Contents

	PREFACE	vii
	PART I: AGRICULTURAL COMMUNICATION	1
1.	CONCEPTUAL FRAMEWORK	3
2.	MEANING AND NATURE OF COMMUNICATION Origin	6 6
	Defining Communication	6
	Nature of Communication	8
	Purpose of Communication	11
	Levels of Communication	12
3.	DEFINING COMMUNICATION EFFECTIVENESS	16
	Effectiveness of Communication Encounter	16
	Effectiveness of Communication Performance	17
	Effectiveness: Comprehension, Validity and Utility	19
4.	COMMUNICATION THEORIES AND MODELS	21
	Introduction	21
	Greek Theory of Communication	22
	Aristotle's Model of Communication	23
	Lasswell's Communication Sequence	24
	Stimulus-Response Model of Communication	25
	Schramm's Model of Communication	26
	Shannon and Weaver's Mathematical Theory of	
	Communication	28
	Berlo's Model of Communication	32
	Leagan's Model of Communication	34
	Hovland Persuasion Model	35
	Westley and MacLean Mass Media Model	35

X CONTENTS

	Riley and Riley Model	38
	Gerbner's Model	38
	Linguistic Theory of Communication	39
	Theories of Mass Media Effects	42
	The Medium is the Message	44
	Conclusion	45
5.	COMMUNICATOR	47
	Introduction	47
	Communicator	47
	Communication Behaviour	48
	Communication Skills	48
	Communication Competence	53
	Sequence of Extension Communicator's Roles	54
	Communication Activities	56
	Communication I.Q.	56
	Organisational Leadership	57
	Communication Effectiveness	57
	Improving Oral Communication	59
	Conclusion	60
6.	MESSAGE	62
	What is a Message?	62
	Dimensions of a Message	62
	Characteristics of a Good Message	63
	Message Treatment Strategies	64
	Message Efficiency	67
	Message Characteristics and Effectiveness	68
	Message Flow Models	68
	Message Distortion	71
7.	CHANNELS OF COMMUNICATION	72
	What is a Channel	72
	Dimensions of Channels	72
	Classification of Channels	73
	Selection of Communication Channels	74
	Channel Efficiency	74
	Channel Credibility	75
	Use of Channels by Farmers	75

CONTENTS	xi
00.11.2.11.0	

	Media Forums: Combining Mass Media Channels with Interpersonal Channels	78
8.	AUDIENCE OR RECEIVERS	80
	Factor Determining Audience Response	80
	Communication Behaviour	82
	Communication Patterns in a Village	82
	Social Networks in Communication	83
9.	RELATIONSHIP IN COMMUNICATION	85
	Physical Interdependence	85
	Action-Reaction Interdependence or Feedback	85
	Empathy	87
	Interaction	88
	Homophily-Heterophily	89
10.	MASS COMMUNICATION	90
	Nature of Mass Communication	90
	Nature of Mass Audience	90
	Nature of Mass Communicator	91
11.	COMMUNICATION MEDIA AND TECHNOLOGIES	93
	Radio	93
	Television	94
	Audio and Video Cassettes	95
	Videotex and Teletex	96
	Satellite Communication	97
	Interactive Videodisc and Computer-Assisted	
	Instruction	98
	Computers	98
12.		100
	Nomenclature	100
	Identification Methods	100
	Characteristics	101
	Role of Key-communicators	102
13.	OVERVIEW OF THE COMMUNICATION PROCESS	104
	The Communicator	105
	The Message	105

xii CONTENTS

	The Channels	105
	Treatment of the Message	106
	The Receiver	107
	Response or the Effect	107
	PART II: EXTENSION TEACHING METHODS AND AUDIO-VISUAL AIDS	109
A.	EXTENSION TEACHING METHODS	109
14	MEANING, NATURE AND CLASSIFICATION	111
15.	INDIVIDUAL CONTACT METHODS	114
	Farm and Home Visits	114
	Farmer's Calls	116
	Personal Letters	117
	Flag Method	118
	Agricultural Clinics	118
16.	GROUP CONTACT METHODS	120
	Group Meetings, Group Discussions	120
	Conducted Farm Tours	123
	Method Demonstrations	124
	Result Demonstrations	126
	Peripatetic Team Visits	129
	Media Forums	12 9
	Agricultural Games	130
17.	MASS CONTACT METHODS	133
	Extension Campaigns	133
	Exhibitions	135
	Farmers' Fairs	136
	Extension Publications	139
	Circular Letters	140
	Writing for Farm Radio Programmes	141
	Farm and Home Television Programmes	143
	Agricultural Film Shows	145
18.	SELECTION AND USE OF EXTENSION METHODS	147
	Factors Influencing Choice of Methods	148

	CONTENTS	xii
	Farmers Use of Information Sources	151
	Information Sources at Different Stages of Adoption Audience Characteristics and Use of Information	151
	Sources	152
	Source Credibility	152
	Combined Methods	152
	Guidelines for Teaching Rural Poors	153
В.	AUDIO-VISUAL AIDS	155
19.	MEANING AND NATURE OF AUDIO-VISUAL AIDS	157
	Proper Nomenclature	158
	Classification of Audio-Visual Aids	159
	Advantages of Audio-Visual Aids	161
	Limitations of Audio-Visual Aids	162
20.	GRAPHIC AIDS	163
	Flash Cards	166
	Flannel Graphs	168
	Charts	170
	Graphs	173
	Posters	176
21.	PROJECTED AIDS	179
	Still Projection	179
	Slides and Film-strips	185
	Overhead Projector	189
22.	OTHER AIDS: OBJECTS, MODELS AND MOCK-UPS	191
	Objects	192
	Models	192
	Mock-ups	193
23 .	PLANNING AN EFFECTIVE COMMUNICATION	
	STRATEGY	194
	Development of Communication Model	194
	Factors Affecting Communication Fidelity	194
	Adoption Process and Sourced Communication	196
	Two-step Flow of Communication	197

	407
Communication Patterns in the Village	197
Source Credibility	198
Impact of Radio	199
Conclusion	199
BIBLIOGRAPHY	202
INDEX	211