

**FURTHER DETAILS REGARDING MAIN TOPICS OF
PROGRAMME NO. 08/2015 (Item No. 6)**

**DEPUTY DISTRICT EDUCATION MEDIA
OFFICER**

HEALTH SERVICES

(CATEGORY NO. 7/2012)

PART I

MODULE I : COMMUNICATION AND PUBLIC RELATION

Communication - Meaning & definition, verbal & non verbal communication, Media – Traditional media – Radio, T.V, Internet, audio-video media, Print media. New Media – Cyber space, computer mediated communication. Media literacy, Information literacy, cyber feminism.

Public Relation – Elements & dimensions of public relation. Public sphere. Human Resource Management. Pragmatic competence in Social functions.

MODULE II: MASS EDUCATION, HEALTH EDUCATION AND INSTRUCTIONAL STRATEGIES

Learning – Meaning. Co-operative learning, Social Learning theory of Bandura, Re-inforcement, Motivation, Types of Motivation, Observational learning, Behaviourism, Agencies of Education – family, school, community, peer group. Types of Education – formal, informal & non-formal education. Education for all CEFA, Women Education, Adult & Continuing Education, Integrated Nutrition Education Approach, Nutrition Education. Instructional methods – Lecture, Demonstration, Group discussion, project method, action research, Brain storming, community participation, Theories of Learning. Classical conditioning of Pavlov, Skinners conditioning, Inter personal intelligence of Howard Gardner. Personality. Abnormal behaviour, Delinquency.

MODULE III – HEALTH AND ILLNESS

Health and culture - Holistic health; Social and cultural effects of medical practice - Qualitative experience of patients - Lifestyle; Social explanations of etiology of disease - Work stress and health

Health Education - Approaches - teaching and evaluation; Health Communication Campaigns - Role of media- Organizational aspects

Health services - Interaction of healthcare professionals - Doctor patient interaction-Social role and interactional relations - Medical ethics

Health disparities - Health and social stratification - Women's health, and gender analysis of health-Medical marginality

MODULE IV – EPIDEMIOLOGY

The Contribution of Epidemiology to Health Studies - Reorganization of Health Studies - Health care Movement - 111 health and Socio-economic conditions - concepts of health and illness

Theoretical and Methodological Perspectives - Natural history of disease - Risk factor - Classification of disease - Surveillance and planning of health services

Methodology: Field methods - Case registers, Experimental methods, Case-control studies, cohort analysis. Prevalence survey

Public health - Preventive health care - Population-based health management - Environmental epidemiology - concepts and methods - application - disease clusters

MODULE V

Concepts related to Health & Hygiene: definition of health - Models: Biomedical, Ecological, Psychosocial, Holistic- Dimensions of health- Positive Health - Spectrum of Health- Determinants of Health - Hygiene: Personal, Social, Environmental —Levels of Health Care: Primary, Secondary, Tertiary.

MODULE VI

Epidemiology - Concepts: incidence, prevalence - Epidemiological Triad: Agent, Host, Environment - Disease cycle - Spectrum of disease: Subclinical cases, Extremely mild cases, Mild cases. Moderately severe cases, Severe cases, Death - Levels of prevention: Primordial. Primary, Secondary. Tertiary - Modes of intervention: health promotion, specific protection, early diagnosis and treatment, disability limitation, rehabilitation - Chain of disease transmission- reservoir, modes of transmission, susceptible host - incidence, prevalence, etiology, symptoms, treatment and prevention of:

a. **Communicable Diseases:** Chicken pox, Measles, Mumps, Rubella, Diphtheria, Pertusis (Whooping cough), Tetanus, Acute respiratory infections, Tuberculosis, Poliomyelitis, Viral Hepatitis, Cholera, Acute Diarrhoeal Diseases, Typhoid fever, Dengue, Malaria. Lymphatic Filariasis, Zoonotic diseases (Swine flu, Avian flu, Chikungunya fever, Rabies, Plague, Tape/Round/Hook worm infestation, E. Coli, HIV/AIDS and other sexually transmitted diseases.

b. **Non-communicable Diseases:** Cancer, Diabetes, Obesity, Stroke, Cardiovascular diseases, Coronary heart disease, Hypertension, Liver disease, Trauma and injuries.

PART II

MODULE VII

Social Case Work - definition, objectives, philosophy, principles and components -historical development of Case Work - Phases of Helping Process in Social Case Work - Exploration, Engagement, Assessment & Planning, Implementation and Goal Attainment, Termination, Evaluation - Skills and techniques in helping process in case work : Support, Clarification,

Interpretation, Suggestion, Developing insight, Identification, Resource utilization, Environmental modification, Counselling, An overview about Case work settings

MODULE VIII

Social Group Work: Group - definition, types, characteristics, the impact of group experience on the individual -Social Group Work - definition, objectives, scope, purpose of social group work - Principles of group work - Group Process: Bond, acceptance, isolation, rejection, conflict and control - Subgroup: meaning and types - Tools for assessing group interaction: Socio gram and sociometry - Group Dynamics - definition, communication and interaction pattern -interpersonal attraction and cohesion, social integration and influence, group culture -Leadership:Power and control - group leadership: concept, theories - types of leadership and contexts, participatory leadership - Social Group Work Process: Intake, study, goal-setting, intervention, evaluation - Stages of Group Development: goal setting, group norm, problem solving, decision making, conflict resolution - programme as a tool, principles of programme planning, programme media, programme development process - Group work models - Group Worker: role, functions, skills, and qualities

MODULE IX

Community Organisation: definition and determinants of Social Cognition, Perception, Attitudes, Prejudice-Group Behaviour in social context: Rumour, Propaganda, Crowd vs. Audience, Group Morale: determinants of group morale -characteristics of high and low morale - Community Organisation: definition, principles - Components of community work-Community groups within community-Individual-Worker-Agency - Role and skills of community organizer - differentiating Community Organisation and Community Development - Phases of Community organization:Study-analysis-assessment-discussion-organisation-action-evaluation- modification - continuation - Models of Community Organisation Social planning, Locality Development and Social Action & Eight models of Mary Weil and Neighbourhood development model-System change Model-Structural change model - Social Action

MODULE X

Recording Social Case Work, Group Work and Community Organisation: Recording: use, structure and content - Methods of recording: Verbatim, narrative, condensed, analytical and summary records - supervision and development of personal and professional self.

PART III

Salient Features of Indian Constitution

Salient features of the Constitution - Preamble- Its significance and its place in the interpretation of the Constitution.

Fundamental Rights - Directive Principles of State Policy - Relation between Fundamental Rights and Directive Principles - Fundamental Duties.

Executive - Legislature - Judiciary - Both at Union and State Level. - Other Constitutional Authorities.

Centre-State Relations - Legislative - Administrative and Financial.

Services under the Union and the States.
Emergency Provisions.
Amendment Provisions of the Constitution.

Social Welfare Legislations and Programmes

Social Service Legislations like Right to Information Act, Prevention of atrocities against Women & Children, Food Security Act, Environmental Acts etc. and Social Welfare Programmes like Employment Guarantee Programme, Organ and Blood Donation etc.

RENAISSANCE IN KERALA

Towards A New Society

Introduction to English education - various missionary organisations and their functioning- founding of educational institutions, factories, printing press etc.

Efforts To Reform The Society

(A) Socio-Religious reform Movements

SNDP Yogam, Nair Service Society, Yogakshema Sabha, Sadhu Jana Paripalana Sangham, Vaala Samudaya Parishkarani Sabha, Samathwa Samajam, Islam Dharma Paripalana Sangham, Prathyaksha Raksha Daiva Sabha, Sahodara Prasthanam etc.

(B) Struggles and Social Revolts

Upper cloth revolts, Channar agitation, Vaikom Sathyagraha, Guruvayoor Sathyagraha, Paliyam Sathyagraha, Kuttamkulam Sathyagraha, Temple Entry Proclamation, Temple Entry Act, Malayalee Memorial, Ezhava Memorial etc.

Malabar riots, Civil Disobedience Movement, Abstention movement etc.

Role Of Press In Renaissance

Malayalee, Swadeshabhimani, Vivekodayam, Mithavadi, Swaraj, Malayala Manorama, Bhashaposhini, Mathnubhoomi, Kerala Kaumudi, Samadarsi, Kesari, Al-Ameen, Prabhatham, Yukthivadi, etc

Awakening Through Literature

Novel, Drama, Poetry, *Purogamana Sahithya Prasthanam, Nataka Prashtanam*, Library movement etc

Women And Social Change

Parvathi Nenmenimangalam, Arya Pallam, A V Kuttimalu Amma, Lalitha Prabhu, Akkamma Cherian, Anna Chandi, Lalithambika Antharjanam and others

Leaders Of Renaissance

Thycaud Ayya Vaikundar, Sree Narayana Guru, Ayyan Kali, Chattampi Swamikal, Brahmananda Sivayogi, Vagbhadananda, Poikayil Yohannan (Kumara Guru) Dr Palpu, Palakkunnath Abraham Malpan, Mampuram Thangal, Sahodaran Ayyappan, Pandit K P Karuppan, Pampadi John Joseph, Mannathu Padmanabhan, V T Bhattathirippad, Vakkom Abdul Khadar Maulavi, Makthi Thangal, Blessed Elias Kuriakose Chaavira, Barrister G P Pillai, TK Madhavan, Moorkoth Kumaran, C. Krishnan, K P Kesava Menon, Dr. Ayyathan Gopalan, C V Kunjuraman, Kuroor Neelakantan Namboothiripad,

Velukkutty Arayan, K P Vellon, P K Chathan Master, K Kelappan, P. Krishna Pillai, A K Gopalan, T R Krishnaswami Iyer, C Kesavan. Swami Ananda Theerthan , M C Joseph, Kuttippuzha Krishnapillai and others

Literary Figures

Kodungallur Kunhikkuttan Thampuran, KeralaVarma Valiyakoyi Thampuran, Kandathil Varghese Mappila. Kumaran Asan, Vallathol Narayana Menon, Ulloor S Parameswara Iyer, G Sankara Kurup, Changampuzha Krishna Pillai, Chandu Menon, Vaikom Muhammad Basheer. Kesav Dev, Thakazhi Sivasankara Pillai, Ponkunnam Varky, S K Pottakkad and others

GENERAL KNOWLEDGE AND CURRENT AFFAIRS

General Knowledge and Current Affairs

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.