

OBJECTIVES: To enable the students to

1. learn the importance of communication, methods of dissemination of knowledge and skills to the beneficiaries.
2. understand the role of communication in the study of Home Science.

COURSE:

UNIT I: Communication: Definition, Nature, Process, Importance and influencing factors.

UNIT II: Components of communication:

- a. Communicator – Good and Poor – Qualities.
- b. Message or content – characteristics.
- c. Communication – channels and obstacles.
- d. Audience – Quantity, Quality, characteristics.

UNIT III: Media for communication: Preparation, Advantages and disadvantages of –

- a. Visual Aids – Display boards, Graphic aids and 3D materials.
- b. Audio Aids – Non – Projected and projected.
- c. Audio – Visual Aids – Television, Video, INSAT, CCTV, Computer – aided.

UNIT IV: Methods and techniques of communication I: Objectives, advantages, limitations and conduct of –

- i. Individual contacts: Farm and Home visits, office calls, personal letters, observation plot, Result Demonstration
- ii. Group Contacts: a. Observation b. Demonstration c. General meetings – lecture, Debate, Symposium, Panel discussion, Buzz sessions, Brain storming, workshop, seminar, conference.

UNIT V: Methods and techniques of communication II: Objectives, advantages, limitations and conduct of –

- a. Mass Contacts: Circular letters, Publications, Exhibitions, Campaign.
- b. Radio, television c. Puppets, Drama, Folk & Theatre.

References:

1. Pankajam, G. (2000) Extension – Third dimension of education, Gyan Publishing House, New Delhi.
2. Reddy, A.A (1987), Extension Education. Sri Lakshmi Press, Bapatla, A.P.
3. Supe, S.V. (7- 1982), An Introduction to Extension Education, IEdn, Oxford & IBH Publishing Co; New Delhi.
4. Chakrabarti, K.Surjit (1967), Audio – visual education in India, Oxford Book Company, New Delhi.
5. Cochran, L.W. and de Kiffer, R.E.(1966). Manual of Audio Visual Techniques. Prentice – Hall of India Pvt. Ltd, New Delhi.

OBJECTIVES: To enable students to

1. Learn the skills and techniques of preparation of various aids used in communication.
2. Learn the use of various aids to efficiently deliver the messages and information to the people.

COURSE:

UNIT I: i. communication: Demonstration of one- way, two- way with practice sessions.
ii. use of audio- visual material- guidelines.

UNIT II: Preparation of visual aids- Two per each category and display. Exhibition, museum, visits and organization.

UNIT III: Use of Audio- visual aids- group activity- one per group.

UNIT IV: Dramatics, Folk and etc- Group Activity- one per group

UNIT V: Preparing a script or a story on an event on the lines of newspaper.

References:

1. Pankajam, G. (2000) Extension – Third dimension of education, Gyan Publishing House, New Delhi.
2. Reddy, A.A (1987), Extension Education. Sri Lakshmi Press, Bapatla, A.P.
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