

DETAILED SYLLABUS FOR THE POST OF DEPUTY DISTRICT EDUCATION MEDIA OFFICER IN HEALTH SERVICES

(Cat.No. : 549/2021)

(Total Marks - 100)

Part I Social Science (25 Marks)

- a) **Early Human Life-** Paleolithic Age- Mesolithic Age- Neolithic Age- Chalcolithic Age. River Valley Civilizations- Egyptian, Mesopotamian, Harappan and Chinese Civilizations.

Socio-Religious Reform Movements in India- Arya Samaj, Ramakrishna Mission, Aligarg Movement, Prarthana Samaj, Theosophical Society, Hitakarini Samaj, Satya Shodak Samaj, Self-Respect Movement, Sree Narayana Dharama Paripalana Yogam.

Freedom Struggle and Independence- Formation of Indian National Congress, Partition of Bengal, Swadeshi Movement, Home Rule Movement, Jallianwala Bagh Massacre, Non- Cooperation and Khilafat Movement, Swaraj Party, Hindustan Socialist Republican Association, Boycott of Simon Commission, Poorna Swaraj and Civil disobedience, Round Table Conferences, Congress Socialist Party, Forward Block, Quit India Movement, Protest of workers and farmers- Thebhaga struggle, Telengana struggle, Naval Mutiny, Punnapra Vayalar struggle, Partition of India and Indian Independence.

(8 Marks)

- b) **The Earth-** Crust, Mantle, Core, Lithosphere and Asthenosphere, Rocks- Igneous rocks, Sedimentary rocks, Metamorphic rocks, Weathering- Physical/Mechanical weathering, Chemical Weathering, Biological weathering, Different type of Soils.

Remote Sensing- Passive Remote sensing, Active Remote sensing, Terrestrial photography, Ariel Remote sensing, Satellite Remote sensing, Geostationary satellites, Sun Synchronous satellites, Geographic Information System (GIS)- Overlay analysis, Buffer Analysis, Network analysis, Global Positioning System (GPS).

Geography of India- The Himalayas, Human life in the lap of Himalayas, Significance of Northern Mountains, Himalayan Rivers, the river borne plains, The Peninsular Plateau, Human Life in the Plateau, Western and Eastern coastal plains, The Climate- cold weather

season, hot weather season, southwest monsoon season, retreating monsoon season, rainfall in India. **(7 Marks)**

c) **Indian Constitution-** Preamble of the Constitution and its significance, Fundamental Rights, Directive Principles, Fundamental Duties, Constitutional Values, Parliamentary Form of Government- Legislature, Executive and Judiciary and their roles, Central- State governance and Relationships- Central list, Concurrent list and State list. **(5 Marks)**

d) **Economic Systems and Policies-** Capitalist economy, Socialist economy, Mixed economy, Changing Policies- Liberalisation, Privatisation, Globalisation, World Trade Organisation, Multinational companies and Marketisation. Public expenditure and Public Revenue- Developmental and Non developmental expenditure, Tax revenue and non-tax revenue, Goods and Services Tax (GST), Surcharge and Cess, Sources of non-tax revenue, Public debt, Public finance and budget, Fiscal policy. **(5 Marks)**

Part II Social Work (25 Marks)

1. Social Work (5 Marks)

Social Work: Definition, meaning, purpose, goals and objectives – Principles and assumptions of social work – basic and auxiliary methods of social work – tools, techniques, skills and abilities of a professional social worker – NASW Code of Ethics and Standards of Practice – Theories of Development: Erikson, Piaget, Kohlberg, Freud – Pregnancy, Childhood, Middle Childhood, Adolescence and Old age: Biopsychosocial Changes, Developmental Tasks & Hazards

2. Working with Individuals (Social Casework) (5 Marks)

Social Casework: Definition, nature, objectives, relevance and scope of - philosophy, principles and components of social case work - Social Casework **Process**: Exploration, Engagement, Assessment and Planning, Implementation, Goal attainment, Termination and Evaluation – **Skills and techniques** in social case work - **Models** of Social Case work Practice: Psychodynamic, Behavioural, Psychosocial, General Systems, Ecological & Humanistic – Existential.

3. Working with Groups (Social Group Work & Community Organisation) (5 Marks)

Social Group Work: Definition, objectives, scope, purpose – Principles of Group Work. Social Group Work **Process** – Intake, Study, goal setting, intervention, evaluation- programme as a tool, Principles of programme planning, Programme development Process – Stages of group development – Social Group Work **Models** – Group Worker – role, functions, skills and qualities.

Community Organisation: Definition, Objectives, Scope, Purpose – Principles of Community Organisation – **Process:** creating discontent, identifying needs, prioritizing needs, designing interventions, mobilizing resources, setting human organisations, implementing and evaluating – Models of Community Organisation: Social Planning, Locality Development and Social Action, Neighbourhood Development, Systems Change & Structural Change

4. Social Work Administration (5 Marks)

Social Work Administration – Concept, as a method, objectives, principles and functions – tasks of a Social Work Administrator – organistaion – structure and function of SDWB and SSWB and Department of Social Justice – Legilsations : Probation of Offender's act, 1956; Juvenile Justice (care & Protection) Act 2000; Child Labour (Prohibition and Regulation) Amendment Act, 2016; Domestic Violence (Prohibition) Act 2005; POSCO Act 2012; Maintenance and Welfare of Parents and Snior Citizens Act, 2007, Dowry Prohibition Act, 1961; Sexual Harassment of Women at Workplace (Prevention, Probation and Redressal) Act, 2013 (POSH Act) – Roles of Social Worker in Women and Child Protection at LSG Level; Village Level Child Protection Committees & Jagratha Samiti for Women Protection.

5. Social Security Schemes (5 Marks)

Kerala Social Security Mission: Objectives & Functions – **Schemes:** Vayomithram – Sruthitharangam – Thalolam – Hunger Free City – Cancer Sureksha – Aswasakiranam – Snehasanthwanam – Prathyasa – Samashwasam

Department of Women and Child Development: Objectives & Functions – Schemes: Supplementary Nutrition Program – Aashwasanidhi – First 1000 Days – Mangalya Scheme –

Abhayakiranam – Sahayahastham – Education Assistance for Women – headed Families Others:
Sampushta Keralam – ICDS – ORC – Nirbhaya.

Part III Education (25 Marks)

Module 1

Education and Philosophy- Epistemology, Axiology, and Metaphysics- their relation with education and knowledge; *Major Indian and western Schools of philosophy and its view on education and knowledge*; Theories of knowledge - Types of knowledge- Eastern and western classifications of knowledge- - Knowledge as construction of experience- knowledge as meaning making.

(4 Marks)

Module 2

Psychological Basis of Education and Learning- Different schools of psychology- Developmental stages- Physical, motor, Social, emotional and intellectual development; Development tasks and hazards.

Principles and Theories of learning: Behaviouristic, Cognitive, Social and Humanistic theories of learning- Cognitive Processes and stages of Cognitive Development. Concepts of Problem Solving, Critical thinking, Metacognition and Creativity; Factors affecting learning: learner variables, task variables, method variables - cognitive, affective and socio- cultural factors; Motivation and Learning.

Transactional Analysis

(5 Marks)

Module 3

Education and Society- Dynamic relationship of education with society - Social purposiveness of education- social Institutions and their functions; Education and social change -Education as an agent and instrument of social change; Modernization, Social mobility, Social stratification; Education and Culture- Multiculturalism.

Values as enshrined in the Indian Constitution - Socialism, Secularism, justice, liberty, democracy, equality etc,

Issues in contemporary society- Gender Issues, cultural issues, social and economic issues, environmental issues, value crisis, social and individual diversities; education for sustainable development — education for peace, value education, life skill education, inclusive education and joyful learning.

Politics and Education- Education for Political Socialization – Critical Pedagogy, Issue based and problem posing education. **(4 Marks)**

Module 4

Educational Research - Types of educational research: basic, applied, action, evaluation, Cross-sectional, Longitudinal, and Descriptive. Research paradigms in education: quantitative, qualitative, mixed research, Educational research designs.

Scientific Method - Characteristics of Scientific Method (Replicability, Precision, Falsifiability and Parsimony), Types of Scientific Method (Exploratory, Explanatory and Descriptive), Aims of research as a scientific activity: Problem-solving, Theory Building and Prediction

(3 Marks)

Module 5

Educational Technology - Information and Communication Technology (ICT) and Instructional Technology- Applications of Educational Technology- Behaviourist, Cognitive and Constructivist theories and their implications to Instructional Design- Systems Approach to Instructional Design.

Audio-Visual Media: Audio Lessons - Pre-production and Post-production processes and practices; Educational Television- Educational Video Programme - Development Stages.

Educational Multimedia: Origin and Development - Educational Potentials of Multimedia - Instructional Multimedia Development: Principles, Models and Guidelines – Stages of Development.

E – Content Development- Types and Forms of e- Content- Stages and steps of e- Content Development. Techno pedagogical content knowledge (TPACK).

Communication: Modes and Types of Communication – Process of Communication – Elements and Barriers of communication.

(5 Marks)

Module 6

Contemporary Issues and Trends in Education

Modern Trends in Curriculum Design- Learner and social centred Curriculum- Critical theory and curriculum- hidden curriculum and its manifestations- curriculum as praxis.

Trends in Methodology, Pedagogy and Evaluation - Pedagogy and Pedagogical Analysis; Modern Pedagogy and pedagogical transactions – integrating ICT, cultural integration, constructivist approach, reflective teaching, process oriented approach, outcome based education, transformative education and culturally responsive pedagogy. Concept and theories of Andragogy.

Assessment - Types of Assessment - Assessment of Cognitive, Affective and psychomotor domains of learning; Revised Bloom's taxonomy – its dimensions and levels; differentiated assessment and Culturally Responsive Assessment.

Quality concerns in education-Total Quality Management (TQM) and Six sigma approach to quality.

(4 Marks)

Part IV Special Topics related to Nature of Work (25 Marks)

Module 1. National and State Health Programmes, schemes, Policies, Goals (7 marks)

1. National Health Mission and National Health Programmes in India- Family Welfare Programme, Universal Immunization Programme (UIP), National Leprosy Eradication Programme(NLEP), National Vector Borne Disease Control Programme (NVBDCP). National Tobacco Control Programme (NTCP), National Program of Health Care for the Elderly (NPHCE), National Programme for Prevention & Control of Cancer, Diabetes, Cardiovascular Diseases & Stroke (NPCDCS), Communicable Disease Control Programme, National Programme on Climate Change and Human Health etc. – their objectives and programmes

(3 marks)

2. Important Health schemes in India and Kerala - Ayushman Bharath, Surakshith Matritva Aasvaasan (SUMAN), The National Labour Room and Maternity OT Quality Improvement Initiative (LaQshya), Karunya Arogya Surksha Padhathi, Karunya Benevolent Fund, Hridyam, Aardram etc. their objectives, provisions and targets **(2 marks)**

3. Important Policies- National Health Policy, 2017, National Policy on Older persons,1999, UN Conventions of Rights of persons with disabilities, WHO Framework Convention on Tobacco Control (FCTC) **(1 mark)**

4. Sustainable Development Goals- related to Good Health and Wellbeing

(1 mark)

Module 2 Domains of Intervention in Health (13 marks)

1. RMNCHA Approach- Reproductive, Maternal, New Borne, Child and Adolescent Health. Child Health- Immunization- History, Vaccine Preventable Diseases, National Immunization Schedule, PC&PNDT Act, 1994, POCSO Act, 2012, Maternal Health - RTI, STI, Adolescent and Sexual Health- issues, HIV and AIDS **(4 marks)**

2. Non communicable diseases – Diabetes, Cardiovascular Diseases, Stroke, Hypertension- prevention, behavioural aspects, factors and complications, Food Safety and Standards Act, 2006 and their implementation.

Mental Health Problems, Positive Mental Health, Addiction, Substance Abuse Mental Health Act, 2017 **(3 marks)**

3. Communicable Diseases - air, water, and vector borne infections, zoonotic diseases and other emerging and re-emerging infectious diseases.- modes of transmission, prevention, and control, Public Health Legislations in Kerala

(3 marks)

4. Population Growth and Stabilization- National Population Policy, 2020- Permanent and temporary methods of sterilization- Vital statistics (Crude Birth rate, Death Rate, IMR, MMR, TFR etc.) **(2 marks)**

5. Demand Generation & Public Relations in Health- principles, methods and techniques of public relations. **(1 mark)**

Module 3 Health Media and Communication (5 marks)

1. Health Communication – Social and Behavioural Change Communication-

Evolution for SBCC from IEC and BCC, and Principles, Planning process, Socio ecological model for Social and Behaviour Change Communication (SBCC)

2. Understanding for change - Causes and effects, Problem Tree, Peoples Analysis, Context Analysis, Social Norms

3. Designing and focusing for change – Targets, Audience segments, priorities and profiles, Barriers to change and facilitators to change, Key theories and facts about Human Behaviour,

4. Campaign- SMART Communication objectives, communication strategy, Creative brief, messaging using media, monitoring and evaluation of campaigns, Indicators, means of verification of outcomes

5. Types of Media- Mass Media, Mid Media, Inter personal Media, Social Media- channels of communication

NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.