

Week six:

Nature of communication process.

Objective: Students will understand the important elements in any communication process.

Description: The students will be exposed to what communication basically entails and the communication process in relation to extension teaching and learning. Some definitions of communication will be considered. In addition, some essential characteristics of communication in extension will be considered and described to the students.

Study question:

1. How will you define communication?
2. Can you differentiate between information and communication?
3. What are some of the characteristics of communication in extension?

Reading list:

1. Swanson, B. E. (1984). Agricultural Extension: A reference manual, 2nd Edition,
Food and Agriculture Organization, Rome. P259
2. Adebayo, K. (1997): Communication in agriculture, Greenlinks International, Abeokuta, pp 102.
3. Van de Barn and Hawkins H. S. (1996). Agricultural Extension 2nd Edition
Blackwell publishers