

Role of Technical Literature in Extension Education

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Technical literature is written by technical experts. The message is easily understood and expressed in simple words for end users. Different types of literature include leaflets, folders, booklets, pamphlets, bulletins, circular letters, newsletters, magazines, journals, etc.

A leaflet is a single printed sheet of paper that is only 1-2 pages long. It is distributed by extension workers during farmer's tours and farmer's fairs. It provides knowledge about a specific topic and is generally provided to end users free of cost.

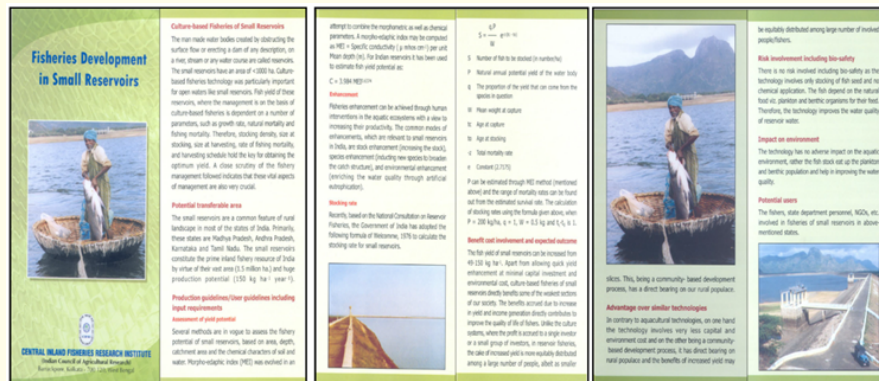
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Figure 1

The term "folder" refers to a single large printed piece of paper that has been folded a few times (4-6 pages). It provides relevant information on a specific topic in chronological order.

A booklet is a compact book that is thinner and smaller than an actual book. It typically has 20 to 50 pages. It is bound using staples and saddle-stitching and is quite expensive to print. As compared to the leaflet, it is more detailed.

A single, loose sheet of paper with printing on both sides is referred to as a pamphlet. In the pamphlet, full information is presented about the topic at greater length. Its purpose is to advertise a specific event or to popularize a slogan or a message.

A booklet of 20 pages that has been printed and bound is called a bulletin. It provides in-depth details on an issue. A minor fee must be set for some crucial bulletins.



Figure b

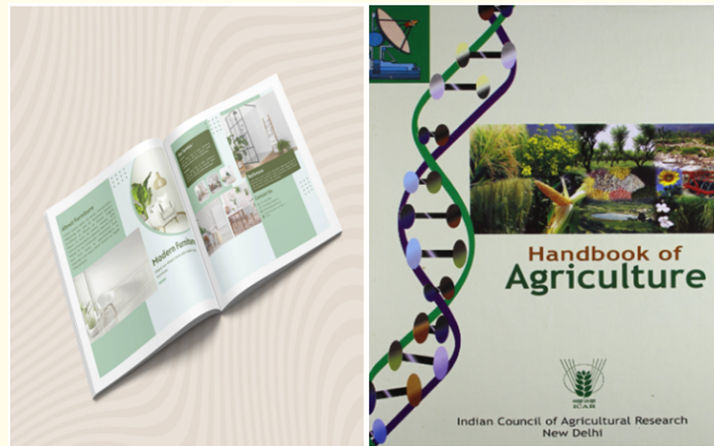


Figure c



Figure d

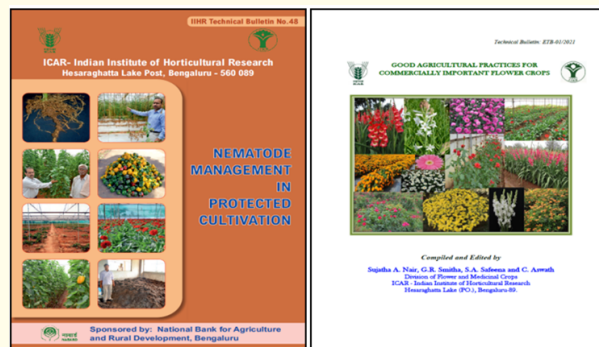


Figure e

A circular letter is a particularly designed personal letter sent to a significant number of farmers on a regular basis or on special occasions utilizing a personal approach for specific messaging. It is used as a follow-up to several other extension teaching methods.

A newsletter is a miniature newspaper on good-quality paper. It includes details about the accomplishments and activities of the organization. There is a fixed periodicity of publication, and it is generally distributed free of charge.



Figure f



Figure g

A magazine is a regular publication that is often released on a regular basis (commonly weekly or monthly) and has a wide range of content. It is typically provided as payment in advance for a subscription for a specific time period.

A journal is a professional publication that features articles published by academics, researchers, and other professionals. These are specifically designated and intended for an academic or technical audience, but the general public can also read them.

Different varieties of journal

The most popular kind of journal manuscript intended to publish comprehensive reports on research findings is a research article. It is categorized as primary literature, which includes in-depth studies that present unique research. It has sections for the intro-

duction, methods, findings, and discussion. Brief communications (short reports, letters) convey summaries of findings from original research. It frequently has stringent length restrictions thus some experimental details might not be made public. For time-sensitive scientists (such as those in extremely competitive or rapidly evolving fields), this format is helpful.

A review article gives a thorough overview of the research on a certain subject and offers insight into the state and future of the discipline. It is frequently published by authorities in a certain field upon invitation from a journal's editors. They offer a clear manner for scholars or professionals who are unable to read the vast amount of newly published original research to compile knowledge. They are also known as secondary literature because they typically do not include original data from the author's own experiments.



Figure h



Figure i

Most scholarly magazines publish book reviews. Its objective is to offer analysis and viewpoints on recently released academic works. Newspapers, periodicals, and other publications print popular articles. They are written for the general audience and are shorter. They frequently have gleaming images, graphics, or visualizations. Depending on the publication, they may have been thoroughly researched or verified but are not reviewed by professionals. They present the recent information on broad subjects, such as current events etc.

ICAR publications

- Journals (English), Monthly, e.g., The Indian Journal of Agriculture Sciences, The Indian Journal of Animal Sciences
- Magazines, e.g., Indian Farming, Indian Horticulture, Phal Phool, Krishi Chayanika, and Kheti
- **Newsletter:** ICAR News, ICAR Reporter, ARIS News

Other publications

- **English:** Empowerment of Women in Agriculture, Validation of Indigenous Technical Knowledge, Self-Sufficiency in Food grain Production, International Training Programme
- **Hindi:** Greenhouse Prodhogiki, Dhan, Prachin Bharat Me Krishi Gyan

Steps in Development of Technical Literature

Plan the script

- Decide the purpose or message to be conveyed.
- Calculate the time needed to create the manuscript, publish it, and dispatch it.
- Verify the accessibility of funds.
- Note down all the important points, decide on the essentials, and finally arrive at the desirable ones.

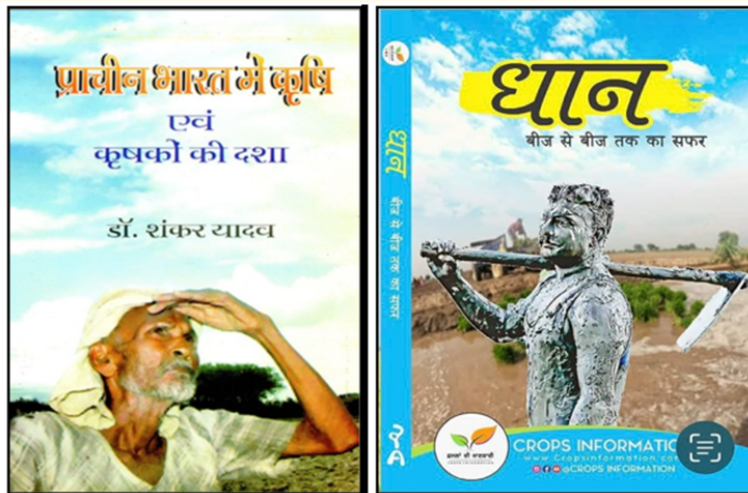


Figure j

Write the script

- Write the script with all the essential points in sequence.
- Draw the reader’s attention to the key points.
- Use simple, clear, and familiar words and short sentences.
- Keep short paragraphs.
- Use illustrations and photographs in appropriate places.
- Give complete information.
- In the end, draw conclusions.
- Review the script when it is ready.
- The cover must be attractive, colorful, and appealing.

Conclusion

Technical literature transmits information to end users. It creates awareness among the people. It improves knowledge and confidence levels. It helps in the scientific management of animals and their diseases. It is useful in the adoption of new technologies and is used by all types of extension functionaries, researchers, farmers, students, etc.