

Week seven:

Major elements of the communication process

Objective: Students will be taught and made to understand the elements of communication.

Description: The major elements of a communication process such as the sender, message, channel, receiver, effects, noise, encoding and decoding will be explained to the students citing and using relevant examples in extension.

Study question:

1. Discuss some of the major elements of communication process.
2. Enumerate practical examples of the elements of communication in relation to extension.
3. Give a practical example of a communication process in extension using the major elements of the communication process.

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