

University of Pretoria Yearbook 2022

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	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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