

Rashtrasant Tukdoji Maharaj Nagpur University, Nagpur

Semester Pattern

Syllabus

Of

M.Sc. (HOME SCIENCE)

HOME SCIENCE EXTENSION

2012

M.Sc. Home Science
HOME SCIENCE EXTENSION
SEMESTER-I
Paper-I
COMMUNICATION TECHNOLOGY
Subject code :1 EXT- T1

Periods: 60hr/15hr per unit

Theory	80 Marks
Internal Assessment	20 Marks

Objectives :

1. To develop understanding about the concept of communication systems.
2. To develop understanding about the theories of communication.
3. To understand the concept of the media involved in communication.

Content- Theory

UNIT I : COMMUNICATION

Definition, principles of communication, types of communication, communication process (elements) Problems in communication with reference to elements.

UNIT II : THEORIES OF COMMUNICATION

Theories of communication, Nature and function of Mass communication, Government policies on mass media in India.

UNIT III : MEDIA INVOLVED IN COMMUNICATION

Print media, Non print media and Traditional media. Comparison of Media . Media planning and scheduling selection of media on the basis of suitability, reach , impact , frequency and cost.

UNIT IV : ELECTRONIC MEDIA

- (a)Television-History, Technical information and basic production techniques, formats,programmes. Television as a powerful and effective medium in village life.
- (B)Radio-Technical information and basic production techniques.Programme formats.
- (C)Computers-Attributes of computers.

Practical-I

COMMUNICATION TECHNOLOGY

Practical Subject code :1 EXT- P1

Periods: 8hr per week

Practical	80 Marks
Internal Assessment	20 Marks

PRACTICALS :

1. Preparation of script for radio.
2. Preparation of script for reporting .
3. Preparation of interview schedule/questionnaire for radio and television.
4. Preparation of house journals.
5. Preparation of press release.

INTERNAL ASSESMENT :

1. Preparation of report for newspaper.
2. Preparation of report for press conference.

REFERENCES:

1. Mass Communication- Kewal, j.Kumar,Jaico Publishers.
2. News Reporting and Edition – K.M. Srivastava, Sterling Publishers.
3. Mass Communication and Journalism in India –D.S.Mehta,Allied Publishers.
4. Principles of journalism –Prathakar Padhya, Popular Publications.
5. Management of Advertisement –
6. Basic Journalism
7. Public Relation – Principles, Cases, & Problems – H.Frazier Moore & Frank. B.Kalupa. Surjeet Publications Delhi.
8. Public relation in action –Prof. K.R. Balan & Dr. C.S. Rayadu, Castle Books Pvt. Ltd., New Delhi.,
9. Media of Mass Communication – Vivian ,J. (1991).
10. The dynamics of mass communication –Joseph D.(1993).

SEMESTER-I
Paper-II
COMMUNITY HEALTH AND DEVELOPMENT
Subject code : 1 EXT-T2

Theory	80 Marks
Internal Assessment	20 Marks

Periods: 60hr/15hr per unit

Objectives :

1. To comprehend the meaning of community health.
2. To develop understanding regarding community health care and its needs.
3. To develop understanding regarding family planning services in India & its different methods.

Content-Theory

UNIT I : COMMUNITY HEALTH

Concept and Importance of community health, objectives of health services, Health programmes in India, Different agencies involved in health services, Health system research, Evaluation of health services.

UNIT II : NUTRITION FOR NATIONAL DEVELOPMENT

Food production in India- Production of food stuffs in India, trends in food production, food available for consumption, food balanced sheets, food expenditure pattern.

UNIT III : CHILD HEALTH

Growth and physical development of Indian children-Importance of balance diet, malnutrition and its causes, malnutrition and its impact on physical, mental and the National development, Child Health programmes in India.

UNIT IV : INDICATORS TO ASSES HEALTH STATUS

Crude death rate, Causes for low death rate, Prenatal mortality, Birth rate, Causes for high birth rate, Natural reproduction rate, Gross reproduction rate, Maternal mortality rate, Infant mortality rate, Pre-school death rate, Life Expectancy at birth.

Practical-II

COMMUNITY HEALTH AND DEVELOPMENT

Practical Subject code : 1 EXT-P2

Practical	80 Marks
Internal Assessment	20 Marks

Periods: 8 hrs per week

PRACTICALS:

1. Practise of preparing and standardizing low cost weaning food.
2. Practise of preparing low cost supplementary foods.
3. Developing recipes from locally available uncommon foodstuffs(green leafy vegetables, other vegetables, roots and tubers).
4. Developing protein rich recipes from locally available food stuff.
5. Developing iron rich recipes from locally available food stuff.

INTERNAL ASSESMENT :

1. Report writing on assessment of nutritional status of balwadi children.
2. Report writing on visit to public health centre.

REFERENCES:

1. Nutrition and preventive Health Care –Mary Alice Caliendo, Macmillan Publishing Company.
2. Applied Nutrition –R. Rajalakshmi, Oxford and IBH Publishing Co,Patna.
3. Modern Home Science- An outline of Extension, Scientific Book Co.,Patna.
4. Primary Health Care – Vol. I-3 Dutt,P.R. Gandhigram Institute of Rural Health & Family Welfare Trust, Ambathuria(1993).

SEMESTER-I
Paper-III
SOCIO ECONOMIC ENVIRONMENT
Subject code: 1 EXT-T3

Periods: 60hrs/15hrs per unit

Theory	80 Marks
Internal assessment	20 Marks

Objectives :

1. To enable students to understand different types of communities in India.
2. To develop understanding of the factors contributing to changes in communities.
3. To get acquainted with rural / tribal problems and ongoing development programmes.

Content – Theory

UNIT I COMMUNITY DEVELOPMENT

Meaning, concept and characteristics of a community, structure of different communities- Tribal , Rural, Urban.

UNIT II RURAL DEVELOPMENT AND RURAL PROBLEMS

Meaning and definition of rural development , Characteristic of Rural Society in India, Differences between Urban and Rural societies in India.

Rural problems-Educational, Employment, agricultural, health and sanitation, nutrition and communication.

UNIT III : TRIBAL DEVELOPMENT

Historical background of races in India, classification of tribes in India. Tribal culture with emphasis on family system, religion, marriage.

UNIT IV : SOCIAL CHANGE AND TRIBAL WELFARE

Factors causing social change. Factors inhibiting and opposing social change among tribals, Efforts made by Government and other agencies for tribals : ITDP programme for tribal development.

REFERENCES :

1. Handbook of social welfare, Atmaram and Sons – Chandhari P.A.

2. Society-An introductory Analysis-Mac Iver & Page, Macmillan India Ltd.
3. Tyranny of the Household- D. Jain & N. Banerjee.Vikas Publishers.
4. Sociology- J.L.Kachroo, Bookliine Publishers, New Delhi.
5. Introduction to sociology – V.B. Sahdeva Kitab Mahal.
6. Status of women- Dr. Rekhadevi Raju,Dastane Ramchandra & Co., Pune.Indian Rural Policies- M.B.Nanavathy & Anja.

SEMESTER-I

Paper-IV

RESEARCH METHODS AND STATISTICS

Subject code : 1 RMS-T4

Periods: 60hr/15hr per unit

Objectives:

Theory	80 Marks
Internal assessment	20 Marks

- 1 To understand the significance of statistics and research methodology in Home science Research.
- 2 To understand the types, tools and method of research and develop the ability to construct data gathering instruments appropriate to the research design.
- 3 To understand the apply the appropriate technique for the measurement scale and design.

Content-Theory

UNIT-I

- 1 Definition of Research and Scope of Research in Home Science.
- 2 Anthropological and Epidemiological Research.
- 3 Selection of research problem: need, relevance and feasibility.

UNIT-II

- 1 Problem analysis : definition and stating hypothesis / objectives.
- 2 Literature search : Referencing, abstracting, computer search, bibliography.
- 3 Selection of research design: purpose, internal and external validity.
- 4 **Basic principles of research design :**
 - Fundamental, applied and action, exploratory and experimental survey and case study, ex-post recto, Longitudinal and cross sectional, co-relational.
- 5 **Sampling :**

Objectives of sampling, principles, limitations of sampling, types of error in sampling, major types of sampling, choice of sampling techniques, characteristics of good sample,
- 6 **Data Gathering Instruments:**
 - Primary and secondary data, schedule, questionnaire, observation and case study, scaling methods.
 - Validity, reliability, Sensitivity and specificity of research tools.

UNIT –III

1 Scientific writing as a means of communication.

-Different forms of -scientific writing.

-Articles in Journals. Research notes and reports, Review articles.

Monographs, Dissertations, Bibliographies.

2 How to formulate outlines.

-The reasons for preparing outlines.

- As a guide for plan writing.

-As a skeleton for the manuscript.

- -Kinds of outline.
- -Topic outlines.
- -Conceptual outlines
- -Sentence outlines
- -Combination of topic and sentence outlines.

3 Drafting Titles Subtitles, Tables, Illustrations.

* Tables as systematic means of presenting data in rows and columns and lucid way of indicating relationships and results.

* Formatting tables title, Body tab, Stab column. Column head. Spanner head. Box head.

* Appendices; use and guidelines.

UNIT – IV

1 The Writing process

- Getting Started.
- Use Outline as a starting device
- Drafting
- Reflecting, Re-reading
 - Checking organization
 - Checking headings
 - Checking content
 - Checking clarity
 - Checking Grammar.

2 Parts of Dissertation / Research Report / Article

- Introduction
- Review of Literature
- Method
- Results and Discussion

3. Computer Application in Data analysis

- Use of Ms-Office for Research
- MS Words
- MS Excel
- MS Power Point
- Use of SPSS for data Analysis

References :

- 1 Best J.W. (1983) : Research Education, Prentice Hall, New Delhi.
- 2 Dody, J.T. (1967) : An Introduction to Social Research, Appleton Center.
- 3 Philips, B.S. (1977) : Social Research Strategy and Tactics, Mac Millan.
- 4 Devdas R.P. (1971): Jamdnppi of Research Methodology, Shri Ramkrishna Mission Vidyalaya.
- 5 Young, P.V. and Schmid, C.F. (1986) : Scientific Social Survey and Research, Prentice Hall, New Delhi.
- 6 Shukal, M.C. and Gulashan, S.S. (1970) : Statistics Theory and Practice, S. Chand, New Delhi.
- 7 Gupta, S.P. (1970) : Statistical Methods, S. Chand Co., New Delhi
- 8 Garrett, H. : Statistics in education and Psychology.
- 9 Sinha S.L. : Statistics in psychology and Education, Anmol Publications Pvt. Ltd., New Delhi.
- 10 Daryab Singh : Principles of Statistics, Atlantic Publishers & Distributors.
- 11 Bernard Ostle : Statistics in Research.
- 12 M.H. Gopal : Introduction to Research Methodology for social Sciences.
- 13 C.R. Kothari : Research Methodology (Method Techniques)
- 14 Fedrick Lamson, Whitencey : The Elements of Research.
- 15 Good, Carter, Scales and Douglas: Methods of Research.

Semester-I
Practical-III
Current trends and issues in Home Science Extension
Practical Subject Code: 1 EXT-P3

Periods: 2hrs per week

Marks: 25 Internal

Current trends and issues will have seminar presentation and carry internal marks.

SEMESTER-II
Paper-I
COMMUNICATION TECHNOLOGY
Subject code : 2 EXT -T1

Theory	80 Marks
Internal assesment	20 Marks

Periods: 60hr/15hr per unit

Objectives :

- 1.To develop understanding of communication media.
- 2.To enhance the versatility of the students in selection and use of media.
3. To understand the need for public relations.

THEORY- CONTENT

UNIT I : PRINT MEDIA

Study of print media – House journals, press release, news reports, circulars, bulletins, films.

UNIT II : PUBLIC RELATIONS

Need for public relations, Prospects of Advertisements, Campaign and propaganda for effective communication.

UNIT III: MEDIA FOR SOCIAL CHANGE

Role of media in social change, Development communication planning, organization, administration and evaluation of development communication programmes and new avenues for development communication-literacy, women and development, human rights, environment ,research and feedback.

UNIT IV: APPLICATION OF COMPUTERS

Introduction of basic of computers, application and advantages of computers in different spheres of communication technology with special reference to audio ,video and print media. Non-interactive and interactive computer graphics.

Communication systems- Electronic mail (E-mail),facsimile transmission(FAX),voice mail, electronic meeting systems-audio conferencing, video conferencing and computer conferencing, concept of multimedia, advantages of digital multimedia, application of multimedia.

SEMESTER-II
Practical-I
COMMUNICATION TECHNOLOGY
Practical Subject code : 2 EXT -P1

Practical	80 Marks
Internal assessment	20 Marks

Periods: 8hrs per week

PRACTICALS :

1. Preparation of script for reporting and documentaries.
2. Preparation of report for newspaper.
3. Preparation of report for press conference.
4. Preparation of C.D. on any home science aspects.
5. Preparation of report on E-mail system.

INTERNAL ASSESMENT:

Preparation of power point presentation on any home science aspects .

REFERENCES:

1. T.V.in India- Changes and Challenges – Gopal Saxena, Vikas Publications.
2. Fundamentals of information technology –Alexis and Mathews Leon Press, Channai & Vikas Publishing House Pvt.Ltd.,New Delhi.
3. Information Technology Concepts –Dr. Madhulika Jain, Shashank and satish Jain, bpb Publications,Delhi.
4. Intercultural Cmmunication Theory –Current Perspectives –William B. Gudykurst, Sage Publications Delhi.
5. Management of Advertisement –
6. Basic Journalism
7. Public Relation – Principles, Cases, & Problems – H.Frazier Moore & Frank. B.Kalupa. Surjeet Publications Delhi.
8. Public relation in action –Prof. K.R. Balan & Dr. C.S. Rayadu, Castle Books Pvt. Ltd., New Delhi.,
9. Media of Mass Communication – Vivian ,J. (1991).
10. The dynamics of mass communication –Joseph D.(1993).

SEMESTER-II
Paper-II
COMMUNITY HEALTH AND DEVELOPMENT
Subject code : 2 EXT- T2

Theory	80 Marks
Internal Assessment	20 Marks

Periods: 60hr/15hr per unit

Objectives :

1. To understand National, State and local nutritional problems.
2. To appreciate national and international contribution towards nutritional improvement in India.
3. To develop understanding the scope of family planning , services in India and the different methods of family planning.

THEORY -CONTENT

UNIT I : ASSESMENT OF HEALTH STATUS

Primary health care-Common health problems in India, Alma Ata Declaration, National Health policy, Primary health care and its development, classification of nutritional disorders by WHO. National –International Health agencies.

UNIT II : INDICATORS TO ASSES HEALTH STATUS

a)Crude death rate b)Prenatal mortality c) Birth rate, Causes for high birth rate, d)Natural reproduction rate, e)Gross reproduction rate, f)Maternal mortality rate, g)Infant mortality rate, h)Pre-school death rate, i)Life Expectancy at birth.

UNIT III : NUTRITION EDUCATION AND PROGRAMMES

Diagnosis of the nutrition situation, Setting up, Objectives, Techniques of nutrition education. Nutrition programmes-ANP, SNP, Composite NP, Balwadi feeding programme, Midday Meal programme, ICDS. Organizing successful nutrition and health programmes : Selected Process Models.

UNIT IV : FAMILY PLANNING AND FAMILY PLANNING METHODS

Definitions, Scope of Family Planning Services, Health aspects of Family Planning, National Family Welfare Programmes .

Detailed study of various contraceptive methods, vaccines, National Immunization Schedule.

SEMESTER-II
Practical-II
COMMUNITY HEALTH AND DEVELOPMENT
Practical Subject code : 2 EXT- P2

Practical	80 Marks
Internal Assessment	20 Marks

Periods: 8 hrs per week

PRACTICALS:

1. Practice of preparing low cost diets for pregnant and lactating women.
2. Practice of preparing low cost diets for pre-school and adolescent girls.
3. Taking anthropometric measurements of balwadi children and BMR calculation.
4. Preparation of teaching aids – Poster/ Charts/Slogans.
5. Preparation of tools for nutritional surveys.

INTERNAL ASSESMENT :

Report writing on any nutrition programme.

REFERENCES :

1. Nutrition problems of India – Shukla P.K., Prentice Hall, New Delhi.
2. Text Book of human nutrition –Bamji M.S. Rao N.P.& Reddy V., Oxford & IBH Publishing Co., New Delhi.
3. Essential of food & nutrition Vol.II-M. Swaminathan, BAPPCO.

SEMESTER-II
Paper-III
SOCIO ECONOMIC ENVIRONMENT
Subject code : 2 EXT-T3

Periods: 60hr/15hr per unit

Theory	80 Marks
Internal Assessment	20 Marks

Objectives :

1. To get acquainted with the status of woman in India.
2. To know the parameters determining status of women in India.
3. To know the development policies and their impact regarding women.

Theory -Content

UNIT I : STATUS OF WOMEN

Status of women in pre and post independence period, organizations for social reforms and welfare in India , Government policies, changing role of women in India, existing programmes for women in India.

UNIT II : WOMEN AND EDUCATION

Relevance of women's education, education for women's equality , legal literacy on personal and family laws, role of family court and legal aid centers, Government policies for women's education.

UNIT III : WOMEN AND ECONOMY

Women and workforce in India economy, need for change in occupational change for employment, problems pertaining to employment of women, legislation protecting working women.

UNIT IV : WOMEN AND HEALTH

Health as a social issue , Gender as a determinant of health, forms of discrimination, women's role in family planning, Role and Function of the Departments working for women's welfare- Department of women and child development Central and social board, State social welfare board, National commission of women's development corporation.

REFERENCES :

1. Principles of sociology- K.Singh, Prakashan Kendra.

2. Women studies – N. Jayapalan.
3. Rural sociology in India – A.R. Desai, Popular Prakashan Pvt. Ltd.
4. Social problem of India- E. Chandran, Cosmos Bookline Pvt. Ltd. N.Delhi.
5. Country Report (1995): Department of women and child

SEMESTER-II
Paper-IV
RESEARCH METHODS AND STATISTICS

Subject code : 2RMS- T4

Periods: 60hr/15hr per unit

Theory	80 Marks
Internal Assessment	20 Marks

Objectives

- To understand the significance and research methodology in Home Science Research.
- To understand the types, tools and methods of research and develop the ability to construct data gathering instruments appropriate to the research design.
- To understand and apply the appropriate technique for the measurement scale and design.

Contents

UNIT I

1. Meaning and Scope of Statistics in Home Science

- Concept of statistics .
 - Scope of statistics.
2. Descriptive statistics : Classification , tabulation, frequency, distribution, diagrammatic and graphic representation of data.
 3. Measure of central tendencies : Mean, Mean, Mode.
 4. Concept of deviation : Range, Quartile deviation, Mean deviation, standard deviation.
 5. Concept of normal distribution curve and probability : use of normal distribution curve, skewness and kurtosis.

UNIT-II

Elements of testing a Hypothesis :

- Concept of null hypothesis.
- Meaning of level of significance .Type I and II errors.
- Students ‘t’ test for small samples foe testing difference in proportion for means and difference in means.

- Large sample test (C.R.test) for testing significance of difference between mean of two groups.
- Analysis of variance (one way ANOVA, two way ANOVA).
- Correlation coefficient , product moment method , rank difference method for small samples and scattered diagram method for large sample.
- Regression analysis and prediction : Simple and multiple regression.

UNIT- III

Non parametric tests for testing null hypothesis :

- Application of chi square test on :
 - Equal probability type
 - Normal distribution type
 - 2x2 contingency tables type
 - X^2 test of independence.
- Participatory rapid assessment.
- Participatory learning assessment.

UNIT- IV

1. The writing process

- Getting started .
- Use out line as a starting device.
- Drafting
- Reflecting , Re-reading – Checking organization, Checking headings, Checking content, Checking clarity, Checking Grammar.

2. Part of Dissertation / Research Report/article

- Abstract
- Introduction
- Review of Literature
- Materials and Methods
- Result and Discussion
- Summary and Conclusion
- Bibliography
- Recommendation

3. Computer Application in Data analysis

- Use of MS- Office for Research , MS Word , MS Excel, MS power point
- Graphic representation

- Use of SPSS for data Analysis.

REFERENCES ;

1. Best, J. W. (1983) : Research Education , Prentice Hall, New Delhi.
2. Dody ,J.T.(1977) : An Introduction To Social Research , Appleton center.
3. Philips , B.S. (1977) : Social Research Strategy And Tactics , Mae Millan.
4. Devdas R.P. (1971) : Jamdnppi of Research Methodology, shri Ramakrishna Mission Vidyalaya.
5. Young, P.V. And Schmid, C.F.(1968) : Scientific Social Survey And Research , Ptrntice Hall, New Delhi.
6. Shukla, M.C. And Gulshan S.S. (1970) : Statistics Theory And Practice , S. Chand New Delhi.
7. Gupta, S.P. (1970) : Statistics Methods , S Chand Company , New Delhi.
8. Garrett, H. : Statistics In Education And Psychology.
9. Sinha S.L.L. Statistic In Psychology And Education , Anmol Publications Pvt. Ltd., New Delhi.
10. Darya Singh Principles of statistics, Atlantic Publishers & Distributors.
11. Bernard Ostle Statistics in Research.
12. M.H. Gopal : Introduction to Research Methodology for Social Sciences.
13. C.R. Kothari : Research Methodology (Methods & Techniques)
14. Fredrick, Lamson, Whiteney : The Elements of Research.
15. Good, carter, Scales and Douglas : Methods of Research

**Semester-II
Practical-III
Current trends and issues in Home Science Extension
Practical Subject Code: 2 EXT-P3**

Periods: 2hrs per week

Marks: 25 Internal

Current trends and issues will have seminar presentation and carry internal marks.

SEMESTER III
Paper-I
NON FORMAL EDUCATION
Subject code : 3 EXT T1

Theory	80 Marks
Internal Assessment	20 Marks

Periods: 60hr/15hr per unit

Objectives :

1. To develop concept of Non formal Education (NFE).
2. To develop ability to plan non- formal programmes.
3. To develop concept of evaluation
4. To develop knowledge of adult education.

Content-Theory

UNIT-I CONCEPT OF NFE-

Meaning, scope, difference between formal and non- formal education, Inadequacy of formal education in India. Significance of NFE in India .

UNIT-II PLANNING OF NFE PROGRAMMES –

Techniques of community study, subject-matter for NFE, physical aspects – place, seating arrangement, lighting, ventilation, publicity for NFE programmes.

UNIT-III NFE METHODOLOGY, EVALUATION & MONITORING –

Methods of NFE, Role of media in NFE, Materials for NFE.

Need for evaluation, selection of appropriate methods of evaluation, problems in evaluation.

UNIT-IV ADULT EDUCATION

Introduction, objectives of adult education, purposes, adult education in pre-independence era, adult education in post-independence era, role of Government ,NGO and universities in the field of adult education.

SEMESTER III
Practical-I
NON FORMAL EDUCATION
Practical Subject code : 3 EXT P1

Practical	80 Marks
Internal Assessment	20 Marks

Periods: 8hr per week

PRACTICAL :

1. Conducting a class for learners in NFE using projected teaching aids: OHP/Slide/Filmstrip/Opaque/Moving projector.
2. Practice of conducting classes through video Films.
3. Conducting an adult education class with flash cards.
4. Conducting an adult education class with flannel graph.

INTERNAL ASSESMENT :

Assignment on non formal education in Home Science.

REFERENCE :

1. A Book of education for Beginners- Bhatia and Bharti, Kalyani Publishers, New Delhi.
2. The New Education Police in India- Shukla P.D., Sterling Publishers Private Limited, New Delhi.
3. Adult and Non- formal Education- Jagannath Mohanty, Deep and Deep Publications, F-159, Rajouri Gardan , New Delhi.
4. Adult Education – Principles, Practice and Prospects- C.L. Kundu, Sterling Publishers.

SEMESTER III
Paper-II
ADOPTION OF INNOVATIONS
Subject code : 3 EXT-T2

Periods: 60hr/15hr per unit

Theory	80 Marks
Internal assessment	20 Marks

Objectives :

1. To develop understanding regarding diffusion and its core elements.
2. To develop understanding of history of diffusion research and the status of diffusion research in the present age.
3. To understand the generation of innovations and the innovation decision process.
4. To study the different adopter categories.

Content-Theory

UNIT I : ELEMENTS OF DIFFUSION AND DIFFUSION RESEARCH

Meaning of diffusion, Core elements of diffusion- innovation, communication channels, time, and social system.

Beginning of diffusion research, rise of diffusion research traditions- early sociology, rural sociology, education, public health, communication, marketing geography.

UNIT II : GENERATION OF INNOVATIONS

Innovation development process- Selecting a problem, basic and applied research, development, commercialization, diffusion, adoption and consequences.

UNIT III : INNOVATION DECISION PROCESS

Model of innovation decision process- Knowledge stage, persuasion stage, decision stage, implementation stage, confirmation stage, communication channels by stages, communication channels of adopter categories, innovation decision period .

UNIT IV : INNOVATION AND ADOPTER CATEGORIES

Classifying adopter categories on the basis of innovativeness, adopter categories as ideal types, and characteristics of adopter categories.

SEMESER-III

INTERNAL ASSESSMENT (SESSIONAL)

ADOPTION OF INNOVATIONS

Subject code : 3 EXT-S1

PERIODS: 4 HRS PER WEEK

MARKS-50

SESSIONAL:

1. Seminar on Home Science Extension aspect .
2. Practice of conducting result demonstration to prove the importance of new practices for its acceptance.

REFERENCES :

1. Diffusion of innovations –Everett M. Rogers,IIIEd., The Free Press, Mac. Millan Publishing Co. New York.
2. Innovation diffusion –A New Perspective- Lawrence A Brown, Methuen and Co. Ltd.,New York.
3. Communication in Organisations- Everett. M.Rogers and Rekha Aganwala Rogers. The Free Press, Mac. Millan Publishing Co.,New York.

SEMESTER III
Paper-III
PROGRAMME BUILDING AND EXTENSION
Subject code : 3 EXT -T3

Periods: 60hr/15hr per unit

Theory	80 Marks
Internal Assesment	20 Marks

Objectives:

1. To understand the concept of community development.
2. To understand the need for community participation.
3. To develop an understanding regarding importance of training.
4. To understand the different mass media effective for rural campaigns.

Content- Theory

UNIT I : COMMUNITY DEVELOPMENT & COMMUNITY PARTICIPATION-

Meaning of community development, concept of community development, objectives behind community development, guiding principles of community development, area of community development.

UNIT II : EXTENSION TRAINING –

Meaning of training, need and importance of training in extension work, types of training applicable in extension work and problems in extension training. Appropriate methods for training- case study, role play, buzz group discussions, etc.

UNIT III : PROGRAMME BUILDING IN EXTENSION –

Meaning of development programme, principles of programme building process, steps involved in programme building process, precautions used in programme building, role of officials, non-officials, groups and agencies in programme building process for extension work. Factors responsible for successful conduct of a programme.

UNIT IV : MASS MEDIA & RURAL CAMPAIGN –

Effectiveness of television programme, radio programme and educational film show for mass media, use of charts, posters, bulletins and port

Able display boards to arrange extension exhibitions, useful equipments applicable in rural campaign.

SEMESER-III

INTERNAL ASSESSMENT (SESSIONAL)

PROGRAMME BUILDING AND EXTENSION

Subject code : 3 EXT-S2

PERIODS: 4 HRS PER WEEK

MARKS-50

SESSIONAL :

1. Assignment on rural development through mass media.
2. Organization of successful group discussion on problem among home makers

REFERENCES:

1. Extension Education – Dr. Adivi Reddy.
2. Agriculture extension in community development- Dr. J.G.Garg.
3. Introductory rural sociology –Dr. J.B. Chitamber
4. Social change in India – Kuppuswamy.

**Semester –III
Project Design**

Subject Code 3TC-PD

Periods: 5hr/week

Marks: 125 Internal

Note : See the Guidelines in Appendix B in the Direction.

SEMESTER IV
Paper-I
NON FORMAL EDUCATION
Subject code : 4 EXT-T1

Theory	80 Marks
Internal assesment	20 Marks

Periods: 60hr/15hr per unit

Objectives :

1. To understand the need for Non-formal education for national development.
2. To develop understanding regarding curriculum development.
3. To comprehend the different programmes of Non-formal Education-Adult Education, Distance Education.
4. To develop understanding regarding concept and methods guidance.
5. To develop understanding regarding steps in counseling.

Content-Theory

UNIT I : NFE FOR NATIONAL DEVELOPMENT-

Characteristics of NFE, principles of NFE, objectives of NFE, clientele of NFE, New education policy and NFE.

UNIT II : CURRICULUM DEVELOPMENT-

Approaches major categories of curriculum approach, process, of curriculum development, formulating educational objectives, criteria for content selecting, organizing content, selecting learning experiences, evaluating the curriculum, development try-out.

UNIT III : AUDIO- VISUAL MATERIALS FOR ADULT EDUCATION-

Media classification of A.V. materials for adult education, Edgar Dales cone of Experience, Detailed study of teaching aids.

UNIT IV : DISTANCE EDUCATION, GUIDANCE & COUNSELELING -

History of distance education, philosophy and need for distance education, concept of distance education, Distance education – a democratic alternative. Distance education council-IGNOU, Maharashtra open Universities. Importance of study Centers. Meaning of guidance, principles & objectives of guidance, types of guidance, and methods of guidance. Meaning of counseling, levels of counseling, aims and principles of counseling, basic steps in counseling.

SEMESTER- IV
Practical-I
NON FORMAL EDUCATION
Practical Subject code : 4 EXT-T1

Practical	80 Marks
Internal assessment	20 Marks

Periods: 8hrs per week

PRACTICAL :

1. Familiarization with techniques of multimedia for distance education.
2. Conducting a class for learners in NFE using non- projected teaching aids.
3. Practice of conducting classes through Audio Films.

INTERNAL ASSESMENT:

Preparation of audio/ visual aids for non formal education.

REFERENCES :

1. Curriculum Planning – ES-331- Curriculum and Instruction, Published by Prof. S.B. Menon, School of Education, IGNOU, New Delhi.
2. Educational Vocational Guidance and Counseling –J.C. Agrawal, Doaba House Book Sellers and Publisher, 1688 Nai Sarak, Delhi.-110006.
3. Adult and Non-formal Education – Jagannath Mohanty, Deep and Deep Publication, F-159, Rajouri Gardan, New Delhi.
4. Extension Education in Colleges and universities in India- Rajesh, Student Aid Publication, B-76, Ashok Vihar Phase-IV, Delhi.

SEMESTER -IV
Paper-II
ADOPTION OF INNOVATIONS
Subject code : 4 EXT -T2

Theory	80 Marks
Internal assessment	20 Marks

Periods: 60hr/15hr per unit

Objectives :

1. To understand diffusion networks.
2. To understand the role of change agents in diffusion systems.
3. To develop and understanding regarding consequences of innovations.

Content-Theory

UNIT – I CONTRIBUTION & STATUS OF DIFFUSION RESEARCH TODAY:

Criticism of diffusion research pro-innovation bias of diffusion research, the recall problem in diffusion research, issue of equality in diffusion innovations.

UNIT-II ATTRIBUTES OF INNOVATION & RATE OF ADOPTION:

Attributes of innovation, relative advantage, compatibility, complexity, triability, observability, diffusion effect, over adoption.

UNIT-III OPINION LEADERSHIP AND DIFFUSION NETWORKS-

Models of mass communication flows, homophily, heterophily, measuring opinion leadership and network links, characteristics of opinion leaders, diffusion networks.

UNIT –IV CHANGE AGENT & CONSEQUENCES OF INNOVATIONS:

Role of change agent, factors in change agent success- homophile, change agent contact, opinion leaders, and client's evaluating ability in centralized and decentralized diffusion systems.

Model for studying consequences, classification of studying consequences, equality in consequences of innovation.

Semester-IV

Sessional

ADOPTION OF INNOVATIONS

Subject Code 4EXT-S1

Periods: 4hrs per week

Marks: 50

SESSIONAL:

1. Seminar on adoption of innovations.
2. Visit to rural area to study the innovation adopted in the area

REFERENCES :

1. Communication strategies – A Guide to agriculture change agents – Herbert. F. Lionberger and paul H. Gwin., The Interstate Printers and Publishers. Inc. D awille, Illinois, U.S.A.
2. Education and communication for development – O.P. Dahama and O.P.Bhatnager Oxford IBH Publishing Co.New Delhi.
3. An Introduction to Extension Education – S.V.Supe, Oxford and IBH Publishing Co., New Delhi.

SEMESTER IV
Paper-III
PROGRAMME BUILDING AND EXTENSION
Subject code : 4 EXT-T3

Theory	80 Marks
Internal Assesment	20 Marks

Periods: 60hr/15hr per unit

Objectives:

1. To develop an understanding regarding broad front programmes in India and extension services.
2. To understand the process of programme building in extension.
3. To develop an understanding of the use of evaluation in extension and educational programmes.
4. To understand the importance of co-ordination in extension.

Content - Theory

UNIT I: BROAD FRONT PROGRAMMES & EXTENSION SERVICES-

Development objectives of extension in broad front programmes, approaches in development, importance of broad front programmes to children and women welfare, achievement and failures of broad front programmes.

Meaning of extension service, extension in rural/ urban development, extension functionaries and qualities needed by extension staff in discharge of extension services.

UNIT II : PROGRAMME PLANNING –

Meaning of planning, importance of programme planning, advantages of programme planning, criteria of good programme planning and professional abilities needed by programme planners.

UNIT III : EVALUATION PROCESS:

Definitions on evaluation, purpose of evaluation in extension programmes, classification of evaluation, principles of evaluation, tools of evaluation. Follow –up- need for follow up and methods of follow-up.

UNIT IV: CO-ORDINATION IN EXTENSION-

Need of administration and supervision in extension, definitions of co- ordination, practical difficulties of team work ensuring co-ordination and its solution.

SEMESTER IV
Sessional
PROGRAMME BUILDING AND EXTENSION
Subject code : 4 EXT-S2

Periods: 4hrs per week

Marks: 50

SESSIONAL :

1. Practice of conducting method demonstration on improved practices for its acceptance.
2. Evaluation of a community development programme and submission of report.

REFERENCES:

1. Education and communication development – Dahama and Bhatnager.
2. The changing pattern of family in India- Thomas and Devanandam.
3. Extension communication and Management- Ray, G.L., Prakash, Calcutta (1999).
4. Evaluation Management in Training & Development, Virmani & Seth P., Vision;New Delhi.

Semester –IV
Research Project (Viva voce)

Subject Code: 4EXT-PR

Periods: 5hr/week

Marks: 125

Note : See the Guidelines in Appendix B in the Direction.