ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

I SEMESTER **HOMESCIENCE** TIME: 4HRS/WEEK

HS1102 (3) **COMMUNICATION PROCESS**  MAX.MARKS:100

w.e.f. 2020 –2021(“20AH”)  **SYLLABUS**

**OUTCOMES OF THE COURSE:**The students will be able to:

**A) Remember and explain in a systematic way**

● Learn the meaning, scope and concept of Home Science Extension.

● Explain the importance of Extension Education in Home Science

**B) Understand and Use**

● Understand the role Extension worker in community

● Understand the Principles, steps in Teaching and Learning process

**C) Critically explains, judges**

● Qualities of an Extension Worker

● Different Teaching Methods and Teaching Aids in Communication Process.

**D) Working in out of prescribed areas under co-curricular activity**

● Know the importance of Teaching Methods and Teaching Aids in Communication Process.

● Know the barriers of communication and learn how to overcome them.

**E) Practical skills**

● Learn Practical skills in planning, preparation of Audio-Visual Aids

● Usage of bulletin board in extension education

● Use of different types of Teaching methods and Audio-Visual Aids for different target groups.

**THEORY**

**UNIT-I : EXTENSION EDUCATION**

● Meaning, Concept, Scope and objectives

● Formal and Non formal Education

● Philosophy and principles of Extension Education

● Role and Qualities of an Extension worker

**UNIT-II: TEACHING AND LEARNING PROCESS**

● Teaching – Meaning, definition, steps in Teaching

● Learning – Meaning, definition, Elements of Learning

● Learning Situation – Definition, Elements of Learning Situation

● Principles of learning and their Implications for Teaching

● Motivation – Principles of Motivation in Extension

● Classification of motives

**UNIT-III: TEACHING METHODS/TECHNIQUES**

● Extension Teaching methods – Definition , Functions and Classification of Teaching methods – According to use and form

● Individual methods – Farm and home visits, Telephone calls, Personal letter, Result demonstrations.

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● Group methods – Method demonstration, Group meetings/Discussions, Conferences, Field trips etc.

● Mass Methods – Print and electronic media , Internet and Exhibitions

● Factors to be considered in selection and combination of teaching methods

**UNIT-IV AUDIO - VISUAL AIDS:**

● Audio Visual Aids – Meaning and Classification

● Factors Influencing selection of Audio-Visual Aids

● Principles of Preparing in Planning, Presentation and evaluating in Audio-Visual Aids

● The cone of Experience

**UNIT-V COMMUNICATION :**

● Communication – Meaning, Definition and scope of Communication

● Key Elements in the process of Communication – 1. Communicator 2. Messages,

3.Channel 4. Treatment of Messages 5. Audience 6. Audience Response.

● Types of Communication – Verbal, Non Verbal, Small group and Mass

Communication.

● Barriers to communication.

**REFERENCES BOOKS:**

1. Adivi Reddy (1985). ExtensionEducation, Sreelakshmi press, Baptla,

2. Dahama.O.P .( 1981). Extension and Rural welfare, Ram Prasad and Sons Agra Bhopal.

3. Doshi, S.L. (2007). Rural Sociology. Delhi Rawat Publishers.

4. Dubey,V.K.. (2009). Extension Education & Communication, 1st edition New Age International Ltd

5.Indhubala (1980), Gruhavignasastravistarana , Telugu academy text book publications

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ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

I SEMESTER **HOMESCIENCE** TIME: 2HRS/WEEK

HS 1152 (2) **COMMUNICATION PROCESS**  MAX.MARKS:50

w.e.f. 2020 –2021(“20AH”) **PRACTICALSYLLABUS**

**PRACTICALS :**

1. Visit to a community/ village to find out the socio economic needs of the people

2. Preparation of Survey Schedule

3. Preparation and display of teaching aids – Posters, charts, flash cards etc.

4. Display of bulletin board

**REFERENCES BOOKS:**

1. Adivi Reddy (1985). ExtensionEducation, Sreelakshmi press, Baptla,

2. Dahama.O.P .( 1981). Extension and Rural welfare, Ram Prasad and Sons Agra Bhopal.

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