

# University of Pretoria Yearbook 2017

## Communication 421 (AGV 421)

**Qualification** Undergraduate

**Faculty** [Faculty of Natural and Agricultural Sciences](#)

**Module credits** 20.00

**Programmes** [BScAgric Agricultural Economics and Agribusiness Management](#)

**Prerequisites** Second Year - Academic level

**Contact time** 2 lectures per week

**Language of tuition** Separate classes for Afrikaans and English

**Academic organisation** Agric Econ, Ext + Rural Dev

**Period of presentation** Semester 2

### Module content

Communication: Definition and clarification of concepts. Theory and elements of communication. Verbal and non-verbal communication. Determinants of interpersonal communication. Abating factors impeding communication. Nature, classification and efficiency of communication channels.

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