

## **RURAL DEVELOPMENT AND EXTENSION**

### **THIRD YEAR ARTS, 2014-2015**

#### **PAPER-I : PRINCIPLES AND METHODS OF EXTENSION EDUCATION (3621)**

M.M: 100

**Unit – I** Extension Education: Concept, Scope, Objectives, Principles, Philosophy Significance. Role and Qualities of Extension Worker.

Early Extension Experiments: Work of Shriniketan, Gurgaon Experiment, Etawah Pilot Project, Marthandam and Firka Development Scheme of Madras State.

**Unit- II** Communication-Concept, Functions, Elements. Models of Communication : Aristotle, Shanon-Weaver, Berlo and Leagans.

**Unit-III** Teaching and Learning Process : Concept, Elements, Steps in Extension Teaching and Motivation and Decision Making in Extension.

**Unit-IV** Extension Teaching Methods-Classification and Study of the various Extension teaching methods such as Farm and Home Visit, Farm Clinic, Personal Letters, Result and Method Demonstration, General Meeting, Field Trips, Circular Letters and Exhibition.

**Unit-V** Audio-visual Aids : Classification and detailed study of the various Audio-Visual Aids such as Charts, Poster, Flash Cards, Flannel Graph, Models, Motion Pictures, Radio, Slide and Filmstrips.

#### **Books Recommended:**

O.P.Dhama & O.P.Bhatnagar : Education and Communication for Development

S. V. Supe : An Introduction to Extension Education.

Kelsey, L.D. & Hearne, C.C. : Co-operative Extension Work

Leagans, J.P. : Extension Education in Community Development

Dale Edger	:	Audio-Visual Methods in Teaching
Mohanty B.B.	:	A Handbook of Audio-visual Aids
Dr. A. Adivi Reddy	:	Extension Education
Kebl J.Kumar, 1996	:	Mass Communication in India Bomba, Jaico Pub.
G. L. Ray	:	Extension Communication and Management
लिनकन डेविड केल्ले और केनीन चाइल्स हरने	:	सहकारी प्रसार कार्य
डॉ. पी. एन. माथुर	:	कृषि प्रसार के सिद्धान्त
दुर्गाप्रसाद शर्मा और उम्मेदसिंह	:	कृषि प्रसार के सिद्धान्त
डॉ. वीरेन्द्र कुमार दुबे और डॉ. सुखवीरसिंह	:	भारत में प्रसार शिक्षा
डॉ. जयपाल सिंह	:	प्रसार शिक्षा एवं ग्रामीण विकास
डॉ. एस. एल. इन्टोदिया	:	प्रसार शिक्षा एवं संचार माध्यम
डॉ. के. एल. डांगी डॉ.राजीव बैराठी	:	
Bhatnagar & Subhash	:	Information and Communication Technology in development