**ARI 1102 Introduction to Communication for Agrarian Development**

Lecturer: Dr. Haroon Sseguya

**Course Type**: **CORE (BARI I)**

**1. COURSE DESCRIPTION**

**Course Credits (CU)**: **3 CU i.e. 45 Contact Hours per semester**

**Course Duration**: **15 weeks (45 hours) i.e. 30 LH, 30 PH/TH**

**COURSE DESCRIPTION:**

The course introduces students to communication theory, models and processes. It equips them with various skills in communication (including public speaking, lobbying and advocacy) and communication strategy development and implementation in public, private and non-governmental organizations (NGO) to help them facilitate change in agriculture and rural development.

**2. COURSE OBJECTIVES**

The objective is to impart knowledge and skills of the basic principles of communication necessary for effective interaction and for developing good leadership skills to students, as well as facilitate change in agricultural and rural innovation programs**.**

**Specific Course objectives**

At the end of the module, students will be able to;

1. define and explain terminologies and concepts of communication,
2. define and explain the communication process and modes, contexts of interpersonal and group communication, as well as obstacles to effective communication,
3. apply good communication skills in listening and questioning, interviewing, public speaking, lobbying and advocacy; and
4. Design communication strategies for agricultural and rural development programs.

**3. RECOMMENDED REFERENCES**

1. Boone, K., Meisenbach, T. and Tucker, M. 2005. *Agricultural Communications: Changes and challenges*. New Delhi: Surjeet Publications
2. FAO, 2003. *Communication and Natural Resource Management: Theory and practice*. Rome, Italy: Food and agriculture Organization
3. Leewuis, C. and Van den Ban, A. 2004. *Communication for Rural Innovation: Rethinking Agricultural Extension* (3rd Edition). Oxford: Wiley-Blackwell.
4. Mortensen, D.C. 1972. *Communication: The Study of Human Communication.* New York: McGraw-Hill Company
5. Sandhu, A.S. 2004. *Textbook on Agricultural Communication: Process and Methods*. New Delhi: Oxford & Ibh
6. Stapleton, P., Youdeowei, A., Mukanyage, J. and van Houten, H. 1995. *Scientific writing for agricultural research scientists: a training reference manual*. Hong Kong: WARDA & CTA

**4. COURSE CONTENT, METHODS OF INSTRUCTION, TOOLS AND EQUIPMENT REQUIRED**

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| **TOPIC** | **CONTENT** | **METHOD OF INSTRUCTION / Time allocated** | **TOOLS / EQUIPMENT NEEDED** |
| 1. Communication: an introduction | * Discussion of class overview * Communication and its role in research and development; * Purpose and nature of communication | Interactive Lectures (4hrs) | Flash cards, Markers White Board, Laptop, LCD Projectors, Paper |
| 1. Communication theories and models | Communication theories and models: conceptualization | Interactive Lectures (3hrs)  Tutorial sessions (2hrs)  Reading Assignment | Flash cards, Markers White Board, Laptop, LCD Projectors, Paper |
| Different communication models and their implications for agricultural and rural development | Interactive Lectures (4hrs)  Tutorial sessions (2hrs)  Reading Assignment | Markers White Board, Laptop, LCD Projectors  Paper |
| 1. Communication barriers and misconceptions | * Communication barriers * Communication misconceptions * How to overcome the barriers and misconceptions | Interactive Lecture (3hrs)  Tutorial sessions (2hrs) | Markers White Board, Laptop, LCD Projector, |
| 1. Communication skills | * Introduction to communication skills * Listening and questioning skills * Public speaking skills | Interactive Lectures (3hrs)  Tutorial sessions (2 hrs)  Reading Assignment | Markers White Board, Laptop, LCD Projector, |
| * Lobbying and advocacy (rationale for lobbying and advocacy, steps in developing lobbying and advocacy plans, practicum on developing lobbying and advocacy materials) | Interactive Lectures (3hrs)  Tutorial sessions (3hrs)  Reading Assignment | Markers White Board, Laptop, LCD Projector |
| * Communication skills practicum | Practical sessions 6 hours | Markers White Board, Laptop, LCD Projector, Desktop computers |
| 1. Communication strategies: design and implementation 2. Integrating quantitative and qualitative data | Importance of Communication Strategies in agricultural & rural development | Interactive Lectures (3hrs)  Reading assignment | Markers White Board, Laptop, LCD Projector, |
| Strategies and steps in developing a communication Strategy | Interactive Lectures (4hrs)  Tutorials (3hrs)  Reading Assignment | Markers White Board, Laptop, LCD Projector, |
| Implementing, monitoring and evaluating a communication strategy | Interactive Lectures (3hrs)  Tutorial (2 hours) | Markers White Board, Laptop, LCD Projector |
| Practicum on design of a communication strategy | Tutorial Sessions (2hrs)  Practical sessions (6 hours) | Markers White Board, Laptop, LCD Projector,  Desktop computers |

**5. SUMMARY OF TIME NEEDED**

Interactive lectures covering theory 30 hrs

Tutorial Hours 18 hrs

Practical sessions 12 hrs

**6. OVERALL COURSE EVALUATION**

Continuous Assessment Test 20%

Individual and group assignments 20%

Final examination 60%.