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*Shaping Lives...
Empowering Communities...*

Lecture 24

**Characteristics of Communication
elements**

Lecture 25

Extension Teaching Methods

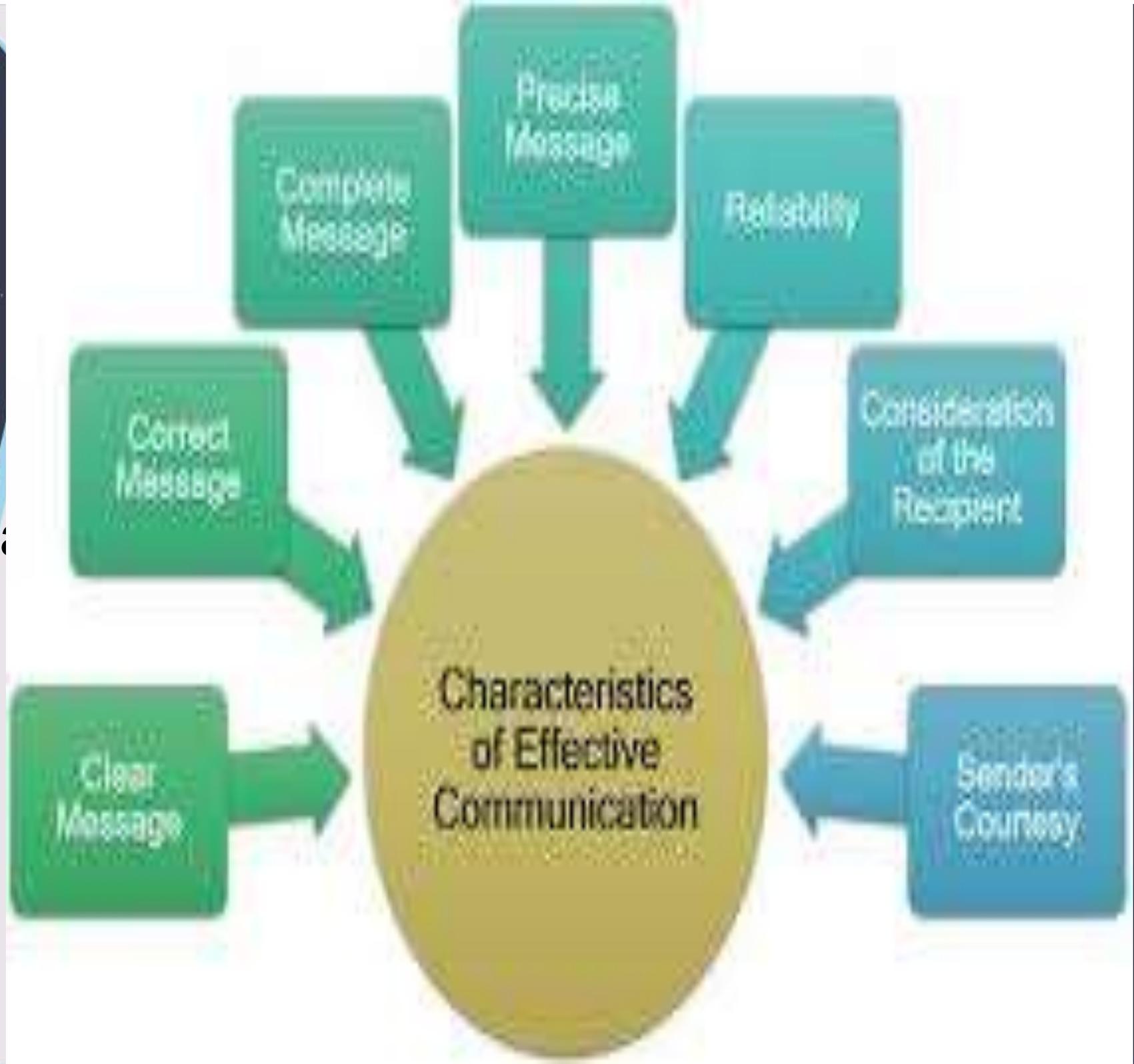
Lecture 26

**Agricultural Journalism - Meaning,
Scope and Importance,
characteristics**



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Elements of the Communication Process





Written Communication Characteristics

Place – Readers do not have to be in the same place,

Detail – Can be very detailed.

Privacy – Can be very private.

Record – Permanent record for future reference.

Response

- Can be delayed.
- Does not include nonverbal
- Writer may not know Reader's response unless they reply.

Relationship – Can be impersonal.



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Characteristics of Communication

- It involves at least two persons
- In it message is a must
- It is written, oral or gestural
- It is a two way process
- Its primary purpose is to motivate a response
- It is formal or informal
- It flows up and down and also from side to side
- It is an integral part of the process of exchange



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Agricultural Journalism

Agricultural journalism is the profession of gathering information relating to technologies, issues and achievements in agricultural and allied areas and then writing, reporting, editing and publishing / disseminating it for the target audience (i.e. farmers in rural areas) with the use of various print, electronic and computer-aided media.

It is same as Farm Journalism and similar to Rural Journalism



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Agricultural Journalist

- Gather, write, edit and report news articles that are published in agricultural magazines, newspapers, journals or broadcast on radio or television.
- Salary: \$20,000 - \$55,000
- Education Required:
 - Bachelor's Degree in journalism, communications, English or political science.
 - High School classes in agriculture, journalism, media, computers, and business



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IMPORTANCE OF AGRICULTURAL JOURNALISM

The agricultural extension personnel who are on the job to **disseminate the news or transfer of technology to the farming community** should invariably understand the **agricultural journalism** and **utilize the mass media channels effectively.**



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EXTENSION

Teaching Methods

and other factors that influence
adoption of agricultural and
home economics practices

By MEREDITH C. WILSON
and GEADYS GALLUP



Extension Service Circular 490, May 1924

FEDERAL EXTENSION SERVICE • U. S. DEPARTMENT OF AGRICULTURE



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Steps in Extension Teaching

As per Wilson & Golup (1955)

