

Week eight:

Principles of analysing communication problems in extension

Objective: Students should be able to understand and identify problems in the communication process in addition to how to avoid such problems.

Description: The different type of problems that may emanate in any extension communication process is highlighted. In addition to this, the students will be taken on how to avoid these problems by avoiding unintended messages that are passed across through non-verbal communication.

Study questions:

1. How can communication problems be identified in an extension communication process.
2. Enumerate some communication problems that commonly occur in an extension communication process.

Reading list:

1. Adebayo, K. (1997): Communication in agriculture, Greenlinks International, Abeokuta, pp 102.
2. Van de Barn and Hawkins H. S. (1996). Agricultural Extension 2nd Edition Blackwell publishers