

RAJASTHAN PUBLIC SERVICE COMMISSION, AJMER

SYLLABUS FOR COMPETITIVE EXAMINATION FOR THE POST OF ASSISTANT PROFESSOR IN HOME SCIENCE (EXTENSION EDUCATION) FOR COLLEGE EDUCATION DEPARTMENT

Paper- II (Communication for Development)

UNIT-I: Communication -

1. Concept, Importance and Scope of Communication.
2. Models of Communication.
3. Process /Elements of Communication.
4. Barriers in Communication.
5. Types of Communication Settings- Intra, Interpersonal, Group and Mass Communication.
6. Essential Qualities a good Communicator should possess.

UNIT-II: Development Communication -

1. Concept, importance and approaches in development communication.
2. Evolving strategies in development communication in India since early planned development.
3. Agencies in promotion of development communication - Government agencies and NGOs.

UNIT-III: Mass Media-

1. Print Media (Newspaper, Book & Journal, Magazines, Leaflet, Pamphlet, Hoardings).
2. Radio.
3. Television.
4. Films.
5. Folk Media- Types and Role in developing awareness among rural masses.
6. Interactive Media- Interpersonal methods and multi-media.

UNIT-IV: ICT and Extension -

1. Concept, Definition, tools and application of ICT in extension Education.
2. Advantages, limitations and opportunities.
3. Web based modules- e-learning, e-content, e-mail & group mail, Multimedia- meaning, steps, audio video and animation, e-apps.
4. e-portal- AGRISNET, ASHA, e-CHOPAL, e-KRISHI.

UNIT-V: Media and Gender Sensitization-

1. Gender- Concept, gender roles, Changing trends, Gender and development
2. Media Portrayal of women: the personal and social consequences
3. Role of media in consciousness raising regarding gender related issues.
4. Policies and Programmes for Women's Development.
 - National Policy for Empowerment of Women
 - Department of Women and Child Development- Role and Function
 - Central Social Welfare Board
 - State Social Welfare Board
 - National Commission for Women
 - Women's Development Corporation.

Note :- Pattern of Question Paper

1. Objective type paper
2. Maximum Marks : 75
3. Number of Questions : 150
4. Duration of Paper : Three Hours
5. All questions carry equal marks.
6. There will be Negative Marking.
7. Medium of Competitive Exam: Bilingual in English and Hindi.