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R.D.D.-7

Communication and Extension in Rural Development

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By: Kanchan Jha



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IN RURAL DEVELOPMENT**

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QUESTION PAPER

June – 2023

(Solved)

COMMUNICATION AND EXTENSION IN RURAL DEVELOPMENT

R.D.D.-7

Time: 3 Hours]

[Maximum Marks: 100

Note: Attempt five questions. All questions carry equal marks.

Q. 1. How do mass media and interpersonal channels play complimentary roles in the transmission of message from source to receiver?

Ans. Ref.: See Chapter-2, Page No. 16, 'Categorizing Communication Channels'.

Or

Describe stages of adoption process. How are interpersonal channels important at the awareness stage in the adoption process?

Ans. Ref.: See Chapter-2, Page No. 17, 'Functions of Communication Channels' and Page No. 19, 'Combination Channels by Receiver'.

Q. 2. Discuss the significance of type of message in the selection of channel.

Ans. Ref.: See Chapter-2, Page No. 19, 'Selection and Contribution of Channels'.

Or

Explain the role of feedback received from the audience in the modification of message. How does mass communication permit maximum feedback?

Ans. Ref.: See Chapter-2, Page No. 20, 'Feedback in Communication Process'.

Q. 3. Answer any two of the following questions:

(a) What do you mean by visual aids? Describe the advantages of demonstration.

Ans. Ref.: See Chapter-3, Page No. 27, 'Visual Aid' and Page No. 31, Q. No. 4.

(b) Explain the concept and basic philosophy of Extension.

Ans. Ref.: See Chapter-4, Page No. 33, 'Meaning and Concept of Extension' and Page No. 34, 'Philosophy of Extension'.

(c) Explain three-tier system of Panchayats.

Ans. Ref.: See Chapter-5, Page No. 45, 'Panchayati Raj'.

Q. 4. Answer any four of the following questions:

(a) Reasons for failure of India's Community Development Programme.

Ans. Ref.: See Chapter-5, Page No. 44, 'Critical Analysis of Community Development Programme'.

(b) Features of the Constitution, 73rd Amendment Act, 1992.

Ans. Ref.: See Chapter-5, Page No. 46, 'Constitution (73rd Amendment) Act, 1992'.

(c) Intensive Agricultural District Programme (IADP).

Ans. Ref.: See Chapter-5, Page No. 46, 'Intensive Agricultural District Programme (IADP)'.

(d) Integrated Tribal Development Project (ITDP).

Ans. Ref.: See Chapter-5, Page No. 52, 'Integrated Tribal Development Project (ITDP)'.

(e) Command Area Development Programme (CADP).

Ans. Ref.: See Chapter-5, Page No. 53, 'Command Area Development Programme (CADP)'.

(f) Integrated Rural Development Programme.

Ans. Ref.: See Chapter-5, Page No. 53, 'Integrated Rural Development Programme (IRDP)'.

Q. 5. Write short notes on the following:

(a) Communication planning.

Ans. Ref.: See Chapter-8, Page No. 87, 'Communication Planning'.

(b) Communication management planning’.

Ans. Ref.: See Chapter-8, Page No. 88, ‘Communication Management Planning’ and ‘Management Planning’

(c) Communication support.

Ans. Ref.: See Chapter-8, Page No. 86, ‘Communication Support for Rural Development’.

(d) Extension strategies.

Ans. Ref.: See Chapter-9, Page No. 95, ‘Extension Strategies’.

(e) Professionalism in communication.

Ans. Ref.: See Chapter-9, Page No. 100, ‘Professionalism in Communication’.

(f) Communication process.

Ans. Ref.: See Chapter-2, Page No. 16, ‘Introduction’.

(g) Factors determining communication objectives.

Ans. Ref.: See Chapter-11, Page No. 117, ‘Communication Objectives’ and Page No. 118, Q. No. 3.



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Sample Preview of The Chapter

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COMMUNICATION AND EXTENSION IN RURAL DEVELOPMENT

Basic Principles and Techniques of Communication

Meaning, Concept and Functions of Communication



INTRODUCTION

We all are born in a society and we need to establish a relationship between group individuals, and institutions at permanently or temporary level. Communication is helpful in belonging to the society, making and establishing the strong relationship. Communication refers to exchanging the message or information from one point to another. An individual can communicate with group or organization with larger audience. The communication can take place in number of situations and circumstances. A channel or medium is necessary for communication with the face-to-face communication. We have other means of communication like-TV, tape recorder, teleprinters, radio, facsimiles, books, magazines, etc. With the advancement of technology the scope of transmission of message or information have spread very far. We will discuss the various definitions of history of communication. We will read various stages, functions and effects of communication. Communication occurs when one talks to other when you ask question to other like why you watch television? and who publish newspaper, etc.

CHAPTER AT A GLANCE

DEFINITION

Communication occurs when I speak to you and you speak to me. Communication occurs when I write to you. Communication refers to what I and you do. It means what everyone does every day. If a person call another person by waving the hand this waving of the hands is also the sign of communication. Communication refers to transferring one message or information.

Source refers to the person who is saying something to someone. Messages are what is said. Receiver refers to the person who talks or addresses. For the communication the source of air is very necessary. The air carries the sound of speech and air is known as channel. These are the major elements of communication process. 1. Source 2. Message 3. Channel 4. Receiver is the basic element of communication. Communication is very essential in a society and community. Society is formed by the human being through language and communication. The word Communication originated from Latin word "communis" which means to improve one to make common. In Communication we make strong bond. Communication refers to transferring meaning between individuals.

- It is the process of which individuals or communicator gives verbal signals to modify the behaviour of different individuals and communicates.
- Communication occurs when information is transferred from one place to another.
- Communication includes the methods by which people influence each other it is not just verbal, explicit or interaction transferring of the messages.

Communication refers to the interaction between the receiver and sources. Communication refers to S-R process or stimulus. Stimulus refers to the thing which make our sensory organ into motion and message is send to the mind. For example, when we get any fragrance the fragrance stimulates the nose and sends the message to brain. Nose, ear, tongue, eyes, and skin are the sensory organs. Response refers to the reaction of the receiver to the stimulus. S refers to sender or the source and R

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refers to receiver. So communication refers to the transmission of message, information, knowledge, thoughts, attitude, variety, belief, knowledge by various means of channels. The channel or carrier of messages may be air which carries the sound or speech, paper, pamphlet, books, magazines, newspaper, letter. The channels also may be printed or electronic media, like radio, TV, or sculpture, cloth painting or milestones. Songs or symbols refer to something we want to say. We usually have certain words which are used for plant, animal, things, human being thought, idea, and experience. The words are the part of the language of the society these words make the language, these words can be written down if the society has the script. There are few society which do not have any scripter language. The languages should express or convey the message or information through or over channel.

In dance the communication takes place through body movements, body gestures, body stance, hand gestures, movement of feet, eye movement these are known as language of dance. Spoken language varies from one community to another and language also idler from one region to another. In India we have various dances which are known as dance language form like *kuchipudi*, *bharatnatyam*, *oddisi*. In west we have dance form like *waltz*, *fox*, *trot*. In both dance and language we need receiver and sender to understand the language of dance and the language of communication and to understand the message sent by the dancer or the communicator.

Traffic light is form of communication which tells you to stop, to wait and to be ready to go. Milestone is the form of Communication which informs you that how far you are away from your destination. Barking of the dog is the sign of Communication which inform you about the stranger enters in your home. Animal and man communicate with each other in a very different manner. Anger may not be expressed through words it may be shown through different facial expression happiness may be expressed with facial expression or may be expressed through tears. Through various mean the communication may be expressed and end to the means through which the communication may be expressed. The expert defines the Communication in these words: "Communication is the form of interaction that takes place through symbols. The symbols may be gestural pictorial, plastic, verbal or any other which operate as stimuli of behaviour which would not be evoked by the symbol itself conditions of the person who respond."

Communication related with all types of expression and mutual understanding. So we can say that Communication keeps the society going and we all are part of the society and we need to communicate with all the members of the society. Communication includes speech, writing, songs, body motion etc., we are familiar with different meaning of Communication which includes message, channel or receiver. Communication needs source and means. Communication is the process which includes all these things.

Four attributes of the communication are:

1. Communication is Continuous: It is continuous as there is no fix time when we stop communicating and every time we keep on sending or receiving the messages. It is true that we do not write or talk every time, the eyes some time talks when we are communicating but we do not know that we are doing so. When we watch TV or listens radio we think that the music is not very melodious or when we assume that the TV serial is not so good that time also we engaged in communication. When we look up the poster we communicate ourselves that the poster is very innovative. We think about the content of the poster. When we see something on road any new vehicle, good window display and we react immediately too then also we engaged in communication.

All the responses and reaction of the communications are known as interpersonal communication. The channels may be eyes or ears and the receiver is only you. Every time you are engaged in communication whether you realize or not so communication is a continuous process. Many times we speak consciously listen to another person or we interact with the surrounding consciously or unconsciously. Every time when we see, hear, touch, smell or interact with something we engaged is communication.

2. Communication is Personal: It is personal because it depends on us that what we mean for the message it is depend on us that how we interpret the message. It will depend on our background, mood. For example, when a boss say to his clerk "come here." It depend on the mood off the clerk that it is command, request or a simple statement of him. The clerk may assumes the message as insult when the clerk is outside the office with his friend. That meaning which is derived by the listener is very personal thing. The same message may refer different meaning to some other person to depends on time, mood and background. It is very important for the listener that how he understands the message.

3. Communication is Circular: It is a circular process because we're not able to identify where to start and where to end. When you greet someone good morning you might have think verbally this in your mind but before you're greeting the person might have smiled at you which is good to start the communication. So we can say that communication is a circular process.

4. Communication is irreversible: It is a circular process because when we said or write something or when something reaches the receiver the process become irreversible. The receiver will reply to what you spoken or said. You may take back the note you have written but its message or the content is received to the receiver when in the speech or communication reaches to the receiver the communication become irreversible.

Levels of Communication: Four levels of the Communication are: 1. Interpersonal 2. Group 3. Organizational 4. Mass or Society Level 5. Intrapersonal 6. Intergroup.

Interpersonal communication occurs when between the people when the stimuli are received. This process is known as information process. For example, when you see a good movie you would like to share it with your friend or you may keep it to yourself. You will think and converse like how lucky you are and so on. This internal talk and process is known as intrapersonal communication. The thinking process is conscious and intrapersonal.

We all belong to some group. The family may be considered as primary group where we born and we are associated with it for longer time than other group. The family may be considered as primary group because the individual get the feeling of social unity. There is also other group like casual, permanent, and temporary group. Casual group are those where people come together to fight a fire. This group has a leader who put out the fire and when the fire is put-off the leader may leave the group. Temporary group are those which is made for a very short period of time. These group may be formed between the friends to support the literary derive. This group may be cease anytime when the members of the group are satisfied and when the objectives of the group is fulfilled. Legislature are the committees from survey, report and research and the banking needs of the village people. This group is also known as temporary group. We all belong to a particular group that have particular task to be fulfilled. This group has specific procedure and structure. In these group few

members lead the group while other members follow the leaders.

Group is made when we share a strong bond with each other. The first element is the interaction bond with the people. The second is known to be the behavioural pattern of each other that how other person will act or react to each other. The third is the creation of the group. These are the essential factors which make the collection of the group into the individual.

Permanent group include student union, church, clubs, corporations, trade unions, and student bodies. Here, the group is permanent but the members and leadership keeps on changing. There is the permanent structure for the group which is run by rule, conventions or procedure. These rules may be changed accordingly. Rules are changed when new members enters in the group. The person with influential and dynamic personality elected for the position of power and authority.

Completing the task or achieving the objective depends on the group communication the relationship among the members, leaders, of the group. Completing the task or achieving the objective depends on rules, norms and group structure also. The chances of the success of the group depends on the avenue for free and open communicating within the group. The flow and the frequency of the communication in the group depend upon the number of member in the group.

An organization has mechanism and structure for the discipline and behavioural of the members to achieve the objective of the organization. There might be few groups in the organization. To support and coordinate with each other to achieve the desired goal of the organization. The structure of the company is based on the hierarchy and those members of the organization have certain responsibility and they have some limitation to exercise their power in the organization. In the organization the hierarchy represent and manage the formal set up of the company but the informal organization is depend on the interpersonal relation among the members of the company.

There are many groups in the organization which are sections, subgroups, departments, etc. The group include advertisement department personnel department, news department in which the subgroup are editing, reporting, and proofreading department. In a royal organization the formal structure and informal structure run parallel to each other. For example, the doctors, news editor, assistant and chief bureau may

meet each other informally. They may have lunch with each other or perform any gossip with each other. But the members of informal group may not meet with other higher informal group. Formal group may not meet the person of the lower grade. In the mass communication the main source is not the individual. The sender is professional. The information is sent, analyzed and multiplied in some cases. The association between sender and receiver is one dimensional and interactional. The message sent to the receiver may not receive directly but it received through other agencies. Through various medium the sender and receiver is separated. Person contact to each other through interpersonal communication. Carrier of mass communication is known as mass media. The department of the mass media includes publishing industry, magazines, newspaper, films, radio, TV, etc.

Find example, in a newspaper the news of the earthquake is published all the event is analyzed by the report who saw it. After that the information is sent to the reporter to proceed or edited. The company suffer when the changes occurs in the originality during the process of reporting and editing. In this process the newspaper lost it originality and the newspaper does not have any individuality in mind when the information is published. The news was sent to millions of receivers who are unknown. We can notice no interaction between the senders and the receiver in the newspaper. The reader might send the letter to the editor which may be delay due to some reason.

Thousand copies of the newspaper may be sent to lot of buyers and if the message is sent through the television or the radio message may be conveyed to thousands of people or receivers through a single means of channel. Any person who has television or the radio may receive the message or the information.

Denis McQuil in his book *Mass Communication Theory* reveals that communication science as a whole inclines a setoff questions, common to all levels, which theory and research to answer. These questions are:

- Who Communicate to whom?
- Why Communication?
- How Communication does takes place?
- Content of the Communication
- Consequences of the Communication

When two or more person talks to each other in one tone or face to face situation this communication is known as interpersonal communication. When communication occurs at primary, casual, temporary or

permanent level in a group it is known as group communication. When communication occurs in an organization it is known as organizational communication. In an organization communication sender and the receiver have different status and rank which affect the process of the communication. An organization there may be bigger, formal and hierarchically structured group with different rank and status. Mass communication refers to the process where, when message is sent to asses of the people through various media methods. In the mass communication there may be lot of receiver. There is no limit to the person who receives the message. The sender of the message does not aim at individual. The messages are intended to send to unlimited people.

ELEMENTS OF COMMUNICATION

Major elements of the communication are sender, source, message, channel and receiver. Let's take an example between two people to show the process of communication method. Says Good morning to B. Where the message is Good morning and the sender is A. We need air to transmit the sound in the message. And air is the channel here. Channel carries the sound. Here the receiver is sound. If a person B does not understand or comprehend the message or he does not understand the English in that situation message may not be reach to the receiver that problem is known as semantic noise.

We may not be able to see or watch the television if the transmitter is not working well. That process is known as channel noise. You may not understand the television if you do have the perception to comprehend it. And this process is known as semantic noise and interpersonal noise. So noise refers degrades or distort the message or noise is something which causes problems in understanding of the message. Difficulty may be due to badly printed images in a newspaper, spelling error, ghost image on television.

There are various ways of handling the noise problems. Noise problem may be handled through the repetition. The transmitter may be repaired if the noise is produced by the sender or the transmitter. Newspaper should be printed with correct words and pictures. Semantic noise is the voice which the receiver gets and semantic noise is the voice within the communication process. There are many ways and means of such noises. The noises may be produced from various mass media methods. Semantic noise may be depend on the quality and quantity of the means of the mass communication.