

## **AGRI 312    Communication Skills and Personality Development    Credit hours (2+1=3)**

### **Theory**

Communication: meaning, definition and importance. Models of communication process with its key elements. Principles, Functions and level of Communication. Fidelity and barriers in communication. Communication skill- definition and types of communication skills. Extension teaching methods: meaning, classification, individual, group and mass contact methods. Transfer of technology: concept and models. Training centers (MANGE, EEI, SAMETI, KVK) for capacity building of extension personnel. ICT Application in TOT (New and Social Media), media mix strategies. Agriculture Journalism. Importance and Advantages. Diffusion and adoption of innovation: concept and meaning, process and stages of adoption, adopter categories. Personality: definition, meaning and nature. Importance of personality, Traits, Types and Characteristics of personality. Factors influencing the growth and Development of personality. Methods of measuring personality. Advantages and Disadvantages of personality.

### **Practical**

Acquaint with university extension system. Organizing the Group Discussion. Handling and use of audio-visual equipments.(Digital camera and LCD Projector).Preparation and use of audio-visual aids. Preparation of extension literatures (Leaflet, Booklet, Folder, Pamphlet, News and Success stories). Skill exercise on preparing of ppt for effective presentation. Exposure visit to mass media station (Community radio and television studio for understanding the process of programmes production).Script writing for print and electronic medias (Developing script for print, radio and television). Skills for facing an interview