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# University of Pretoria Yearbook 2021

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## Communication for sustainable rural development 713 (AGV 713)

**Qualification** Postgraduate

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

**Module credits** 15.00

**NQF Level** 08

**Programmes** [BSocSciHons Geographical Sciences Geography and Environmental Science](#)

[BAgricHons Extension](#)

[BAgricHons Rural Development](#)

**Prerequisites** No prerequisites.

**Contact time** 1 four-hour lecture in 5 block week sessions

**Language of tuition** Module is presented in English

**Department** Agricultural Economics Extension and Rural Develo

**Period of presentation** Year

### Module content

Introduction to the Communication Process, its role and importance. Communication and perception - role of Extension in AKIS. Clarification of principles and definitions; theory of communication; Strategies for communication and Extension methods. Key elements and channels of communication; credibility; persuasion; public speaking; audio visual aids; mass media and their effect; new reporting; articles and newsletters. Designing communication interventions. Impact assessment approaches and tools. Appreciative Communication Inquiry: 5-D Approach.

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