

University of Pretoria Yearbook 2017

Communication 421 (AGV 421)

Qualification Undergraduate

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

Module credits 20.00

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

Prerequisites Second Year - Academic level

Contact time 2 lectures per week

Language of tuition Separate classes for Afrikaans and English

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.

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