

## **Communication Effects**

As a change agent, there are three main communication effects that you must strive to achieve. Namely;

- (i) change in receivers knowledge
- (ii) (ii)change in receiver's attitude,
- (iii) (iii)change in receivers overt behaviour.

In a number of communication situations, these changes occur in sequence in the sense that, change in knowledge is supposed to induce change in attitude which in turn induces a change in behaviour. As a change agent therefore, you should structure your messages in line with this sequence.

## **Principles of communication relevant to Agriculture**

1. People need to be informed: Information is a necessary input for the proper development of agriculture.
2. Communication should start with the target audience expressing their needs and wishes: The central aim of communication is to achieve a desired change in the target audience. Unless the needs and wishes of the audience are known, it becomes very difficult to achieve any desired change.
3. Message content should be well suited to the needs of the target audience and not the sponsor or source. However, in order to achieve effective communication and make positive contribution to agricultural development, the message content of communication must be suitable to farmers' farm situation and socio-cultural environment as well as meeting their needs and aspiration.
4. A combination of channels should be used to impact knowledge, ideas and information. Different channels appeal to different senses. Human senses often reinforce each other in the acquisition of knowledge, ideas and information. So, when two or more channels are used to impact knowledge, idea or information, the target audience has a greater opportunity to understand the chance of achieving his stated objectives as well as that of his clientele.
5. Target audiences are not usually homogeneous; therefore their required information or message contents and motivation requirements should be expected to differ.

## **Functions of Mass Communication**

- i. Surveillance functions: This is what makes the media society the "Watch Dog". It facilitates the spread of information on political tragedies and it shapes information about events happening around the world.
- ii. Interpretation Functions  
The mass media tend to make sense of information and thereby enable target audience benefit.
- iii. Cultural Transmission Functions: This gives further information and clues about the society. It is also used to teach culture and as a means of transmitting social education.
- iv. Entertainment functions: It is a means of creating joy and serves as a outlet for excitement for the audience.
- v. Propaganda functions: It is used for brainwashing and popularization of a specific issue of interest.

- vi. **Commercial Functions:** It is used for advertisement and income generation for the different media outfits.

**MAJOR ELEMENTS IN THE AGRICULTURAL EXTENSION COMMUNICATION PROCESS**  
Communication process is considered as essential element in the extension education process. Hence, there is the need to appreciate its essence and components.

According to Berlo (1960), there are four major elements in the communication process. This is referred to as the S – M – C- R model of communication. The letters in order represents **SOURCE, MESSAGE, CHANNEL AND RECEIVER.**

**Source:** A source is the originator of information to be communicated. This may be an individual or a group working together or an institution.

**Message:** the message is the stimulus or idea that the source transmits to the receiver. Message must be clear, useful to the audience, relevant to the environment and timely with respect to their farming activities.

**Channel:** A channel is the means by which a message travels from the source to the receiver. The human sense of hearing makes up the most common means of exchanging ideas.

**Receiver:** A receiver is the target of teaching/communication who decodes the message symbols into a meaningful form.

**Feed back:** Feed back is a response by the receiver to the source's message. Through feed back, the source is viewed as a receiver. Thus, feed back emphasizes the mutuality and success of communication. It is a control device and an important indicator of areas requiring modification and for further scientific inquiry.