

Course Outline:

PART A - DEVELOPED BY: DR (MRS) C. I. SODIYA

(1) Concept Of Agricultural Communication

- i. Meaning of communication
- ii. The purpose of communication
- iii. Types of communication
- iv. Communication effects

(2) Principles And Processes Of Communication As Applied To Information Dissemination In Agriculture

- i. Principles of communication relevant to agriculture
- ii. Elements of communication
- iii. Nature of the agricultural extension communication
- iv. Characteristics of extension messages

(3) Problems In Communication

- i. Barriers to effective communication
- ii. Requisites to achieving effective communication

PART B - DEVELOPED BY: DR. J. M. AWOTUNDE

(4) THEORIES AND MODELS OF AGRICULTURAL COMMUNICATION

- i. Definition of theory and model of communication
- ii. Differences between theory and model of communication
- iii. Uses of theories and models in communication
- iv. Examples of theories and models of communication
 - a. Individual difference theory
 - b. Social category theory
 - c. Social relations theory
 - d. The Lasswell formula (model)
 - e. Shannon and Weaver's model
 - f. Osgood and Shramms Circular model
 - g. Genoner's general model
 - h. Stimulus – Response model
 - i. Transactional model
 - j. Rogers and Shoemaker's model
 - k. White Gatekeeper model

PART C - DEVELOPED BY: DR. O. A. Lawal - Adebawale

(5) DEVELOPMENT COMMUNICATION

- i. Meaning of development
- ii. Communication in development
- iii. Development support communication

iv. Importance of communication in agricultural/ rural development

(6) MEDIA USE

- (i). Characteristics of selected media
- (ii). Mass media communication
- (iii). The radio
- (iv). Print materials
- (v). Audio visual aids
- (vi). Traditional/Folk Media (Oramedia)
- (vii). Campaigns

(7) AUDIENCE ANALYSIS

- (i) Observation (ii) Discussion
- (iii) Surveys (iv) Rapid Rural Appraisal

(8) AGRICULTURAL NEWS WRITING

- i. Agricultural news writing
- ii. Script writing in agriculture
- iii. Guidelines for script writing
- iv. Categories of programmes in which agricultural scripts are relevant
- v. Editing

PART D - DEVELOPED BY: DR. T. O. A. Banmeke

(8) DEVELOPMENT OF KNOWLEDGE AND SKILLS IN THE USE OF AUDIO VISUAL HARD AND SOFTWARES

- (i) Operation, Care and Maintenance of selected Audio and Visual Equipment
- (ii) Recording
- (iii) Modern information and communication Appliances

Course Requirements:

Students are expected to participate in all the course activities and have a minimum of 70% attendance to qualify for writing the final examination. Students will be required to submit a term paper on any of the topics treated in this course. This will account for part of the continuous assessment. Students will be expected to write a short class test and submit assignments. All class assignments should be word processed on A4 paper

Method of Grading:

- 1. Class Assignment 5marks
- 2. Class Attendance 5marks

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| 3. Class Test | 15marks |
| 4. Term paper | 5marks |
| 5. Comprehensive Final Examination | 70marks |
| Total | 100marks |

Course Delivery Strategies:

The course objectives will be achieved by the traditional face to face weekly lecture on designed topics, theoretical materials (lecture notes) provided during the lectures and group exercises. The course delivery strategies will be supported through tutorials and study review at the end of the semester. Students will be encouraged to actively participate during the lecture. Students will also be encouraged and required to read around the topics and follow current communication media and strategies used for agricultural extension teaching around the world in journals and on the web.