

B.Sc (Ag) VIIth Semester
Course Name- Communication and Extension System
Course Code- BSCAG-415

Components of communication process

Components of communication process the main purpose of communication in extension education for all round development is to achieve learning that results in desirable changes in people's behavior. It is needed in all the aspects but more particularly in community oriented programs for natural resource management to change the behavior and attitude of people. Success of this task requires a thorough understanding of communication process and skills in use.

Successful communication in Extension Education requires a skillful communicator sending a useful message through proper channels, effectively treated to an appropriate audience that responds as desired. The communication task thus consists of skillful handling of these key elements. These components need to be understood well for effective communication process.

Communicator:

This is the person who provides initiative to the process of communication. He is the source or originator of messages. He is the sender of messages. The communicator may be a village level worker, B.D.O., Subject matter specialist, soil conservation officer, scientist or any other person.

A good communicator must have the following qualities:

(i) He knows:

- (a) Objectives - specifically defined;
- (b) Audience - their needs, interests and ability;
- (c) Message - its content, validity, usefulness and importance;
- (d) Channels that will reach the audience;
- (e) Organization and treatment of the message;
- (f) The professional abilities and limitations.

(ii) He is interested in:

- (a) His audience and its welfare;
- (b) His message and how it can help people;
- (c) The results of communication and their evaluation;
- (d) The communication process;
- (e) The communication channels - their proper use and limitations;
- (f) How to improve their communication skill;

(iii) He prepares:

- (a) A plan for communication;
- (b) Communication materials and equipment, e.g., chart, posters, flip charts, etc.;
- (c) A plan for evaluation of results.

(iv) He has skill in:

- (a) Selecting a message;
- (b) Treating and expressing a message;
- (c) Selection and use of channels;
- (d) Understanding the audience;
- (e) Collecting evidence of results;

A good communicator develops high level of professional ability and knows all these critical points. An effective communicator assumes that his audience understands that he has a useful message.

Message or Content:

A message is an information, a communicator wishes his audience to receive, understand, accept and act upon it. It may consist of statements of scientific facts about agriculture, soil conservation, etc.

The key objective of communication is to transmit useful messages so that all receivers understand clearly and successfully.

So, it is essential to know the qualities of a good message.

A good message must be

- In line with the objectives to be achieved;
- Clearly understandable by the audience;
- Specific - no irrelevant material;
- In line with mental social, economic and physical capabilities of the audience;
- Based on the needs, interests and values of the audience;
- Appropriate to the channel selected;
- Applicable - audience can apply recommendation.

Treatment of Messages:

Treatment means the way a message is handled, dealt with so that the information gets across to the audience it relates to the technique or details of procedure or manner of performance, essential to effective presentation of the message. The purpose of treatment is to make the message clear, understandable and realistic to the audience.

It usually requires original thinking deep imagination and insight into the principle of human behavior in creating and using refined technique of message presentation.

Any message should be treated in the following manner:

(i)Matters of general organization:

- Ideas and concept should be repeated
- Ideas should be in contrast i.e., must have both positive and negative points
- Ideas should start with strong arguments compared to logical and psycho-logical
- Let the audience draw the attention
- Proceeding from the general to the specific and vice versa.

(ii) Matters of speaking and acting:

- Limit the scope of presentation to a few basic ideas and to the time allotted too many ideas at one time are confusing.
- Be yourself. You cannot be anyone else. Strive to be clear, not clever.
- Know the facts. Fuzziness means sure death to a message.
- Do not read you speech. People have more respect for a communicator who is sure of his subject.
- Know the audience. Each audience has its own personality. Be responsive to it.
- Effective treatment requires sincerity, smoothness, enthusiasm, flexibility and appropriateness of voice, gestures, movements and tempo.
- Use alternative communicators when appropriate, as in group discussions, panels, interviews, etc.
- Quit on time. Communicators who stop when they have finished are re warded by audience goodwill.
- Matters of symbol variation and devices for representing ideas: Spoken words, written materials, audio - visual aids, etc. Belong to this category.

Channel:

Channels are the physical bridges between the sender and the receiver of message. The method or means used to get the message to audience, e.g. informal group meeting. Thus, the channel serves as an essential tool of the communicator. A right purpose with right audience and a proper selection of a channel is very important.

Noise in the Channel:

Many obstructions can enter into channels. They are often referred as noise or obstructions that obstruct the communicator or the message.

These are as follows:

- Failure of channels to reach the intended audience.
- Failure on the part of the communicator to handle the channels skillfully. In a meeting, every one cannot hear and see what is shown. Thus, they do not receive the message.
- Failure to use the channels in accordance with the ability of the audience.
- Failure of the audience to listen or grasp the message.
- Failure to use enough parallel channels.

Factors for avoiding noise:

The communicator should consider certain factors for avoiding the above noises which are:

- The audience, its size, need, interest, knowledge and objectives of subject matter should be clear to the communicator.
- Relative cost of channel must have some relation to anticipated effectiveness.
- Channel should clear the complete message thoroughly.
- Channel must be used in combination and parallel form.

Audience:

Audience is the consumer of the message. They are intended receiver of the message. Audience may be one person or many. It may comprise of men, women, or both, youth groups, villagers or their leaders. An audience may be formed according to occupation groups as farmers or artisans: professional groups as engineers, educators, administrators, special assignment groups as Block Development Officers, Extension Officers, Soil Conservation Officers, etc. Audience may also be categorized according to farm size such as marginal, small, medium or big farmers, or according to whether they belong to scheduled caste, scheduled tribe, etc. The more homogenous an audience group, the greater the chances of successful communication.

The communicator should be careful in selecting messages which are relevant to the audience, choose channels compatible to their cultural pattern and make treatment of message appropriate to their level of interest and understanding.

General characteristics of audience are:

- Communication channels established by the social organization.
- The system of values held by the audience - what they think is important.
- Forces influencing group conformity - custom, tradition, etc.
- Individual personality factors susceptibility to change, etc.
- Educational economic and social levels.
- People's needs as they see them and as the professional communicator sees them.
- Why the audience is in need to change ways of thinking feeling and doing.
- How the audience View the situation.

It may be noted that the audience is not a passive recipient of message. The people are rather selective in receiving processing and interpreting messages.

Audience Response:

Response of the audience is the ultimate objective of any communication fusion Response of an audience to messages received may be in the form of some kind of action mental or physical until the desired action results, extension communication does not achieve its most essential objective.

The possible kinds of response to messages received are almost infinite. The following gives an idea of possible variety in response that may result when a useful message is received by a typical village audience.

- **Understanding Vs Knowledge:** People usually do not act on facts alone, but only we understand of facts is gained. Understanding is attained only when one is able to attach meaning to facts, see the relationship of facts to each other and to the problem. Communication must promote understanding.

- **Acceptance Vs Rejection:** Audience response may be either way. Communication should lead to understanding and acceptance of the idea.
- **Remembering Vs Forgetting:** When opportunity for action is not immediately available or action is delayed, the message may be forgotten. Transmitting the right message to the right people at right time is often an important factor in successful communication.
- **Mental Vs Physical Action:** Changes in the minds of the people must always precede changes in the action by hands. People should not only understand and accept the message but shall also act on it.
- **Right Vs Wrong:** The goal of communication is to promote desirable action by the audience as specified in the objective. If the response of the audience is in line with the objective, it is assumed to be "right action. However, 'noise' may prevent in bring the desired response from the audience.

REFERENCES:

1.	Dimension of Agricultural Extension	A.K. Singh, Lakhn Singh
2.	Communication & Diffusion of Agricultural Innovation	Dr. S.K. Arun, Dr. B.D. Tyagi

Prepared By:
Mr. Rajeev Kumar
Department of Agriculture
Monad University, Hapur (U.P.)