

University of Pretoria Yearbook 2020

Communication 421 (AGV 421)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	16.00
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
Department	Agricultural Economics Extension and Rural Develo
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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