

# University of Pretoria Yearbook 2020

## Communication for sustainable rural development 713 (AGV 713)

**Qualification** Postgraduate

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

**Module credits** 15.00

**Programmes** [BAgricHons Extension](#)

[BAgricHons Rural Development](#)

**Prerequisites** No prerequisites.

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

**Language of tuition** Module is presented in English

**Department** Agricultural Economics Extension and Rural Develo

**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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