



University of Pretoria Yearbook 2020

Communication 421 (AGV 421)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
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.
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

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