

<b>INSTITUTE</b>	<b>FACULTY OF AGRICULTURE</b>
<b>PROGRAM</b>	<b>BACHELOR OF SCIENCE (Hons.) AGRICULTURE</b>
<b>SEMESTER</b>	<b>5</b>
<b>COURSE TITLE</b>	<b>COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT</b>
<b>COURSE CODE</b>	<b>16AS0507</b>
<b>COURSE CREDITS</b>	<b>2</b>

**Objective:**

- 1 To enhance LSRW skills according to professional bent and applies competence for application of grammar in different contexts.
- 2 To enable the learner to use English language with proficiency and accuracy and promotes speaking skills and writing skills.

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Students will be able to acquaint the knowledge on Listening, Speaking, Reading and Writing Skills along with classification; General & Technical Article and writing principles of these articles; comparison between Individual & Group presentation; organization of seminars & conferences and formats of Public Speaking.
- 2 Students will be able to develop the understanding on usage of different classified skills according to situations, reading and writing of general & technical articles and the preparation and planning before organizing seminars and conferences.
- 3 Students will develop the skill of students towards general & technical writing, principles of reading and writing of general & technical articles and implication.
- 4 Students will develop evaluative thinking on variations between General & Technical Articles with the way of writing, how to prepare for public speaking and the principles to be followed and significance of Field Diary & Lab Record for an agriculture student.

**Pre-requisite of course:** To provide knowledge about communication skills and develop the personality of the students.

**Teaching and Examination Scheme**

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
1	0	2	50	30	20	25	25

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	1 Communication: meaning, definition and importance	2
2	2 Models of communication process with its key elements. Principles, Functions and level of Communication	1

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
3	<b>3</b> Fidelity and barriers in communication	2
4	<b>4</b> Communication skill- definition and types of communication skills	2
5	<b>5</b> Extension teaching methods: meaning, classification, individual, group and mass contact methods	1
6	<b>6</b> Transfer of technology: concept and models	1
7	<b>7</b> Training centers (MANGE, EEI, SAMETI, KVK) for capacity building of extension personnel	2
8	<b>8</b> ICT Application in TOT (New and Social Media), media mix strategies	1
9	<b>9</b> Agriculture Journalism. Importance and advantages	1
10	<b>10</b> Diffusion and adoption of innovation: concept and meaning, process and stages of adoption, adopter categories	2
11	<b>11</b> Personality: definition, meaning and nature. Importance of personality, Traits, Types and characteristics of personality	1
12	<b>12</b> Factors influencing the growth and development of personality. Methods of measuring personality. Advantages and disadvantages of personality	2
<b>Total Hours</b>		<b>18</b>

### Suggested List of Experiments:

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>1</b> Acquaint with university extension system	2
2	<b>2</b> Organizing the Group Discussion	2
3	<b>3</b> Handling and use of audio-visual equipments.(Digital camera and LCD Projector)	2
4	<b>4</b> Preparation and use of audio-visual aids	2
5	<b>5</b> Preparation of extension literatures (Leaflet, Booklet, Folder, Pamphlet, News and Success stories)	2

### Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
6	<b>6</b> Skill exercise on preparing of ppt for effective presentation	2
7	<b>7</b> Exposure visit to mass media station	2
8	<b>8</b> Script writing for print and electronic medias (Developing script for print, radio and television)	2
9	<b>9</b> Skills for facing an interview	2
<b>Total Hours</b>		<b>18</b>

### Textbook :

- 1 NA, NA, NA, NA

### References:

- 1 Handbook of Agricultural Extension, Handbook of Agricultural Extension, ICAR, ICAR, 2021
- 2 Diffusion of Innovations, Diffusion of Innovations, Everett M. Rogers, Free Press, 2003
- 3 Extension Communication and Management, Extension Communication and Management, G. L. Ray, Kalyani, 2015

### Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
25.00	25.00	20.00	10.00	10.00	10.00

### Instructional Method:

- 1 The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board may also use any of tools such as demonstration, role play, quiz, brainstorming, MOOCs etc.
- 2 The internal evaluation will be done on the basis of continuous evaluation of students in the class-room.
- 3 Practical examination will be conducted at the end of semester for evaluation of performance of students in laboratory.
- 4 Students will use supplementary resources such as online videos, NPTEL videos, e-courses, Virtual Laboratory.