

**B. A. COLLEGE OF AGRICULTURE  
ANAND AGRICULTURAL UNIVERSITY**

**ANAND - 388 110 (Gujarat)**



**Dr. K. P. Patel**  
Principal and Dean

**☎ / Fax : 02692-261076(O)**

**e-mail : deanagri@aau.in**

Revision in Syllabus of ELP of Social  
Science Group

**Read: Minutes of the 40<sup>th</sup> Meeting of Academic Council**

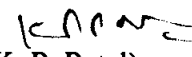
**NOTIFICATION**

It is hereby notified to all concerned that vide item No. 40.11 in the minutes of the 40th Meeting of the Academic Council of the Anand Agricultural University held on 08-10-2015, the council has resolved as under;

"It is resolved that the Academic Council approves the revised syllabus of ELP course of Social Group for Agricultural Extension Education discipline as shown in Appendix I and II for its implementation from the academic year 2016-17"

**Encl: Appendix I and II**

No. AAU/BACA.TO/ 8171 /2015  
Dt. 28-10-2015

  
(K. P. Patel)  
Principal and Dean  
B. A. C. A., Anand

**Copy with respect to:**

1. All the members of the Academic Council of AAU, Anand
2. All Officers of Anand Agricultural University, Anand
3. the Registrar, AAU, Anand (10 copies)

**Copy to:**

1. PS to Hon'ble Vice Chancellor, AAU, Anand
2. All the HoDs, BACA, Anand,
3. Academic branch, BACA, Anand
4. Notification file of the college

**Appendix - I**

**COURSES OF EXPERIENTIAL LEARNING  
Eighth semester B.Sc. (Hons.) Agri**

			<b>Total Credit</b>	<b>20</b>
<b>Group-IV : Social Science and Agri-Business Management</b>				
1	Ag.Extn.8.5	Agricultural Journalism and Visual Communication	3 (2 +1)	
2	Ag.Extn.8.6	New and Emerging Dimensions in Agricultural Extension	3 (2 +1)	
3	Ag.Extn.8.7	Behavioral Skills	3 (2 +1)	
4	Ag.Econ.8.11	Project Formulation, Evaluation and Monitoring	3 (2 +1)	
5	Ag.Econ.8.12	Livestock, Poultry and Fish Marketing	3 (2 +1)	
6	Ag.Econ.8.13	Farm Planning and Budgeting	3 (2 +1)	
7	Ag.Econ.8.14	Government Policies and Programmes Relate to Agriculture	2 (2+0)	
			<b>Total Credit</b>	<b>20</b>

## Appendix - II

### For Extension Education (Social Science Group)

Ag. Extn. 8.5: Agricultural Journalism and Visual Communication (2+1) = 3

Sr.  
No. Theory

- 1 Journalism- Meaning ,Nature Scope and Importance --.
- 2 Agricultural Journalism- Meaning , Concept, Nature, History, Scope and Importance
- 3 Agril. Journalist- Meaning , Roles, Qualities and Types.
- 4 Print media-Concept, Role, Trends, Principles, Laws, Ethics, History of Print media in India.
- 5 Writing News stories, Feature articles and Success stories-Planning and writing.
- 6 Agricultural Information Material- Planning Preparation and Evaluation of Information Material- Leaflet, Pamphlet, folder and bulletin.
- 7 Electronic media- Concept, Types, Trends, Principles, Laws, Ethics, History of electronic media in India.
- 8 Report writing- Gathering of News, Forms of Reporting , Principles of creative writing, Editing and Proof Reading
- 9 Farm Radio -Scope and Importance, History, Script writing for Radio, Treatment, Recording and Broadcasting.
- 10 Farm Television-- Scope and Importance, History, Script writing for TV, planning, Recording and Telecasting.
- 11 Photo journalism - Concept, Scope and Importance, Principles , Selection and Editing of photographs, Writing photo features and Captions.
- 12 Meaning, Definitions, Characteristics, Classification and the Role of Visuals in communication
- 13 Planning, Preparation, Presentation and evaluation of visual aids
- 14 Designing of messages and titles for visuals
- 15 Preparation and use of low visuals based on the local situation
- 16 Use of drawing techniques for different visuals

#### Practical:

- 1 Designing of layout and Preparation of Agricultural Information Material
- 2 Gathering of news by using different methods
- 3 Exercise on writing of different forms of news reports in print media
- 4 Testing the readability of Printed literature.
- 5 Visit to a newspaper press.
- 6 Visit to All India Radio station / a TV studio
- 7 Script writing for Radio.
- 8 Script writing for TV
- 9 Method of holding and Exposing Still camera.
- 10 Writing captions for Photographs.
- 11 Writing Photo features for photographs.
- 12 Studying various parts of video camera and handling of video camera.

#### Suggested readings:

Chilow, Frederick, W (1982). Colour – I Principles and their Applications,  
Press, Chaney Lane, London.

Foundation

- Craig, James (1984). Designing with Type – A basic Course on Typography., Watson – Guptill Publication, 1515, Broadway, NY, 10036.
- Cogoli, J. E. (1985). Photo offset Fundamentals, Maxnight Maknight publishing Company Bloomington, Illinois.
- Chauhan, N. B.; Patel B. S. and Patel R. C. (2007). Dimension of Agricultural Extension Education, B. A. College of Agriculture, AAU, Anand.
- English Earl and hash Clarence, (1986), “Scholastic Journalism”, Iowa State University Press, Iowa.
- Khan, P. M. (2002). Text Book of Extension Education, Himanshu Publication, Udaipur.
- Mehta, D. S. (1983). Mass Communication and journalism in India, Allied publication.
- Wills, F. (1962 ). “Fundamentals of Layout”, Dover Publication, New York.
- Bhatia A. 2005. Visual Communication. Rajat Publications, New Delhi.
- Edgar Dale 1970. Audio Visual methods in Teaching. Holt, Rinehart & Winston.
- James WB, Richard BL, Fried F Harcleroad. 1952. A.V. Instructional Material & Methods. Mc. Graw Hill
- Reddy YN. 1998. Audio Visual Aids in Teaching, Training and Extension. Haritha Publ. House, Hyderabad.

**Ag. Extn. 8.6: New and Emerging Dimensions in Agricultural Extension (2+1)=3**

Sr. No.	Theory
1	Concept, Objectives, Principles, Philosophy and Process of Extension Revitalization of Agricultural Extension System
2	Strategic Research and Extension Plan (SREP)
3	Farming System Approach (FSA)
4	Farming Situation Based Extension (FSBE)
5	Farmer’s Organizations (FO and FIGs) – Federation at Different Levels
6	Role of KVKs in Agricultural Extension
7	Public Private Partnership (PPP)
8	Gender Mainstreaming and Gender Sensitization
9	Farm Schools and FFS – Concept and their Operationalization
	<b>Practical</b>
1	Information and Data required for Strategic Research and Extension Plan (SREP)
2	Steps and Procedure for preparing SREP
3	Visit of Farmers Interest Group/ Commodity Interest Group
4	Visit of Farm Field Schools

**Suggested reading:**

- Bagchi J. 2007. Agriculture and WTO Opportunity for India. Sanskruti.
- Chambers R, Pacy A & Thrupp LA. 1989. Farmers First. Intermediate Technology Publ.
- Crouch BR & Chamala S. 1981. Extension Education and Rural Development. Macmillan.
- John KC, Sharma DK, Rajan CS & Singh C.: 1997. Farmers Participation in Agricultural Research and Extension Systems. MANAGE, Concept Publ. Co.
- Khan PM. 2002. Text Book of Extension Education. Himanshu Publ.
- Narasaiah ML. 2005. Agricultural Development and World Trade Organization. Discovery Publ.
- Talwar S. 2007. WTO Intellectual Property Rights. Serials Publ.
- Van den Ban BW & Hawkins BS. 1998. Agricultural Extension. S.K. Jain Publ.
- Venkaiah S. 2001. New Dimensions of Extension Education. Anmol Publ.