

University of Pretoria Yearbook 2016

Communication for sustainable rural development 713 (AGV 713)

Qualification Postgraduate

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

Module credits 20.00

Programmes [BAgricHons Extension](#)

[BAgricHons Rural Development](#)

Prerequisites No prerequisites.

Contact time 2 lectures per week, 1 discussion class per week, 1 practical per week

Language of tuition English

Academic organisation Agric Econ, Ext + Rural Dev

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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