

University of Pretoria Yearbook 2021

Communication for sustainable rural development 713 (AGV 713)

Qualification Postgraduate

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

Module credits 15.00

NQF Level 08

Programmes [BSocSciHons Geographical Sciences Geography and Environmental Science](#)

[BAgricHons Extension](#)

[BAgricHons Rural Development](#)

Prerequisites No prerequisites.

Contact time 1 four-hour lecture in 5 block week sessions

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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