## UNIVERSITI TEKNOLOGI MARA
## AGR645: AGRICULTURAL EXTENSION AND COMMUNICATION

| Course Name (English) | AGRICULTURAL EXTENSION AND COMMUNICATION  APPROVED |
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| Course Code | AGR645 |

| MQF Credit | 3 |
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| Course Description | This course is designed to provide knowledge in concept, principles, objectives and types of agricultural extension, the roles of extension agents in the community development, the use of local leaders in extension works, the planning and evaluation of extension program. The students will be exposed to some general principles of communication, the use of mass media and audio-visual aids for communication in extension work. |
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| Transferable Skills | Demonstrate ability to communicate clearly and confidently and listen critically. |
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| Teaching Methodologies | Lectures, Blended Learning, Demonstrations |
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| CLO | | |
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| | CLO1 | Comprehend and describe the importance of the agricultural extension to the development of rural community. |
| | CLO2 | Identify the functions of leadership, extension agents, target groups and rural organizations in the development of rural community. |
| | CLO3 | State and discuss various teaching methods for effective communication. |
| | CLO4 | Carry out a good extension program for the development of rural community. |

| Pre-Requisite Courses | No course recommendations |
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### Topics

**1. 1. Introduction**
1.1) 1.1 Definition
1.2) 1.2 Historical evolution of agricultural extension
1.3) 1.3 Formal education versus non-formal education
1.4) 1.4 Principles, objectives and philosophy
1.5) 1.5 Modern agricultural extension
1.6) 1.6 Various approaches in agricultural extension
1.7) 1.7 Changes and challenges

**2. 2. Roles and Functions of Agricultural Extension Agents**
2.1) 2.1 Roles and functions of extension worker or change agents in agricultural
2.2) development
2.3) 2.2 Knowledge and personal skills of an extension worker
2.4) 2.3 Characteristics of a good extension worker

**3. 3. Communication in Agricultural Extension**
3.1) 3.1 Definition of communication
3.2) 3.2 Elements and purposes of communication
3.3) 3.3 Levels of communication: intrapersonal, interpersonal, organizational, mass
3.4) 3.4 The communication process and model by McCrowskey
3.5) 3.5 Barriers to communication
3.6) 3.6 The importance and guidelines for effective communication by extension workers

**4. 4. Extension Teaching Methods and Learning**
4.1) 4.1 Definition of extension methods
4.2) 4.2 Classification of extension teaching methods: individual, group and mass.
4.3) 4.3 Individual teaching methods: types, purposes, advantages and guidelines for effective use and constraints of using these individual teaching methods
4.4) 4.4 Group teaching methods: types, purposes, advantages and constraints of using these group teaching methods
4.5) 4.5 Mass teaching methods: types, purposes, advantages and constraints of using the mass teaching methods
4.6) 4.6 Extension learning

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| 4.7) 4.7 Audio visuals aids in extension works: real objects, samples and specimens, models, overhead projector |
| **5. 5. Diffusion and Adoption of Innovation**<br>5.1) 5.1 Definition of innovation, diffusion and adoption of innovation<br>5.2) 5.2 Types and characteristics of innovation<br>5.3) 5.3 Diffusion theory of innovation by Rogers<br>5.4) 5.4 Barriers to innovations<br>5.5) 5.5 Characteristics of adopter categories and stages in adoption-rejection process<br>5.6) 5.6 Problems and issues in adoption |
| **6. 6. Community Development**<br>6.1) 6.1 Definition and objective<br>6.2) 6.2 The main elements in the community development<br>6.3) 6.3 Types of community development programs<br>6.4) 6.4 Organizations responsible for the development of rural community<br>6.5) 6.5 Future challenges to develop the rural community |
| **7. 7. Leadership in The Rural Community**<br>7.1) 7.1 Definitions.<br>7.2) 7.2 Characteristics of a good leadership.<br>7.3) 7.3 Formal and informal leaders in the rural community.<br>7.4) 7.4 Roles of leadership in the development of rural community. |
| **8. 8. Extension Program Planning and Evaluation**<br>8.1) 8.1 Definitions of extension program<br>8.2) 8.2 Types of extension program<br>8.3) 8.3 Main components of extension program planning: planning strategy, execution or implementation and evaluation<br>8.4) 8.4 Characteristics of a good extension program<br>8.5) 8.5 Stages in the extension program planning model<br>8.6) 8.5.1 Organizing for program planning<br>8.7) 8.5.2 Situation analysis<br>8.8) 8.5.3 Formulation of objectives<br>8.9) 8.5.4 Identification of resources and support<br>8.10) 8.5.5 Writing the program document<br>8.11) 8.5.6 Calendar of activities and plan of work<br>8.12) 8.5.7 Implementation<br>8.13) 8.5.8 Evaluation and accountability |
| **9. 9. Malaysian Agricultural Policy and Agencies**<br>9.1) 9.1 National Agro-Food Policy<br>9.2) 9.2 Agencies responsible for the development of agriculture in Malaysia<br>9.3) 9.3 Current issues in Malaysian agricultural development |

| Assessment Breakdown | % |
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| Continuous Assessment | 60.00% |
| Final Assessment | 40.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
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| | Group Project | Project Based | 20% | CLO2 |
| | Presentation | Video Presentation | 10% | CLO3 |
| | Presentation | Video Presentation | 10% | CLO4 |
| | Test | Online Test | 20% | CLO1 |

| Reading List | Reference Book Resources | • Davis, Kristin, Babu, Chandra, S., Blom, & Sylvia 2014, *The role of etension and advisory services in building resilience of smallholder farmers*, Vol. 13 Ed., Intl Food Policy Res Inst.<br><br>• Roya, K., & Maimunah, I. 2014, *Achievement Motivation in the Leadership Role of Extension Agents*, Cambridge Scholars Publishing.<br><br>• Wynne, G. 2012, *Extension Programme Development and Delivery: A Manual for Extension Agents*, Food and Agriculture Oranization of the United Nations<br><br>• Vir, S., Shivendra, K. K., & Arpita, S. 2015, *Extension for Agriculture and Rural Development* |
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| **Article/Paper List** | This Course does not have any article/paper resources | |
| **Other References** | This Course does not have any other resources | |