Chapter V

Suggestions and future work:

In the last chapter, we have concluded that the 'Direct Communication' strategy is essential to achieve effective communication in social problems. Whether this strategy is solely required or supplements the other strategies, depends on the type of the social problems. In social-work research, many times, the conclusions are look very obvious and straight forward, but, when supported by research findings, it gets different footings. It gets out of the realm of simple feelings, and comes out as essential and workable solution. 'Direct communication' strategy looks to be of this nature. It has emerged as a special technique, to communicate directly with the needy or person in problem. Many times the persons do not see their real problems or they may have solution for their problems but remains unaware. Direct communication with his proper training may creat this awareness, motivate them to be free from their problem.

What kind of basic training, one is envisaging for the direct communicator, what are the essential factors he has to learn, before involving himself in social work activity.

We shall describe three stages of training and depending on the involvement of the person interested in social work, he will be trained for (i) Resource person or field contact (ii) semi profession social worker communicator (iii) professional social worker communicator. The details of these courses will be worked out, based on the literature on communication and social work teaching programmes. Before dealing with course work, let us first see the basic requirements of a social work communicator in general. Apart from the knowledge of communication techniques one of the main requirement for a social work communicator is to have some specific attitudes. Here the specific attitude term refers to the following characteristics. (i) he should have a
positive feeling towards human being, (ii) he should have urge to understand peoples feeling, (iii) he should have a non judgemental attitude towards problem person, (iv) he should have ability to understand social problem at its' root cause. (v) he must be good in verbal communication, (vi) he should have ability to accept social responsibility which aims at establishing harmonious relationship between the individual and society and (vii) acceptance of individual dignity which means that individual has right to have their own interest and aspirations and that without individual progress, social progress has no meaning.

As such, all psychologists agree that an attitude is an organised and consistent manner of thinking, feeling and responding to social situations, people, groups and the social issues. Hence it should be obligatory to have a psychological based test for any person interested in social work, to see as to how much his attitudes matches with the specific attitudes mentioned above.

Thus it is suggested that before selecting anybody for social work communication course, an aptitude tests should be conducted to see the specific attitudes.

Now we shall suggest the essential contents of the courses. First we shall deal with the course for 'Resource Person' or 'Field Contact'. Such a course could be a Certificate Course.
Certificate Course
(Introduction to Social Work Communication)

The duration of this course should not exceed six months and should be part time (2 hours/day for five days a week) six month course or full time (4 hrs/day, five days a week) three month course. The students minimum qualification should be H.S.C. pass so that College students could also be encouraged for proper social work. The language in which the course has to be conducted be preferably in the local language. This is essential if the work to be carried out is in rural areas. Following topics may be covered. Each topic may be covered in 40 lectures of one hour.

1. Introduction to Field work and social work methodology.
2. Individual and Society.
3. Dynamics of human behaviour.
4. Social problems.
5. Essential Communication skill.
6. Field work practice.

At the end of teaching the topics, oral and written examination on each topic be taken.

The details of the syllabus are given below. This course should be treated as introductory course to the entire social work Communication.

Details of the Courses

1. Introduction to Field work and social work methodology:

   Introduction to the field work which are the essential and core part of the social work communication. It should contain (1) Observations visit to organised agencies dealing with social problems. The information should also be given about the communities, planning and programming of specific projects in the
communities. A small report should be prepared by each student and it should be followed by group discussions.

Definition of case work, group work, community organisation Administration and social action. common objectives of these methods and characteristics of social work values and principles common to all methods of social work.

Problem solving techniques and specific principles to community organisation.

Uses of resources, social participation, programme planning and implementation.

Community integrative and disintegration processes, family constellation, leadership, cultural factors, sub-groups, formal and informal leadership, minority groups and social tension, patterns in the family, division of labour and role task.

2. Individual and Society:

Definition and characteristics of Human society - origin of society.

3. Dynamics of human behaviour:

1. Determinants of Individual Growth and development:
A review of the hereditary, psychological, cultural and environmental forces, affecting the individual. Adjustment and attitude of the parents towards child
bearing. Parent child relationship and role of parent substitutes in Indian context.

- Stages of development and processes of socialization:
  - Infancy psycho-motor and social development
  - Babyhood aspects of personality
  - Pre-school, Middle childhood and significance of psycho-social latency period relationship.

4. Social problems: Introduction to social problems, attitudes towards social problems. Approaches to the study of social problem, social disorganisation, study of social familial and individual disorganisation.

Mass problem: Over population, poverty, corruption, unemployment, malnutrition and ill-health. Problems of vulnerable groups.

Problems associated with scheduled caste, scheduled tribe and other backward classes.

5. Essentials of Communication skill:

- Basic concepts in Communication:

  Communication style - Verbal and non verbal Intra and Inter personal Communication small group Communication, Mass Communication techniques, Communication barriers and break downs, Communication Guidelines.

6. Field work practice: Some definite period be fixed for the actual field work practice to get first hand information of the social problems which have been learned in the course and to use the Communication techniques for their solutions.
This course should be treated as introductory course for social work Communication and large college students can be trained through this, who can serve as 'resource person' in social work programmes.
"Diploma in Social work communication:

This course should be of full time two years duration, and can be given to any H.S.C. passed student or students who have successfully completed the above mentioned certificate course. Here the stress should be given to the actual work to be carried out along with the theoretical background. Following topics may be covered along with six months association with any social agencies.

1. Essentials of Communication skill.
2. Individual and society - I & II.
3. Dynamics of human behaviour - I & II.
4. Social problems - I & II.
5. Social work Methodology
6. Field work association I & II.

Out of the above courses, five course in each year may be taken. The examination may be taken at the end of the year.

Syllabus for Essentials of Communication skill, Individual and society - I, Dynamics of human behaviour I, Social problem I, and social work methodology topics may be taken from the 'Certificate Courses' but the subjects should be treated with more vigour than for certificate course. The remaining topics may contain the following:

Individual and society-II:

Following topics should be covered:

Social stratification - meaning, purpose, functions and forms. 
Social and economic class and caste system - status and role theory.

Social change - definition, theories, types of social change.
Change and reform - social change and social development social
participation, social processes - integrative and disintegrative.

Collective behaviour - scientific study of collective behaviour.

Development of Social Sciences - earlier tendencies of compartmentalization and specialization. Inter-disciplinary approach.

Dynamics of human behaviour II

Adolescence - changes during adolescences, physical and psychological. Adolescents changing role in the family and the society. Revolt against authority.

Adulthood - Development of adult personality, patterns of adult behaviour, maturity and change, responsibility of adult life and social role.

Middle age crisis

Old age - psychological implications, physiological changes.

Introduction to human psychology - nature, scope and methods.

Motivations : Behaviour patterns and attitudes. Problems of adjustment, personality and types.

Social problem II:


Field work association I & II:

Here the student learns while being with social work organisation of his own choice and for the period of three months.
in each year of training. He should use various techniques of Communication during field work training.
Bachelor Degree in Social work

Here H.S.C. passed student or student having the above diploma should be eligible for the above degree. The fresh students, first, should go through the courses prescribed for the diploma and then should spent one more year along with the diploma holders to get the bachelor’s degree. In this final year of the degree courses, following topics along with six months actual field work are suggested.

1. Social legislation and provision in the constitution.
2. Problems of community health and environmental hygiene.
3. Social research and statistics.
4. Methods of social work practice.
5. Special techniques in Communication.
6. Field work - six months actual work with any recognised social work organisations.

1. Social legislation and provision in the constitution:

Concept of Social Justice:
Legislation as a Social End:
The Legal Machinery as an agent of Social Control.
Legislation as an instrument of Social order.
Law for protection of human rights.
Family Law:
Acts relating to marriage and divorce.
Laws related to separation and marriage.
Succession Acts.
Acts relating to women and children:
(a) Children’s Act
(b) Hindu Adoption and Maintenance Act, 1956
(c) S.I.T. Act.
(d) Maternity Benefit Act
(e) Medical Termination of Pregnancy Act, 1972
(f) Child Marriage Restraint Act, 1929
(g) Dowry Prohibition Act, 1961
(h) Probation of Attainders Act, 1956.

Deterrent and Reformatory Law:

2. Problems of community health and environmental hygiene

Concept of Health: Definition of health, standards of health, stages of health, factors affecting the health, Concept of disease, concept of community health, Individual health and community health.

Approach to Patient and Community:
Health problems in India (Rural and Urban).
Individual and community attitude towards sickness.
Illness as a deviance with special reference to Indian situation.
Concept of Preventive medicine:
Concept and importance of preventive medicine.
Various approaches of preventive medicine.
Clinical and sub-clinical levels of prevention.

Public Health:
Concept of Public Health
History of Public health in India.
Public health programme in India.

Environment and Ill-health:
Poverty, overcrowding, pests carriers, water supply, Drainage, pollution, malnutrition nutrition, Housing and health.

Diseases and treatment:
Information on causes, symptoms, preventive care and general treatment on-Leprosy, Tuberculoses, Cancer, Skin, Disease
Malaria, Cholera, Typhoid, Polio myelitis, Respiratory infection, Colds, influenza, whooping Cough etc. Nutritional diseases, Industrial and occupational diseases.

Community Action and Health:
Administration of health programme in India at different levels-National State, District and Taluka level.
Immunizations.
Family welfare and health programme in India.
Health education.
Role of Medical and Community health worker.

3. Social research and Statistics


Techniques of Social Research:

(a) Techniques of selection-identifying an area of study, reference work, objectives of study, listing of items of information, organizing fields of study defining size of study, problem formulation, identifying the sources of information, deciding on sampling.

(b) Methods of data collection-observation, questionnaire, interview, Interview schedule and documents, and projective Techniques.

Methods of Social Research-Survey, case study, experimental and historical.
Sampling-Purpose and methods, theory of sampling-probability and non probability sampling.
Definition, importance, functions and limitations of statistics. Presentation of data, classification, tabulation, graphic presentation.
Simple derivatives, ratios, proportions, rates, percentage, simple co-efficient.
Measures of Central tendency-Mean, Median, mode.

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Measures of variability-range, muartile deviation, mean deviation, standard deviation, co-coefficient of variability, standard score.

Correlation-Coefficient of correlation, rank correlation coefficient.

Contingency, chi-square, co-efficient of contingency.

Data processing analysis-manual and mechanical, Interpretation and preparation of research report.

4. Methods of Social Work Practice:

Community Meaning and types of communities-urban Rural and Tribal.
Problems and specific characteristics of urban, rural and tribal communities.
Concepts of community work-community development, community organization, public relation etc.
Meaning, nature and scope of community organization.
Community organization as a method of Social work practice, (problems solving methods).
Community organization and other methods of Social work Social case work, group work and Social action.
Principles of community organization.
Steps in community organization.
Methods and tools of community organization.
Role of community organised in community work.
Role of voluntary and government organizations in community organization and social action.
Areas of community organization practice.
Community integration and disintegration processes.
Planning in community organization.
Recording in community organization.
Evaluation in community organization.
Social action as a problem solving method-its use and limitations as a method of intervention.
Social legislation and social action.
Social action and Social change.
Developmental Social work.

5. Special techniques in Communication:

1. Use of Audio-Video tape recorders for individual or group Communication

2. Preparation audio-Video tapes some technical details-scope and limitations.

3. Writing of story board on some social problems.

4. Discussion on Audio-Video tapes dealing with social problems.

5. Limitations on the information transferred through audio-video aids.

6. Preparation of slides and audio text - application to social problems.

7. Audio Vision - Discussion with the help of cassettes.

8. Over Head Projector.


10. Quizzes, Puzzles, Street plays.
The details of the course work and the structure of Certificate, Diploma and degree courses given above should be considered as a 'model' based on my experience of many years of teaching M.S.W. course. At no cost, this should be treated as final or unique version. I am sure, if this pattern is followed, the problem of getting large workers for 'direct communication strategy' will be solved to some extent and this will benefit the entire Indian Society.