BHCC - 124: FUNDAMENTALS OF COMMUNICATION AND EXTENSION EDUCATION
TUTOR MARKED ASSIGNMENTS

Course code: BHCC-124
Assignment Code: BHCC-124/ASST/TMA/2026-27
Session: July 2026- January 2027
Marks: 100

Note: Attempt any five questions.

The assignment is divided into ***two Sections*** 'A' and 'B'. You have to attempt at least ***two questions*** from each section in about 600 words each. All questions carry equal marks.

SECTION – A

1. What is the meaning and objectives of communication. Discuss its role in Home Science Extension Education with suitable day-to-day examples.	20
2. Describe the major elements and principles of communication. Discuss how appropriate communication models can help extension professionals improve communication.	20
3. Discuss the importance of listening, perception and persuasion in extension communication. Illustrate with a practical extension-related example.	20
4. Discuss digital and new media communication. Explain the factors to consider when selecting a communication channel for Home Science or community development situations.	20
5. Define extension education. Discuss the principles and process of extension education.	
6. Explain the community-based, Transfer of Technology, and participatory models of extension. Discuss how the selection of an appropriate extension model can influence community participation and development outcomes.	20
7. What are the principles of extension services? Discuss the role of extension services in women's empowerment and inclusive community development.	20
8. Write about the concept and nature of social change. Discuss different	20

aspect of social change with suitable examples.

SECTION – B

9. What do you understand by sustainable development. Discuss the major challenges India faces in achieving the Sustainable Development Goals (SDGs).	20
10. Discuss the role of extension and communication in planned social change. Explain the role of change agents Planned Social Change.	20
11. Differentiate between Western and Indian Communication Theories. Describe the application of these theories in everyday life, media practices and development communication.	20
12. Explain the relationship between communication, extension, and development. Briefly explain how communication supports extension work and contributes to development, while development provides the broader context for extension activities.	20
13. Explain the following: (i) Role of Home Science in Sustainable Living (ii) Role of Youth in Sustainable Development	10 + 10 = 20
14. Explain the importance of communication models in the communication process. Describe the Aristotle's Model of Communication with an example.	20
15. Define effective communication and explain the major barriers to effective communication.	20
16. Discuss two case studies of the Agricultural Technology Management Agency (ATMA) in the context of social change.	20

1. What is the meaning and objectives of communication. Discuss its role in Home Science Extension Education with suitable day-to-day examples. (20)

Answer

Communication is the process through which people share ideas, information, feelings and experiences and create meaning together. It may be spoken, written, visual or non-verbal. Communication becomes meaningful not simply when a message is sent but when the receiver understands it and can respond. For example, when a mother explains a child's eating difficulties to an Anganwadi worker and the worker responds with practical suggestions, both participants contribute to communication. The exchange involves understanding, not merely passing on instructions.

Meaning and objectives of communication

The first objective is to **inform**. People need reliable information about nutrition, health, sanitation, child development and household resources to make everyday decisions. A community worker informing families about immunisation dates is performing this function. The second objective is to **educate** by building knowledge and skills. A live demonstration of handwashing or preparation of a low-cost balanced meal helps learners understand what to do and how to do it.

A third objective is to **motivate and persuade responsibly**. People may know that iron-rich foods are valuable yet need support to change familiar food practices. Communication can connect new advice with local needs and explain its benefits without pressure or blame. A fourth objective is to **develop positive attitudes and relationships**. Respectful conversation strengthens trust between an extension educator and the people being served. A fifth is to **coordinate collective activities**, such as arranging a nutrition awareness day, forming a self-help group or maintaining a village kitchen garden. Finally, communication obtains **feedback**, identifies difficulties and helps solve problems. An educator must learn whether advice was understood, feasible and useful.