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# University of Pretoria Yearbook 2019

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## Communication 421 (AGV 421)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	16.00
<b>Programmes</b>	<a href="#">BScAgric Agricultural Economics and Agribusiness Management</a>
<b>Prerequisites</b>	Second Year - Academic level
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Department</b>	Agricultural Economics Extension and Rural Develo
<b>Period of presentation</b>	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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