

Semester wise course and credits allocation

Course Code	Name of the Course	Course Structure (Credits)		
		Theory	Practical	Total
1 st Year – I Semester				
Induction cum Foundation course				
Common courses (MDC+VAC+AEC)				
AEX-111	Communication Skills	1	1	2
Core Courses (Majors and Minors)				
AEX- 112	Rural Sociology and Educational Psychology	2	0	2
1 st Year – II Semester				
Common courses (MDC+VAC+AEC)				
AEX- 121	Personality Development	1	1	2
2 nd Year – III Semester				
Core Courses (Majors and Minors)				
AEX-211	Fundamentals of Extension Education	1	1	2
4 th Year – VII Semester				
Elective Courses				
EL AEX	Agricultural Journalism	3	1	4
EL AEX	Emerging Trends in Agricultural Extension	3	1	4
EL AEX	Communication and information management	3	1	4
Skill Enhancement Courses				
AEX (SEC)	Video Production	0	2	2

Objective

To acquire competence in oral, written and non-verbal communication, develop strong personal and professional communication and demonstrate positive group communication.

Theory

Communication Process: The magic of effective communication; Building self-esteem and overcoming fears; Concept, nature and significance of communication process; Meaning, types and models of communication; Verbal and non-verbal communication; Linguistic and non-linguistic barriers to communication and reasons behind communication gap/ miscommunication. Basic Communication Skills: Listening, Speaking, Reading and Writing Skills; Precis writing/ Abstracting/ Summarizing; Style of technical communication Curriculum vitae/resume writing; Innovative methods to enhance vocabulary, analogy questions. Structural and Functional Grammar: Sentence structure, modifiers, connecting words and verbals; phrases and clauses; Case: subjective case, possessive case; objective case; Correct usage of nouns, pronouns and antecedents, adjectives, adverbs and articles; Agreement of verb with the subject: tense, mood, voice; Writing effective sentences; Basic sentence faults.

Practical

Listening and note taking; Writing skills: precis writing, summarizing and abstracting; Reading and comprehension (written and oral) of general and technical articles; Micro-presentations and Impromptu Presentations: Feedback on presentations; Stage manners: grooming, body language, voice modulation, speed; Group discussions; Public speaking exercises; vocabulary building exercises; Interview Techniques; organization of events

Suggested readings

1. Allport, G. W. 1937. Personality: A Psychological Interpretation. Holt, New York.
2. Brown Michele and Gyles Brandreth. 1994. How to Interview and be Interviewed. Sheldon Press, London.
3. Carnegie Dale. 1997. The Quick and Easy Way to Effective Speaking. Pocket Books, New York.
4. Francis Peter, S. J. 2012. Soft Skills and Professional Communication. Tata McGraw Hill, New Delhi.
5. Kumar, S. and Pushpa Lata. 2011. Communication Skills. Oxford University Press.
6. Neuliep James, W. 2003. Intercultural Communication A Contextual Approach. Houghton Mifflin Co Boston.
7. Pease, Allan. 1998. Body Language. Sudha Publications, Delhi.
8. Raman, M. and Singh, P. 2000. Business Communication. Oxford University Press.
9. Seely, J. 2013. Oxford Guide to Effective Writing and Speaking. Oxford University Press.
10. Thomson, A. J. and Martinet, A. V. 1977. A Practical English Grammar. Oxford University

Objective

Provide knowledge on concept and importance of sociology and rural sociology as well as the relationship with Extension Education

Theory

Extension Education and Agricultural Extension: Meaning, definition, scope, and importance. Sociology and rural sociology: Meaning, definition, scope, importance of rural sociology in Agricultural Extension, and interrelationship between rural sociology and Agricultural Extension. Indian Rural Society: important characteristics, differences and relationship between rural and urban societies. Social Groups: Meaning, definition, classification, factors considered information and organization of groups, motivation in group formation and role of social groups in Agricultural Extension. Social Stratification: Meaning, definition, functions, basis for stratification, forms of social stratification- characteristics and differences between class and caste system. Cultural concepts: culture, customs, folkways, mores, taboos, rituals. Traditions: Meaning, definition and their role in Agricultural Extension. Social Values and Attitudes: Meaning, definition, types and role of social values and attitudes in agricultural Extension. Social Institutions: Meaning, definition, major institutions in rural society, functions, and their role in agricultural Extension. Social Organizations: Meaning, definition, types of organizations and role of social organizations in agricultural Extension. Social Control: Meaning, definition, need of social control and means of social control. Social change: Meaning, definition, nature of social change, dimensions of social change and factors of social change. Leadership: Meaning, definition, classification, roles of leader, different methods of selection of professional and lay leaders. Training of Leaders: Meaning, definition, methods of training, Advantages and limitations in use of local leaders in Agricultural Extension, Psychology and educational psychology: Meaning, definition, scope, and importance of educational psychology in Agricultural Extension. Intelligence: Meaning, definition, types, factors affecting intelligence and importance of intelligence in Agricultural Extension. Personality: Meaning, definition, types, factors influencing the personality and role of personality in agricultural Extension. Teaching: Learning process: Meaning and definition of teaching, learning, learning experience and learning situation, elements of learning situation and its characteristics. Principles of learning and their implication of teaching.

Suggested readings

1. A. R. Desai -Rural Sociology in India
2. Dahama O. P. and Bhatnagar, O. P. - Education and Communication for Development
3. J.B. Chitambar -Introductory Rural Sociology
4. M.B. Ghorpade- Essential of psychology
5. Prepared You Tube videos
6. R Velusamy Textbook on Rural Sociology and Educational Psychology
7. Ray, G. L. -Extension Communication and Management
8. Sandhu A. S. -Textbook on Agricultural Communication
9. Web Materials

Semester II

AEX-121 Personality Development 1+1

Objective

To make students realize their potential strengths, cultivate their inter-personal skills and improve employability.

Theory

Personality Definition, Nature of personality, theories of personality and its types. The humanistic approach - Maslow's self-actualization theory, shaping of personality, determinants of personality, Myers-Briggs Typology Indicator, Locus of control and performance, Type A and Type B Behaviours, personality and Organizational Behaviour. Foundations of individual behavior and factors influencing individual behavior, Models of individual behavior, Perception and attributes and factors affecting perception, Attribution theory and case studies on Perception and Attribution. Learning: Meaning and definition, theories and principles of learning, Learning and organizational behavior, Learning and training, learning feedback. Attitude and values, Intelligence- types of Intelligence, theories of intelligence, measurements of intelligence, factors influencing intelligence, intelligence and Organizational behavior, emotional intelligence. Motivation- theories and principles, Teamwork and group dynamics.

Practical

MBTI personality analysis, Learning Styles and Strategies, Motivational needs, Firo-B, Interpersonal Communication, Teamwork and team building, Group Dynamics, Win-win game, Conflict Management, Leadership styles, Case studies on Personality and Organizational Behaviour.

Suggested reading

- 1) Andrews, Sudhir. 1988. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGrawHill.
- 2) Heller, Robert. 2002. Effective Leadership. Essential Manager series. Dk Publishing.
- 3) Hindle, Tim. 2003. Reducing Stress. Essential Manager series. Dk Publishing.
- 4) Kumar, Pravesh. 2005. All about Self- Motivation. New Delhi. Goodwill Publishing House Lucas, Stephen. 2001. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill.
- 5) Mile, D.J. 2004. Power of Positive Thinking. Delhi. Rohan Book Company.
- 6) Smith, B. 2004. Body Language. Delhi: Rohan Book Company.
- 7) Shaffer, D. R. 2009. Social and Personality Development (6th Edition). Belmont, CA: Wadsworth

Objectives

1. State the importance of extension education in agriculture
2. Familiarize with the different types of agriculture and rural development programs launched by govt. of India
3. Classify the types of extension teaching methods
4. Elaborate the importance and different models of communication
5. Explain the process and stages of adoption along with adopters' categories

Theory

Education: Meaning, definition and Types; Extension Education: meaning, definition, scope and process; objectives and principles of Extension Education; Extension Programme planning: Meaning, Process, Principles and Steps in Programme Development. Extension systems in India: extension efforts in pre-independence era (Sriniketan, Marthandam, Firka Development Scheme, Gurgaon Experiment, etc.) and post-independence era (Etawah Pilot Project, Nilokheri Experiment, etc.); Reorganised Extension System (T&V system) various extension/ agriculture development programs launched by ICAR/ Govt. of India (IADP, IAAP, HYVP, KVK, IVLP, ORP, ND, NATP, NAIP, etc.). Social Justice and poverty alleviation programme: ITDA, IRDP/SGSY/NRLM. Women Development Programme: RMK, MSY etc. New trends in agriculture extension: privatization extension, cyber extension/ e-extension, market-led extension, farmer-led extension, expert systems, etc., Attributes of Innovation, DW CRA, Commodity Interest Groups (CIGs)., Farmers Producer Group (FPG).

Rural Development: concept, meaning, definition; various rural development programs launched by Govt. of India. Community Development: meaning, definition, concept and principles, Philosophy of C.D. Rural Leadership: concept and definition, types of leaders in rural context; Method of identification of Rural Leader. Extension administration: meaning and concept, principles and functions. Monitoring and evaluation: concept and definition, monitoring and evaluation of extension programs; transfer of technology: concept and models, capacity building of extension personnel; extension teaching methods: meaning, classification, individual, group and mass contact methods, ICT Applications in TOT (New and social media), media mix strategies; communication: meaning and definition; Principles and Functions of Communication, models and barriers to communication. Agriculture journalism; diffusion and adoption of innovation: concept and meaning, process and stages of adoption, adopter categories.

Practical

To get acquainted with university extension system. Group discussion- exercise; Identification of rural leaders in village situation; preparation and use of AV aids, preparation of extension literature (leaflet, booklet, folder, pamphlet news stories and success stories); Presentation skills exercise; micro teaching exercise; A visit to village to understand the problems being encountered by the villagers/ farmers; to study organization and functioning of DRDA/PRI and other development departments at district level; visit to NGO/FO/FPO and learning from their experience in rural development; understanding PRA techniques and their application in village development planning; exposure to mass media: visit to community radio and television studio for understanding the process of programme production; script writing, writing for print and electronic media, developing script for radio and television.

Suggested readings

1. Adivi Reddy, A. 2001. Extension Education, Sree Lakshmi press, Bapatla.
2. Dahama, O. P. and Bhatnagar, O.P. 1998. Education and Communication for Development, Oxford and IBH publishing Co. Pvt. Ltd, New Delhi.
3. Jaliha, K. A. and Veerabhadraiah, V. 2007. Fundamentals of Extension Education and Management in Extension, Concept publishing company, New Delhi.
4. Muthaiah Manoraharan, P. and Arunachalam, R., Agricultural Extension, Himalaya Publishing House (Mumbai).
5. Sagar Mondal and Ray, G. L., Textbook on Rural Development, Entrepreneurship and Communication Skills, Kalyani Publications.

6. Rathore, O. S. et al. 2012. Handbook of Extension Education, Agrotech Publishing Academy, Udaipur.
7. Dudhani, C.M., Hirevenkatgoudar, L.V., Manjunath, L. Hanchinal, S.N. and Patil, S.L. 2004. Extension Teaching Methods and Communication Technology, UAS, Dharwad.
8. Sandhu, A.S. 1993. Text book on Agricultural Communication: Process and Methods. Oxford and IBH Publishing Pvt. Ltd, New Delhi.
9. Singh, A.K., Lakhan Singh, R. and Roy Burman. 2006. Dimensions of Agricultural Extension. Aman Publishing House, Meerut

AEX-411	Agricultural Journalism	3+1
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Objectives

To impart knowledge and skill in agricultural journalism

Theory

Journalism – Meaning, nature, importance, and types of journalism. Agricultural Journalism – Meaning, definition, principle, objectives, types, and scope. Similarities and difference between agricultural journalism and other types of journalism. Role of agricultural journalist, Training of agricultural journalist. Qualities of journalist, Role of journalist /journalism in agricultural development and development of newspaper and magazines readers. Newspaper and magazines as communication media: Characteristics, kinds and functions of newspaper and magazines, Characteristics of newspaper and magazines readers. Form, content, style and language of newspaper and magazines, Standard part of newspaper and magazines. The agricultural story: Types of Agriculture stories, subject matter of the agricultural story, structure of the agricultural story. Gathering farm information -Sources of farm information: abstracting from research and scientific materials, interviews, coverage of events. Other sources: electronic media, field study. Success stories definition, nature, components, guidelines of writing a success story. Writing a news story difference between news and feature story, the principle of writing a news story, Inverted pyramid structure. Organizing the material, treatment of the story, writing the news lead and the body. Readability measure-readability ease score, automated readability index, gunning fog index, how to improve readability of articles and stories. Use of photograph in agricultural journalism- Basic principles of photography – composition, exposure, lens, light. Use of artwork (Graphs, charts maps, etc.). Writing the captions. Editorial mechanism: Copy reading, headline and title writing. Proofreading: definition, signs and symbols of proofreading, level of proofreading, duties of a proof-reader. Layout – meaning, principles of layout and design.

Practical

Practice in writing an agricultural news story. Practice in writing an agricultural feature story. Covering agricultural events for the information collection. Practice in interviewing for the information collection. Abstracting stories from research and scientific materials and wire services. Selecting pictures and artwork for the agricultural story. Practice in editing, copy reading. Practice in headline and title writing. Practising proof reading. Practice in lay outing of newspaper. Testing copy with a readability formula. Visit a publishing office.

Suggested readings

1. Introduction to Journalism by Carole Fleming, Emma Hemmingway, and Gillian Moore.
2. Basic Journalism by Rangaswami Parthasarathy.
3. News Reporting and Editing by K. M. Shrivastava.
4. Professional Journalism by M.V. Kamath.
5. The Journalist's Handbook Book by M.V. Kamath.
6. Farm Journalism and Media Management – Bhaskaran et al.
7. Agricultural Extension and farm Journalism – A K Singh.
8. Farm Journalism – Jana and Mitra.
9. Web Materials.
10. Prepared You Tube videos.

AEX-412	Communication and Information Management	3+1
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Theory

Communication – Meaning, Definition, Models, theories of communication. Communication process – concept, elements and their characteristics. Types and Barriers in communication. Communication skills – fidelity of communication, communication competence and empathy, communication effectiveness and credibility, feedback in communication.

Methods of communication – Meaning and functions, classification. Forms of communication – Oral and written communication, Non-verbal communication, interpersonal communication, organizational communication. Key communicators – Meaning, characteristics and their role in development. Barriers in communication.

Message – Meaning, dimensions of a message, characteristics of a good message, Message treatment and effectiveness, distortion of message.

Development communication- Meaning, definition, areas of Development Communication.

Innovative Information sources and Modern communication media – Internet, Cyber Cafes, CAI, Video and Tele conferences, Kisan call centers, Consultancy clinics, social networks etc and their implication in Extension Communication.

Agricultural Journalism – Meaning, Scope and Importance, Sources of news, Types, Merits and Limitations. Basics of writing – News stories, feature articles, magazine articles, farm bulletins and folders. Media in communication – Role of mass media in dissemination of farm technology. Effect of media mix for Rural People.

Practical

Simulated exercises on communication. Planning and writing of scripts for Radio and Television. Planning, Preparation and Presentation of visual aids, Power Point Slides, Handling of Public Address Equipment (PAE) System, Still Camera, Video Camera and Liquid Crystal Display (LCD) Projector. e-publication, website development.

AEX-413	Emerging Trends in Agricultural Extension	3+1
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Objective of the Course:

- To orient the students regarding changing scenario of Agricultural Extension, the emerging areas and approaches of extension in agriculture.
- To provide exposure on analyses of different extension approaches, applying different tools and techniques and visits to the stakeholders

Theory

Agricultural Extension– emerging issues and strategies; Genesis and evolution of agricultural extension worldwide; Genesis and evolution of agricultural extension in India; Women in agricultural extension – role, importance and empowerment; Youth in agricultural extension – role, importance and empowerment; Human resource management and development in extension organisations – meaning, issues and strategies; Changing roles of agricultural extension professionals in the context of WTO-issues and strategies; Participatory extension approaches – RRA, PRA & PLA – meaning, features, principles, techniques; Demand driven extension – meaning, features, model

Reorganized extension system – broad based extension-meaning, concept; Farmer led extension – meaning, features, scope and importance; Farming systems approach & farming situation-based extension – concept, characters, activities, scope; Strategic research and extension plan – meaning, importance; Group led extension – meaning, concepts, procedures, advantages and limitations; Market led extension – meaning, problems in agricultural marketing, characteristics, approaches and strategies; Privatization of agriculture extension services and public private partnership – meaning, problems in public extension, reasons for privatization, approaches, possibilities; Cyber extension – meaning, tools, advantages and limitations; Voluntary organizations in agricultural extension – scope and importance, limitations; Latest rural development and agricultural extension projects and programmes in India; Latest extension models

Practical

Analyses of extension reforms on the basis of funding and delivery matrix; Comparing the features of alternative extension approaches and identification of Suitable Alternative Extension approaches for solving extension problems in a specific farming situation; Analyzing the roles of change agents in State Department of Agriculture; Analyzing the extension activities at the field level; Analyses of structure and functions of ATMA; Identification of technological needs of farmers through participatory approach; Analyzing the functions of a selected VO/ NGO; Studying role of farm women in agriculture in a selected village; Studying role of rural youth in agriculture in a selected village Studying farmers organisaions in a selected village

Learning Outcomes

- Understanding of the emerging areas of agricultural extension, their features and effectiveness
- Learning of different tools and techniques of analyses of extension reforms and programmes, feedback of stakeholders.

AEX (SEC)	Video Production	0+2
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Objective

This course aims to impart working knowledge on the production of educational videos for effective communication

Practical

Need, importance and principles of integrating videos in Agricultural Communication; Stages of video production: storyboard & script writing, sound recording and editing; Equipment for Agricultural video production; Camera handling techniques, lighting techniques, and importance of colours in visual communication; Process of Video editing; using software and smartphones; Uploading videos; Case studies; Production and presentation of Videos.