

**MANUAL**  
**DEVELOPMENT COMMUNICATION AND INFORMATION MANAGEMENT**  
**AG. EXT.-502 (2+1)**



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## SYLLABUS

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**Unit-I** Communication process: Concept, definitions, elements and their characteristics, models and theories, types and functions of communication, communication process, feedback in communication, fidelity of communication, communication effectiveness and credibility, communication gap, Empathy, Homophily and heterophily, communication skill, criteria for selecting effective communication methods for extension, Barriers in communication, Message- meaning, dimensions of a message, characteristics of good message, message treatment, distortion of message

**Unit-II** Methods of communication: meaning, definition, functions, classification, forms of communication-oral & written communication, non-verbal communication, interpersonal communication, organizational communication.

**Unit-III** Extension teaching methods and audio-visual aids: meaning, types, classification and their importance in communication of innovation. Factors affecting its selection in effective use.

**Unit-IV** Role of mass media in dissemination of farm technology, effect of media mix for rural people, modern communication media-electronic video, Tele-video conference.

### **Practical**

1. Listening skills, writing skills,
2. Preparation and presentation skill of communicator regarding communication media viz. visuals (poster chart).
3. Generating computer aided presentation- graphics, scanning of visuals and evaluation of visuals assignments