

UNIT I

Communication: meaning, definition and importance. Models of communication process with its key elements. Principles, Functions and level of Communication. Fidelity and barriers in communication. Communication skill- definition and types of communication skills.

UNIT II

Extension teaching methods: meaning, classification, individual, group and mass contact methods. Transfer of technology: concept and models. Training centers (MANGE, EEI, SAMETI, KVK) for capacity building of extension personnel. ICT Application in TOT (New and Social Media), media mix strategies.

UNIT III

Agriculture Journalism, Importance and Advantages. Diffusion and adoption of innovation: concept and meaning, process and stages of adoption, adopter categories. Personality: definition, meaning and nature. Importance of personality, Traits, Types and Characteristics of personality. Factors influencing the growth and Development of personality. Methods of measuring personality. Advantages and Disadvantages of personality.