MSc Extension Education

Semester I		Max. Marks
Paper I	- Research Methodology	50
Paper II	- Development Communication	50
Paper III	- Education Technology in Extension Teaching	50
Paper IV	- Extension Education systems.	50
Practical	- Based on Paper I, II, III, IV	100

Semester II

Paper I	- Statistics and Computer Application	50
Paper II	-Community Organization & Development Theories	50
Paper III	- Training and Development	50
Paper IV	- Programme: Design and Evaluation	50
Practical	- Based on paper I,II, III, IV	100

Semester III

Paper I	- Entrepreneurship Development and Management	50
Paper II	- Community Health Management	50
Paper III	- Gender and Development	50
Paper IV	- Extension and Communication Techniques	50
Practical	- Based on paper I. II, III, IV	100

Semester IV

Paper I	- Management of Human Service Organization	50
Paper II	- Media Planning and Production for Social Advertising	50
Paper III	- Dissertation and Seminar	50
Paper IV	- Implant Training / Internship	50
Practical	- Based on paper I, II, III, IV	100

Semester I
Paper I: Research Methodology

1. Research Methodology – Meaning, objectives and types of research. Research approaches, Significance of research, Research and scientific methods, Research process and Criteria of good research.

   Definition and Identification of a Research Problem – Selection of Research problem, Justification, Theory, Hypothesis, Basic assumptions, Limitations and delimitations of the problem.

2. Research Design – Meaning and needs, Features of a good design; important concepts relating to research design, Variables, Experimental and Control groups, Different research designs–exploratory, descriptive and diagnostic, Hypothesis testing research. Sampling Design– Population and Sample, Steps in sampling design, Criteria for selecting a sampling procedure, Different types of sampling techniques–Probability sampling and Non-probability sampling.

   Methods of Data collection–Schedules and Questionnaires, Interview, Case study, Home visits, Scaling methods, Reliability and Validity of measuring instruments.

3. Concept and characteristics of a normal probability curve. Analysis of Data – Graphical and Diagrammatic presentation.

4. Interpretation – Meaning of Interpretation, Technique of Interpretation, Precaution in Interpretation– Interpretation of tables and figures. Report Writing - Significance of report writing, Different steps in writing report; Types of reports, Mechanics of writing a Research Report and precautions for writing research reports. Use of Computers in Statistical Analysis – The computer system and technology, important characteristics of computer applications in researches..

Practical

1. Observations on general development of new born and preschoolers.
2. Rapid participatory observations with adolescent groups and families across various socio-economic status.
3. Rapid participatory observation among old people in institutions and non-institutional setups.
4. Exercises relating to preparation of research designs. Preparation of tools for data collection. Administration of these tools.

Paper II: Development Communication

1. **Basic Concept: Development**
   - Definition, basic concept, nature, evolution, significance, functions and dysfunctions, dynamics of development
   - Models of Development
     o Economic Growth Model
     o Social equity model
     o Participatory model
   - Indicators of Development – Human Development Index, gender empowerment measure, human poverty index, global ratings of countries based on the indices classification of regions and countries on the basis of development

2. **Basic Concept: Development communication**
   - Definition, evolution with respect to historical and cultural perspective of development communication
   - Nature, role and significant of development communication
   - Inter-relationship between development and development communication.
   - Models of development communication
     o Interdependent Model
     o Dependency Model
     o Basic Needs Model
     o New Paradigm of development
   - Approaches to development commution – Diffusion and Extension approach.
   - Strategies in development communication.

3. **Media In Development Communication**
   - Role of traditional and modern media in development communication.
   - Use of folk media, puppetry, exhibitions theatre, posters, print media (Newpapers, books, leaflets, IEC materials), radio television and cinema.
   - Govt. Policies on mass media of India
   - Planning, organization, administration and evaluation of development Communication Programmes.
   - Participating approaches in development communication.
   - New avenues for development communication – literacy, women and development, human rights.
   - National projects of development communication – SITE, Hharbna, talk back programmes

Practicals
1. Analysis of indices of development
2. Preparation of IEC material on various topic for different target audience
3. **Handling various issues in development communication through radio scripts, leaflets, newspaper stories and reports, exhibitions, computer aided technologies.**
4. **Prepare a project on any one specific area in development communication.**

Semester I
Paper III: Education Technology in Extension Teaching

1. **An Introduction with Educational Technology**
   - Meaning, concept, orgin of equational Technology.
   - Types and kinds of Educational Technology.
   - Various forms of education
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2. **Teaching – Learning Process and Educational technology**
   - meaning and definition of teaching
   - Difference between teaching and education, teaching and training, teaching and indoctrination.
   - Relationship between teaching and learning.
   - Conditions of teaching and learning process.
   - Theories of teaching – learning process.
   - Role of educational technology in teaching-learning process.
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3. **Need of Education Technology in India**
   - History and importance of educational technology in India.
   - Educational technology in teaching and learning
   - Dale's Cane of Experience
   - A Practical case classifying different Aids.

4. **Teaching Strategies and models of teaching**
   - Meaning and various types of teaching strategies. (Auto critic style and permissible style.
   - Models of Teaching – Characteristics, Functions and elements.
   - Assumptions of model of teaching, sources of models,
   - Modern teaching models.

5. **Teaching Aids in Educational Technology**
   - Non-Projected Aids
   - Projected Aids
   - Direct experiences
   - Reprographic Equipments inteaching
   - Mass-media approach in educational technology (Radio, television, INSAT Programmes, multi-media packages)

Practicals
1) Prepare a lesion plan for teaching in extension.
2) Use of different Aids in each classification of care of experience.
3) Use of different Non-projected and projected aids in extension teaching.

References
1) Educational technology, Dr. A.K. Sharma, Seventh edition (2005), Vinit Pustak Mandir, Agra.
2) Technology of teaching, N.R. Swarup saxena, Dr. S.C. Oberoi, Second edition, (1999), R. Lall Book Depot, Meerut.

Semester I
Paper IV: Extension Education System

1. **Conceptual Analysis**
   1) Extension:- Meaning, changing concept of extension, philosophy, objectives, principles, functions, components of extension and dimensions of extension.
   2) Extension education : Meaning, process and principles of learning in extension.

2. **Extension models and approaches.**
   1) Models: Technology – Innovation transfer model, social education model indigenization model, social action / conscienitization models, empowerment participation model, combination models.
   2) Approaches: Agricultural extension, commodity specialized, training and visit, participatory, project, turning systems development, cost sharing, educational institution, integrated area, cluster and target approach.

3. **National Extension systems.**
   Community Development Programme , Genesis and growth, objective, principles, critical appraisal of the community development programme. ICAR extension systems, Agricultural Universities, KVK, TTCs. Extension systems of ministry of Rural Development, Department of science and technology. Department of Industries and Department of women and child Development. Development work by NGO Government – NGO Collaboration.

4. **Support Structures and thei functions**
   Panchayat, Panchayat Union and DRDA. Central Social Welfare Board, State Social Welfare Board, National Level Voluntary Agencies like – CAPART, KVC, Local Level Voluntary agencies.
   Peoples Organisation at grass roots – SHG's, elected panchayats.

Practicals
1) Visit to Block or DRDA to study the programme support for extension.
2) Visit to District Social Welfare Department for the on-going programmes in the region.
3) Discussion the role of Panchayat in rural development

References
1) Dahama, O.P. and Bhatnager, O.P. (1987) Education and Communication for development, Oxford and IBH Publishing Co. Pvt. Ltd. New Delhi.
2) Ray, G.L. (1999). Extension Communication and Management, Naya Prakashan, Kolkata.
3) Reddy, A. (1999). Extension Education. Sree Lakshmi Press, Baptia.
4) Waghmare, S.K. (1989), Exploring of Extension Excellence, Multi tech. Pub. Company.

Semester II
Paper I : Statistics and Computer Applications

1. Conceptual understanding of statistical measures. Classification and tabulation of data. Measurement of central tendency, measures of variation.

2. Frequency distribution, histogram, frequency, polygons.

3. Binomial distribution.

4. Normal distribution – Use of normal Probability tables

5. Parametric, non-parametric tests.

6. Testing of hypothesis, Type I and II errors. Level of significance.

7. Chi-Square test. Goodness of fit independence of attributes 2 X 2 and r X c contingency tables.

8. Application of student 't' test for small samples. Difference in proportion for means and difference in means.

9. Correlation, Coefficient of correlation, ranks correlation.

10. Fundamental of comptter, History of computer, Generathon of computer, Language, Components, Applications of Computers. Operating System & Internet: MS-DOS, MS-Windows, and Internet

11. MS-Office: MS-Word, MS Excel and Power Point. Introduction to Data-base Management system, Fox)Pro.

Practicals: Based on above topics.

References:

1. Basandra, S.K.: Com`uter for Manigers, Designing An Effectife Management Ijformation System$ Abhinav Ptblishing INdustries, N. Delhi, 1965.

2. Diwan, Parag, Information System Management, Deep & Deep Publications, New Delhi, 1997.

3. Laudon, Kenneth C. and London, Jane Price, Management Information System: A Contemporary Perspective, Macmillan Publishing Company, New Delhi.

4. Mehta, Versham Management Information System, Anmol Publication, New Delhi, 1998.

5. Banerjee, Utpal K. and sachdeva, R.K., Management Information System: A New Framework, Vikas Publishing House, Pvt. Ltd., New Delhi.

Paper II: Community Organisation And Development Theories

1. **The Community**
   - Definition, Concept and characteristics of a community.
   - Structure and organization of different types of communities: tribal, rural and urban; nature and interrelationship of socio-economic and political influences and different communities; norms, more and prevalent, customs of different communities.

2. **Social Groups and Organisation**
   - Concept, types, characteristics of different social groups, interests, attitudes and motivations for affiliation.
   - Dynamics of social group interactions in different types of communities – family and kinship group, class based groups, interest groups and associations.

3. **Dynamics of change in community**
   - Social Organisations – Family, School, Co-operatives and Other organizations and their role in community.
   - Factors contributing to change and transition in the structure and organization of societal institutions; historical and contemporary situation.
   - Religion, socio-political ideologies, imperialism, mass media and communication globalization and their impace on community.
   - Planned change; concept, solution and changes in the concept of planned social change.
   - People's participation, concept, types and barriers to participation in bringing about social change; based on analysis of participation for development.

4. **Organisations in Development**
   - Theories of development, people centred development; factors contributing to paradigm shift.
   - Organisations involved in development; government, corporate and voluntary sector organizations.
   - Analysis of their present role, future potential in facilitating development; inter-sectoral synergy; importance and operation allegation.

5. **Community Leadership**
   - Concept, leadership theories; patterns and characteristics of leaders in different communities.
   - Leadership in different organizations involved in development – inter sectoral, gender based analysis.
   - Role of leadership in community development.

Practicals
1. Study of existing social groups in community and dynamics in its changes.
2. Study of role of organizations in Development

3. Study of providing leadership in community and its role in community development.

References

1. Burkey, stan (1993): People First: A Guide to Self-Reliant, Participatory Development.
2. Dale, R. (2000): Organisations and Development Strategies, Structures and Processes, Sage Publication; New Delhi.
3. Edwards, M. and Hulme, D. (1992): Making a Difference : NGOs and Development in a Changing World.
4. Handy, C.B. (1983): Understanding Organisations.
5. Hara Lombos – Sociology: Themes and Perspectives.
6. Korten, D.C. (1990): People Centred Development – Getting to the 21st Century.

Paper III: Training and Development

1. **Training and Learning**
   1. Concept and types of learning, factors affecting learning among adults.
   2. Types and methods of learning, learning paradigms – learning knowledge, attitudes skills, practices, values, experimental learning, reflective learning and literative learning.
   3. Concept of Training – Goals of Training, Self development, action learning, transformation and organizational development, enhancing organizational effectiveness, team – sprit.

2. **Training Methodologies**
   1. Current trends in training methodologies, organizational development approach, competency based training, participatory training methodologies – aspects, advantages, limitations, implications for training process
   2. Concept of training Administration
   3. Budget & records.

3. **Trainer and Trainee Interface**
   1. Role of trainer, counselor, coach, partner, facilitator, teacher, advisor, model, expert.
   2. Competencies of a trainer – attitude, trainer-trainee perceptions.
   3. Factors affecting.

4. **Training Process**
   1. Different Phases of training, conceptual models of training, system approach to training inputs, process, outputs.
   2. Training Strategy and Designs
      a. Training need assessment, planning, training programmes, organizational environment, Training facilities.
      b. Classification of training methods.
      c. Case study, role play, psychodrama, sensitivity, buzz group, group discussion transactional analysis, process work, micro-lab, business game etc.

   3. Evaluation – Types and Process.

5. **Organizational factors and training –**
   Working climate, leadership, values, mechanics of change. Developing organizational structures for facilitating micro and macro level interventions for facilitating development.

Practicals
1. Designing training programmes for different development goals.
2. Developing skills for conducting case study, role play group discussion and microlabs in different training methods.

3. Organising any one training programme.
4. Evaluating the training programme.

References

1. Rae, Leslie, Techniques of training, Jaico publishing house, Delhi, 1998.
2. Prasad, L.M. Principles and practice of Management, S. Chand & Sons., New Delhi.
3. Rudrabasavraj, M.N., Executive Developmen Himalaya Publishing House, Mumbai, 1990.

Paper IV: Programme: Design and Evaluation

1. **Programme Planning –**
   Meaning and importance of programme planning, Principles of programme planning, Programme development cycle and its components, Identification of felt needs of community collection of baseline data, SWOT Analysis.

2. **Plan of Work**
   - Meaning , Importance, components of a plan of work.
   - Developing a plan of work – factors to be considered in preparation of the plan of work.
   - Pre-requisites for developing plan, criteria for judging the plan of work,
   - Resources for programme planning, meaning of resources, types of resources, identification and appraisal of resources.

3. **Programme Implementation**
   - Aspects of execution,
   - Factors responsible for the successful conduct of a programme, role of officials and non-officals in programme implementation,
   - Linkages with other agencies.
   - Problems in implementation.

4. **Evolution and follow up**
   - Meaning and purpose of evaluation, types of evaluation, self-evaluation and external evaluation, criteria for evaluation.
   - Phases of evaluation, Tools of evaluation.
   - Observation sheet, interview. Schedule, rating scale and checklist.
   - Follow-up: Need for follow-up, methods of follow up, correspondence, spot visit, meetings.

   Documentation:-
   - Need for reporting and recording procedures for recording , aspects to be covered.
   - Records and registers to be maintained in programme implementing institutions.

Practicals
1. Develop any one social welfare project
2. Develop survey proforma and Review of welfare programmes.
3. Analysis of ongoing welfare programme in your community.
4. Survey / Visit places where welfare programmes. Are on-going.
5. Reporting on welfare programmes and presentation of reports.

References
1. Sandhu A.S. (1994) Extension Programme planning, oxford and IBH Publishing company Pvt. Ltd., New Delhi.
2. Chaubey B.K. (1990), A Handbook of Extension Education, Jyoti Publication, Allahabad.
3. Extension Programme Planning, Oxford and IBH Publishing Company Pvt. Ltd. New Delhi.

Semester III
Paper I: Entrepreneurship Development and Management

1. **Entrepreneurship**
   - Concept and meaning, need for entrepreneurship development.
   - Competencies / qualities of an entrepreneur

2. **Entrepreneurial Support system**
   - District Industry Centres (DICs)
   - Commercial Banks
   - State Financial Corporations.
   - Small Industries Service Institutes (SISIs), Small industries Development bank of India (SIDBI), National Bank for Agriculture and Rural Development (NABARD), National small Industries Corporation. (NSIC)

3. **Market Survey and Opportunity Identification (Business Planning)**
   - How to start a small scale Industry
   - Procedures for registration of small scale industry.
   - List of items reserved for exclusive manufacture in small scale industry.
   - Assessment of demand and supply in potential areas of growth.
   - Understanding business opportunity.
   - Consideration in production selection.
   - Data collection for setting up small venture.

4. **Project Report Preparation**
   - Preliminary Project Report
   - Techno – Economic feasibility report
   - Project viability

5. **Managerial Aspect of small Business**
   - Principles of Management
   - Operational Aspects of Production
   - Inventory management
   - Basic principles of financial management
   - Marketing Techniques.
   - Personnel Management.
   - Importance of communication in business.

6. **Legal Aspects of small Business**
   - Elementary knowledge about income tax, sales tax, Patent rules & Excise rules.
   - Factory Act and Payment of wage Act.

7. **Environmental Considerations**
   - Concepts of ecology and environment.
   - Factors contributing to Air, Water, Noise pollution and their standards and control
   - Personal Protection Equipment (PPEs) for safety at work places.

8. Miscellaneous

- Human relations and performance in organization
- Relation with subordinates, peers and superiors.
- Motivation – Incentives, Rewards, Job satisfaction.
- Leadership
- Labour Welfare
- Worker's participation in management.

Practical Based on above topics.

References

1. Environmental Engineering and Management by Suresh K. Dhamija, S.K. Kataria and sons, New Delhi
2. Entrepreneurship Development by CB Gupta and P. Srinivasan, Sultan chand and sons, New Delhi.
3. A Hand book of Entrepreneurship, Edited by BS Rathore and Dr. JS Saini; Aapga Publications, Panchkula (Haryana)

Paper II: Community Health Management

1. **Concept of Health and Health Care**: Concepts of health and positive health, definitions of health; Health – factors affecting health, health as a human right; Concept of community health and global health, health for all; Primary health care – definitions, principles, components, comprehensive health care, levels of prevention, concept of reproductive health.

   Health and Development Indices: Health indices and related indices in community health, fertility indicators, demographic indicators – sex ration, social and mental health indicators; Human Development Index: Reproductive Health Index.

2. **Community Health Needs and Problems:** Health needs and problems related to sanitation and environment, protected water, personal hygiene and pollution control. Ecology and environment, global warming-causes, effects and prevention, natural and man made disaster management; Health needs of special groups-women, infants, children; Major health problems in India: Communicable and non-communicable diseases; Population problem and its impact; Problems of malnutrition; Reproductive health problems.

3. **Health Care Services:** Health administrative set up – state, national, urban, rural, private; Role of NGOs in health services; Importance of National Health Programmes: Child survival and safe motherhood; Importance of Child Health and related programmes; Health in relation to community development; Important National and International Health Agencies; Health Information, education, communication.

4. **Management of Information System in Health Sector:** Health surveys; Monitoring health; Health regulations and acts, health legislations; Census; Evaluation of health services.

   Ecology and Environment: Cause, effects and prevention of global warming; Concept of natural and man made disasters.

Practical:
   a. Identification of Health needs of special groups – infants, young children and adolescents, women, Elders, etc.
   b. Preparation of Health Survey Schedules for different groups.
   c. Visit to Hospitals and Organizations related with Health.

References
   1. Suchman, E.H. – Sociology in the Field of Public Health.
   2. Smolenske – Principles of Community Health.
   3. Dak, T.M. – Sociology of Health in India.
   4. Mangatt, A.N. and Bomen, S.C. – Social Service and Mental Health.

Paper III: Gender and Development

1. **Gender in context with development**
   Concept of gender, gender roles; changing trends, gender analysis matrix. Changing form of welfare from development and empowerment, gender w.r.t. development, National and international efforts for gender empowerment.

2. **Status of men and women in society**
   Demographic, education, employment, political, health (General, occupational and reproductive) in changing scenario.

3. **Violence Against men and Women**:-
   Dowry, divorce, female feticide and infanticide, domestic violence, sexual harassment and exploitation portrayal of women/men in mass media. Efforts taken for elimination of all forms of discrimination.

4. **Gender and Development:** Policies & programmes, National policies
   o   Empowerment Perspective – policy perspectives, mainstreaming, a gender perspective.
   o   Economic empowerment – Poverty eradication, micro-credit, self-help groups, women and agriculture, women industry and support services.
   o   Social empowerment – Education, health, nutrition, drinking water and sanitation, housing and shelter, environment.
   o   Legal empowerment – Legal literacy on personal and family laws, role of family court and legal aid centres.
   o   Political empowerment – Role of panchayati Raj in the political empowerment of women/men.

5. **Support system**
   Role and functions of the Department of Women and Child Development, Central Social Welfare Board, State Social Welfare Board, National Commission for Women, Women's Development Corporation.

Practicals:
   o   A study on men's/women's status in nearby community.
   o   Discuss the men's /women's problems in a community after identification.
   o   Listing men's/women's related issues in the community.
   o   Case study of any one organization running in your community.

References
   1. Black M, (1993): Girls and Women, A UNICEF Development Priority, Unicef, New York.
   2. Yadav, C.P. (2000). Empowerment of women. Vol. I & II, Laxmi Shikshan, Sansthan and Anmol Publications Pvt. Ltd; New Delhi.
   3. Laxmi Devi (1998). Women and Development. Institute for sustainable Development and Anmol Publications Pvt. Ltd:, New Delhi.
   4. National Perspective plan for women (1988): Department of women and Child Development; New Delhi.

5. Sahay. S. (1998) Women and Empowerment: Approaches and Strategies. Discovery Publishing; New Delhi.

Paper IV: Extension and Communication Techniques.

1. **Development of indicators:**
   Preliminary exploration, developing logical framework, providing empirical contents and refinement of indicators.

2. **Social Programme Evaluation:**
   Evaluation strategies and methodologies, cost-benefit analysis and other measures of efficiency evaluation.

3. **Rapid and Participatory Rural Appraisal:**
   Principles, methods, techniques and tools, utilization of PRA methods in field studies, use of supportive techniques – secondary sources, direct observation, semi-structured interviews, case studies and stories, drama, games, role-plays, scenario workshops, triangulation, continuous, analysis and reporting.
   Ranking and scoring and making maps and diagrams.

4. **Developing Scales for Measuring Qualitative Traits:**
   Social and Psychological scale preparation and use.
   Steps in scale preparation, reliability and validity testing, elimination of bias, item analysis, test-retest.

5. **Research Reparting**
   Variations in research reports needs and styles of presentation of different types of organization. Format of research report – preliminary pages, text of the report, supplementary pages, general rules for writing and typing, evaluation of a report

Practicals
1. Study any one relevant problem with the related area.
2. Prepare socio-economic indicatons of the families in any group.
3. Training in PRA Preparation.

Paper I: Management of Human Service Organizations

Unit I **Concept of Service Organizations**
- Need, Nature of service organizations running in India
- Philosophy behind service organizations developing nation.

Unit II **Management of service organizations**
- Concept and importance, functions of management, approaches to management
- Planning, implementation, personnel management, financial management, administration and monitoring of organizational activities
- Management skills.

Unit III **Organisational Structure of Human Service Organisatons.**

Unit IV **Organisations working for the service of various groups.**
- Women group – Services of National commission for women, SEWA, Mahila Samakhya, Central Social Welfare Board, Bhartiya Gramin Mahila Sangh etc.
- Children Group – Services of Indian Council of child welfare, ICDS, National Institute for public co-operation and child Development, Planned parenthood federation.
- Youth group – Nehru Yuvak Kendra, YMCA, YWCA, YUVA
- Groups with special needs – Physically and mentally handicapped, aged, destituted, orphans, street children

Unit V **Assessment of Human Service organization**
- Indicators of assessments
- Assessments of personal accountability

Practicals 1. Visit and report of local human service organizations and its achievements.
2. Outline of organizational structure of a selected organization.

References
1. Pareek, Udai (1994), Beyond Management: Essays on Institution Building and Related Topics, Oxford University Press, Mumbai.
2. Moshal, B.S. (1998): Organisation and Management: Text and cases, Galgotia Publishers, New Delhi.
3. Blake John and Lawrence Peter (1992), the ABC of Management: A handbook of management terms and concepts. All India Travelers Book Seller, New Delhi.

Paper II: Media Planning, Production and Social Advertising.

1. **Social Advertising**
   - Social advertising and commercial advertising – definition, need, scope
   - Similarities and differences between commercial marketing of products and services.
   - Approaches to social advertising
   - Social Advertising as development communication model.

2. **Media Planning for Social Advertising**
   - Programme design for social advertising.
   - Communications and steps in media planning for different target groups, types of issues, choice of media available, communication needs, finance and time considerations, socio-cultural factors
   - Consideration and steps in message design, treatment and presentation for different types of issues and target groups.
   - Measuring communication effectiveness – Media research in social advertising, effectiveness, trends and needs.

3. **Trends in Social Advertising: Global and Indian Scenario**
   - Analysis of trends in social advertising on different media types for different issues – message type, treatement, presentation, media mix, repeat value of messages.
   - Problems and future needs in social advertising on different media types.
   - Social advertising research.

4. Media Production
   - Role of media in communication
   - Various types of media for communication
   - Various constraints in the use of respective media.
   - Criteria in selection and use of various media.

Practical
   1. Collect samples of social and commercial advertisement, across different media and study the differences and similarities in terms of strategy, appeal, content presentation.
   2. Study the trends in social advertising on different mass media – Print, T.V., Radio/video, internet in terms of issues covered, repeat value, content, presentation, target group addressed etc.
   3. Operations of various Audio-Visual Aids – OHP, LCD projector, tape recorder, video recorder, screen
   4. Preparation of visual/Non-projected materials – Booklets, Pamphlets / Leaflets, Invitation, Posters.

   5. Projected materials
      a. Photography – Preplanning, scripting, shooting, developing,

mounting, recording of commentary or dialogue, synchronization of frames with recording.

b. Video films- Preplanning, procedure of - from idea to shooting, script, production consideration, editing procedures, optical effects, music titles and other accessorie to be added.

References:

1. Barry, Lumand &Hewsel James S. (1973): Marketing and social environment, A reading text Petrocelli Books, N.7.
2. Bhasin k. and Aggarwal B. (1984): Women Development and Media, New Delhi.
3. Yadav, J.S. and Mohnot, Abhilasha (1983): Advertising and social responsibility, Vol. 1, Content Analyses, Dept. of Communication Research, IIMC, New Delhi
4. Barger, A.A. (1991): Script writing for radio and television. Sage Publication.
5. Brown et. Al (1983): A.V. Instruction Technology, Media & Methods 6th ed., Mcgraw Hill, Book Co., New York.