

Communication : The Process & Application In Extension Education

By Acharya SK & Adhikari MM

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COMMUNICATION:

THE PROCESS AND APPLICATION IN EXTENSION EDUCATION

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PREFACE

Never ever in the annals of human civilization any single factor like communication has stormed into the human society like any thing. Starting from primitive society to the post modern elite human minds, communication has become the super single rising force. Even before the human civilization set for a journey, it had been the non human communication that networked into the nature, birds, animals, and millions of floral expanse. The countless Diaspora across the globe are nothing but the inevitable exposition of communication process and application.

The extension science, while has been planked o the dynamics of system behaviour and system expansion, has rightly been fulcramed with the attributes of communication. The communication process is basically a social chemistry that creates covalency and imbalances, synergy and entropy as well.

In recent past the farmers of India including those from South East Asia have change their life styles in a response to quick urbanization and faster de-ruralization. De-ruralization is a contra process where in the bondages of traditional rural life are being disintegrated and snapped in a response to humongous impact of communication and this is happening with out much changes in its exterior rural forms.

So, the book communication: the process and application in extension education can envies a new goner of extension cultivation wherein some emerging features of brittle rural society. The upcoming decades will increasingly be concentrating on deriving out the most choosing communication intervention out of huge choices of communication. This dent of modern civilization has up toned the psychic configuration of rural people, so the role of prompt, precise, palpable information and its proper communication would write a new biography for million of farmers. The need of organizational communication has gone many fold because modern organizations has become more organic with family and individual lives.

So, a splendid combination of information and communication technology will be of higher symbiosis in every day life of rural people. A farmer has not only got a pair of hands to work but a pair of ears to listen something musical, something alluring and something mesmerizing. That is why the plurality of need and multiplicity of role of a single entity can be redressed only by the amazing science of communication. The much needed transformation of information into knowledge is possible by communication technology and ultimately that will escalate us to a cenotaph of wisdom. Thus we feel that the creation of this book lead us to access a sip of satisfaction while a scholar of communication would find worth meaning and worth application.

AUTHORS

ABOUT THE BOOK

Communication presents the lifeline of civilization. Civilization in turn propels the pace and space of communication. Gone are the days, the agriculture preferred to remain in its mundane and meandering forms. A new knowledge wealth and a new knowledge world have both welcomed the transformation of the agrarian lives across the world. And here in this new world, communication has redefined what a new life form is. The millions of farmers in India have started 'assimilating' the sap of critical information in harvesting the 'happy return' from his/her 'docile farm'. Beyond land, labour and capital, the information is a new generator of production incentive that has opened up in new world altogether.

In combating the menaces of hunger, poverty and voicelessness of millions of farmers reeling under the abject poverty and ignominious humanity, communication begets a new dream for all of them. The book *Communication: the Process and Application in Extension Education* has certainly been a selection by the time itself, not by the choice by the author themselves. The book has been in full compliance with the course guidelines delineated by Indian Council of Agricultural Research, New Delhi and beyond, to be followed by students, scholars and teachers of other University as a whole.

The book has accommodated all possible innovative aspects of communication science along with its basic and classical contents. Hence, the chapterisation has been done as follows: Communication: The Process And Application ; Theories And Model Of Communication; Interpersonal Communication; Communication And Diffusion; Organisational Communication; Feedback And Barriers Of Communication; The Non Verbal Communication; Information Communication Technology In Agriculture ; Geographical Information Systems (GIS) And Cyber Extension.

In present time agricultural extension and other social sciences have experienced a whole lot of structural and functional reforms and reincarnations. These spectra of changes are mostly attributed to the amazing contribution of Information Technology and Information Communication Technology in ensuring food security vis-à-vis sustainable agriculture. The millennium gold declaration has rightly pledged to remove the agonizing gap between information haves and information have-nots. The inclusions of GIS, RST, GPS, Cyber Extension, Organisational Communication etc have ascertained this announcement with a purpose of declaring the death of distance, both in physical and social terms.

The texts retained and described in different chapter have delivered the present need and directions of extension education going to serve the purpose of multilevel stakeholders performing their yeomen roles along and across the domain of agriculture, development studies, methodological researches, policy formulation and management applications. We hope the book will be welcome by a wide range of scholars and professionals and keep generating valuable feedback in reconstructing the book at a time when it needs the best.

ABOUT THE AUTHORS

Prof. S.K. Acharya, is a man from Extension who is famous for his innovative ideas, thoughts and approaches in the aegis of Agricultural Extension. His constructive thoughts and his hard work in academics and the good relationship with the students established him as the benevolent and devotee academic member in Bidhan Chandra Krishi Viswavidyalaya, Mohanpur, Nadia, West Bengal, India around seventeen years. This erudite and pleasant personality is presently offering his service as the Professor in the Department of Agricultural Extension, Bidhan Chandra Krishi Viswavidyalaya, Mohanpur, Nadia, and West Bengal, India. His innovative approaches and concepts in the aegis of Extension Education helps him to establish as the experienced expert in different ODI projects in the specialized area of Participatory Extension, Technology Socialization, Participatory Project Management, Value added Agriculture, Natural Resource Management, Micro Planning, Universalisation of Primary Education, Joint Forest Management. Throughout his bright academic period he has also associated with the Distance Education delivered by IGNOU. He has so far published 75 research papers in different National and International Journals and 18 numbers of books. He has participated in international congress of IUAES in Italy, China, Bangladesh as speaker.

The author, the erudite personality of the academic world of Social Science and related disciplines, **Prof. M. M. Adhikary** who is presently offering his invaluable services as Professor of Agricultural Extension, Faculty of Agriculture, Bidhan Chandra Krishi Viswavidyalaya. This distinct personality has been attached with the profession of teaching, research and extension for about twenty-five years. His immense potentiality of academic activities and capability to work with the people, sense of research and extension works helped him to serve as Dean, Faculty of Agriculture, Registrar, Bidhan Chandra Krishi Viswavidyalaya, Vice-Chancellor, Bidhan Chandra Krishi Viswavidyalaya, and Director (In charge), Directorate of Extension Education in the same University as well as Head of the Department of Agricultural Extension. His hard work and the devotion in the aegis of Extension affiliated him as Master Trainers of Experiential learning Cycle in ICAR-USAID programme in 1991. He is the expert of different specialized fields like Group dynamics and leadership, Training of Trainers, Project Evaluation, Participatory Project Management, Value added Agriculture, Media Management etc. He has conducted fourteen research and extension projects as investigator. To his credit there are 65 numbers of scientific research papers published in National & International Journals, a good score of chapters and 14 numbers of books in related areas. He is widely traveled all through his carrier covering China, Japan, USA, Australia, Bangladesh and Thailand etc.

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COMMUNICATION: THE PROCESS AND APPLICATION

INTRODUCTION:

The beginning and booming of human civilization, its growth and stability, its decline and demolition have all been attributed to the process of communication. Once the helpless and armless human being started scrambling across the meandering path of progress to reach the destination, the initiation of the process of communication also kept on moving on and on. Without symbol he remained culturally mute and with symbol he started creating his culture to communication.

The logical transformation of forest life into an agrarian life is the resultant of a revolutionary technological problems spearheaded by the need of survival. But both for the nomadic life and agrarian life, communication went on contributing comprehensively. The transformation of blunt stones into sharp stone itself had been the most signification development communication in the annals of human civilization. For the first time the human need had been translated through a primitive version of technology, the development communication.

Passing through ancient society, the process of communication started entering the medieval era human civilization. The script and languages, the art and artifacts, the gothic structures and the grand monuments had been glittering the grace of communication in different forms and faces. The great literally works and the paintings of all time based heralded the victory of human civilization over time and space.

The ninetieth and twentieth centuries had certainly been the era of communication. The invention of stem engine, telegraphs, telephones, radio, television and printing devices are some of the great creation of human civilization that redefined the value of life. This process lifted to a level of grandeurs when television and computer stormed into the every spell of human life. Through both pace and grace, it has enlightened the valleys of human walks and trades.

The twenty first century has experienced, what we may call, a grand metamorphosis. A commodity society has already been metamorphosed into a knowledge society. This has been possible by the great contribution of computer and ITs, empowered by

satellite communication.

We have already declared the days of the distance and the death of the obscurities. We are moving with the space of photon and growing with expansion of universe. While change is the go of the day, communication has revolutionized it beyond the fence. This unbound cherishes of victory has been possible through the explosion of communication process and application.

THE COMMUNICATION PROCESS

The dynamics of communication has been both explicit and implicit through the process. It retains and organizes. As a process, it is ongoing and a continuity as well. It starts from a source and reaches the ultimate receiver through a channel. While it is traveling and traversing along and across the channels, the message keeps moving in its original form or in a changed version. The source is in human or non human entity and so also is the receiver. The accepted definition of communication is, it is the process by which a Source is sending a Message through a Channel to some Receiver for some Effect. It is popularly known as SMCRE approach in defining communication process.

History of Communication Theory

Communication has existed since the beginning of human beings, but it was not until the 20th century that people began to study the process. As communication technologies developed, so did the serious study of communication. When World War I ended, the interest in studying communication intensified. The social-science study was fully recognized as a legitimate discipline after World War II.

Before becoming simply communication, or communication studies, the discipline was formed from three other major studies: psychology, sociology, and anthropology. Psychology is the study of human behavior, Sociology is the study of society and social process, and anthropology is the study of communication as a factor which develops, maintains, and changes culture. Communication studies focus on communication as central to the human experience, which involves understanding how people behave in creating, exchanging, and interpreting messages. Communication Theory has one universal law posited by S. F. Scudder (1980). The Universal Communication Law states that, "All living entities, beings and creatures communicate." All of the living communicates through movements, sounds, reactions, physical changes, gestures, languages, breath, etc. Communication is a means of survival. Examples - the cry of a child (communication that it is hungry, hurt, cold, etc.); the browning of a leaf (communication that it is dehydrated, thirsty per se, dying); the cry of an animal (communicating that it is injured, hungry, angry, etc.). Everything living communicates in its quest for survival."

Communication Theory Framework

It is helpful to examine communication and communication theory through one of the following viewpoints:

- **Mechanistic:** This view considers communication as a perfect transaction of a message from the sender to the receiver. (as seen in the diagram above)
- **Psychological:** This view considers communication as the act of sending a message to a receiver, and the feelings and thoughts of the receiver upon interpreting the message.
- **Social Constructionist (Symbolic Interactionist):** This view considers communication to be the product of the interactants sharing and creating meaning. The Constructionist View can also be defined as, how you say something determines what the message is. The Constructionist View assumes that “truth” and “ideas” are constructed or invented through the social process of communication. Robert T. Craig saw the Constructionist View or the constitutive view as it’s called in his article, as “...an ongoing process that symbolically forms and re-forms our personal identities.” The other view of communication, the Transmission Model, sees communication as robotic and computer-like. The Transmission Model sees communication as a way of sending or receiving messages and the perfection of that. But, the Constructionist View sees communications as, “...in human life, info does not behave as simply as bits in an electronic stream. In human life, information flow is far more like an electric current running from one landmine to another”. The Constructionist View is a more realistic view of communication because it involves the interacting of human beings and the free sharing of thoughts and ideas. Daniel Chandler looks to prove that the Transmission Model is a lesser way of communicating by saying “The transmission model is not merely a gross over-simplification but a dangerously misleading representation of the nature of human communication”. Humans do not communicate simply as computers or robots so that’s why it’s essential to truly understand the Constructionist View of Communication well. We do not simply send facts and data to one another, but we take facts and data and they acquire meaning through the process of communication, or through interaction with others.
- **Systemic:** This view considers communication to be the new messages created via “through-put”, or what happens as the message is being interpreted and re-interpreted as it travels through people.
- **Critical:** This view considers communication as a source of power and oppression of individuals and social groups.

Inspection of a particular theory on this level will provide a framework on the nature of communication as seen within the confines of that theory.

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