Movies film Projector.
   c. Film strip and slide projector.
   d. Video Type.
Recorder of Audio Tape Recorder.
f. Models.
g. LCD projector.
h. Epidiascope.

Practicals IV Semester
Max Marks 50
1) Study the media use pattern of some of the ongoing social ad campaigns for different target groups, choice of campaign can be economic, social, culture ecological etc.
2) Operation of various Audio-Visual Aids (any two)
   a) OHP
   b) Slide projector
   c) Tape recorder
   d) Video recorder
   e) LCD projector
3) Video films
   a) Essential preliminaries preplanning
   b) Script Writing for radio and television.
4) Use of Computer for the above given; Audio Visual aids.
5) Visit to premier Institutions.
REFERENCE:


Dutta, Associated publishing co 379/7 Rani Jhansi Road Post Box No.

2679, KarolBagh New Delhi.

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M.Sc. Home Sc.
Extension and Communication
Semester- IV
Paper - IV

Entrepreneurship & Project Planning

Unit I – Project Planning:
  Function of Entrepreneurship. Types of Entrepreneurship.
  (a) Basic concepts: Need, Problem, Project feasibility, planning

Unit – II - Project Identification:
  (b) Methods and techniques of project identification.
  (c) Pre feasibility study.

Unit – III - Project formulation:
  (a) Feasibility study and opportunity study.
  (b) Techno-economic analysis.
  (c) Project design and network analysis-input analysis, financial analysis, social cost benefit analysis.

Unit - IV - Project Appraisal:
  (a) Comprehensive appraisal of the key components of the project appraisal techniques.
  (b) Decision matrix, system analysis, urgency and risk analysis.

Unit - V
  (a) Break even point analysis, pay back period analysis, rate of return.
  (b) MPV profitability and I.R.R. analysis, risk analysis and social cost benefit analysis.
  (c) Rules governing the preparation of project proposal.
  (d) Writing up a project proposal.
Objectives
- To understand the importance of communication.
- To develop skill for communication ability.
- Importance of audio visual aids in communication.

Unit-I
1. Concept of communication
2. Elements and process of communication.
3. Functions of communication.
4. Non-verbal communication-Sign, Gestures, body movement.
5. Verbal communication-Language and written communication.

Unit-II
1. Types of communication - Intra-personal, Inter-personal, Group communication and Mass communication.
2. Feed back in communication.
4. Elements of effective communication.
5. Barries to communication.

Unit-III
1. Print Media-Origin, development characteristics of News paper.
2. News agencies-United news of India (UNI), Press Trust of India (PTI), Reuters, IANS and etc.
3. Magazine Format, Type and organization.
5. Features article, Editorial.

Unit-IV
1. Radio-Origin, development and characteristics of Radio.
2. Radio as a mass medium.
4. various types of interview.
5. Folk Media.
Unit V
1. Television-origin, development and characteristics of television.
2. T.V. News.
4. Film-Origins, Development of India film.

Operation of various projectors:
a. OHP
b. Slide
c. Tape recorder
d. V.C.R.
e. CD Player
f. Computer

2. Preparation of:
a. Visual non-projected materials
b. Booklets
c. Pamphlets
d. Invitations
e. Posters
f. Manuals

g. Cover pages and Posters
h. Preparation of print advertisements

4. Visit mass media centers and stream area.
5. Seminar
6. Term Paper

References:
1. Denis MacNeil - Mass communication theory & introduction
2. C.S. Rayudu - Communication
3. P.M. Shrivastava - Radio and T.V. Journalism
4. M.V. Khera - Professional Journalism
5. उन्नत प्रकाश विद्यालय - संसार गतिविधियों का प्रभाव
6. उन्नत प्रकाश विद्यालय - जनसंवेदन
7. उन्नत प्रकाश विद्यालय - प्रकाशित के लिए उपयोग
8. जी विद्यालय - जीवन एवं दृष्टिकोण
9. जी अनुसंधान विद्यालय - अनुसंधान-कल्पनात्मक