

Lecture Content

The Meaning of Communication

- Communication the process by which one person or group shares and impacts information to another person or group so that both clearly understands one another. --
Communication can also be defined as the transfer of information and understanding from one entity (person, institution, extension agent etc) to another entity.
- Communication is the act of making news, opinions, or feelings known.
- Communication has also been defined as a conscious attempt to share information and ideas with others. Another definition of communication sees it as the transfer of information from a source to a receiver through a medium with the intent to change his behaviour.
- Communication is the key that opens the door for a change. It is a part or the myriad of decisions that, taken together constitute social change. There is therefore no other way to understand the process of change without considering communication since, to a large extent; change involves communication with oneself or with others.

From the definitions above, it can be concluded that, communication is a process and not an event, a method and not a happening. It involves two parties, the communicator and the audience. The communicator has an idea that he/she wants to share with the receiver (farmers/clientele). The communicator can be an extension agent or teacher who must possess some credibility. His/her credibility will, however depend on the extent to which he/she is perceived as a reliable source by the receivers. He is expected to know his audience, know his subject matter, use terms and language that people will understand and have the interest of the audience at heart. The audience or receiver could be an individual, group, a class or group of farmers listening, watching or reading the message from the source.

The purpose of Communication

The purpose of communication is to generate a response or reaction which may be physical, emotional, expressed or subdued in and from the receiver(s) of the message.

Basically the purposes of communication are:

1. To persuade the receiver in his direction or thinking.
2. To inform the receiver about an event, issue or a development or even, a new farm practice/product.
3. To entertain the receiver, and make him relax.
4. To educate the receiver by impacting knowledge to him
5. To sell an idea to him.

The ultimate purpose of communication therefore, is to create the same picture that exists in one individual's mind in the mind of another individual. The principle behind the philosophy of communication is to establish unity (a oneness) between the source(s) of the message and the receiver(s) of the message.

Types of Communication

- (i) Vertical and Horizontal Communication
 - (i) Intrapersonal, interpersonal, and mass communication

The Characteristics of Communication in Agricultural Extension

An extension agent can not teach if he can not communication well. So, it is a well acknowledged fact that most future progress in Agricultural Development in many developing countries like Nigeria will depend on the ability of the communication skill possessed by the change agent. Good communication does not only consist of imparting knowledge, but also help people gain a clear view of the knowledge.

The common characteristics of Extension Communication are:

- (1) Communication in extension is a two way process involving the source and the receiver i.e. information and ideas must flow from the receiver to the sender of message and vice-versa.
- (2) The communicator must communicate ideas; collect facts relative to the subject matter, which are accurate, fast and appropriate.
- (3) Communication must be organized. Materials to be presented must be carefully arranged so as to be cohesive, proceed step by step, and give facts in logical sequence.
- (4) The receiver must cooperate in communication.
- (5) The communicator must maintain a standard of culture that would stimulate communication success.