

# University of Pretoria Yearbook 2016

## Communication for sustainable rural development 413 (AGV 413)

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| <b>Qualification</b>          | Undergraduate  |
| <b>Faculty</b>                | <a href="#">Faculty of Natural and Agricultural Sciences</a> |
| <b>Module credits</b>         | 20.00  |
| <b>Service modules</b>        | Faculty of Health Sciences                                   |
| <b>Prerequisites</b>          | Second year - academic level                                 |
| <b>Contact time</b>           | 2 lectures per week  |
| <b>Language of tuition</b>    | English  |
| <b>Academic organisation</b>  | Agric Econ, Ext + Rural Dev                                  |
| <b>Period of presentation</b> | Year   |

### Module content

Introduction to the communication process and its importance for sustainable development; the models of communication; critical elements and factors in communication; Communication and perception. Use of non-verbal communication. Persuasion and Credibility. Messages and message treatment; audience and audience identification; channels and methods of communication. Effective listening and feedback. Practical training in communication: Effective speaking; visual aids in communication; managing conflict; report writing. Introduction to Appreciative Inquiry as a communication approach.

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