

University of Pretoria Yearbook 2016

Communication 421 (AGV 421)

Qualification Undergraduate

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

Module credits 20.00

Programmes [BScAgric Agricultural Economics: Agribusiness Management](#)

Prerequisites Second Year - Academic level

Contact time 2 lectures per week

Language of tuition Both Afr and Eng

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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.