

University of Pretoria Yearbook 2017

Communication for sustainable rural development 413 (AGV 413)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	20.00
Service modules	Faculty of Health Sciences
Prerequisites	Second year - academic level
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Agric Econ, Ext + Rural Dev
Period of presentation	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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