

9. Model and Role of Communication in Extension

Prathiksha I.

PG Scholar,
Department of Agricultural Extension.

Jeevanantham P.

Abstract:

Communication takes place when information is to be shared among the people. It focuses on changing knowledge or attitude of the people which are broader in sense. Effective communication takes place when two or more individual are homophilous. In extension, communication also be viewed as a two-way 'stimulus response' scenario in which the communicator, the extension worker, provides the appropriate stimulus in the form of a message which creates a certain response on the audience, the farmers and vice versa.

The communication has certain elements to pass the information to the individual namely source, message, channel, receiver and feedback. A visual depiction of the communication process, ideas, thoughts or concepts using diagrams, etc., is known as communication model.

This can be viewed as methodical illustrations of the procedure that aid in our comprehension of how communication can be carried out. Communication has different models given by various authors that helps to share and gain the information among the individual.

Keywords:

Communication, Model, Elements, Process.

9.1 Introduction:

Communication Origin:

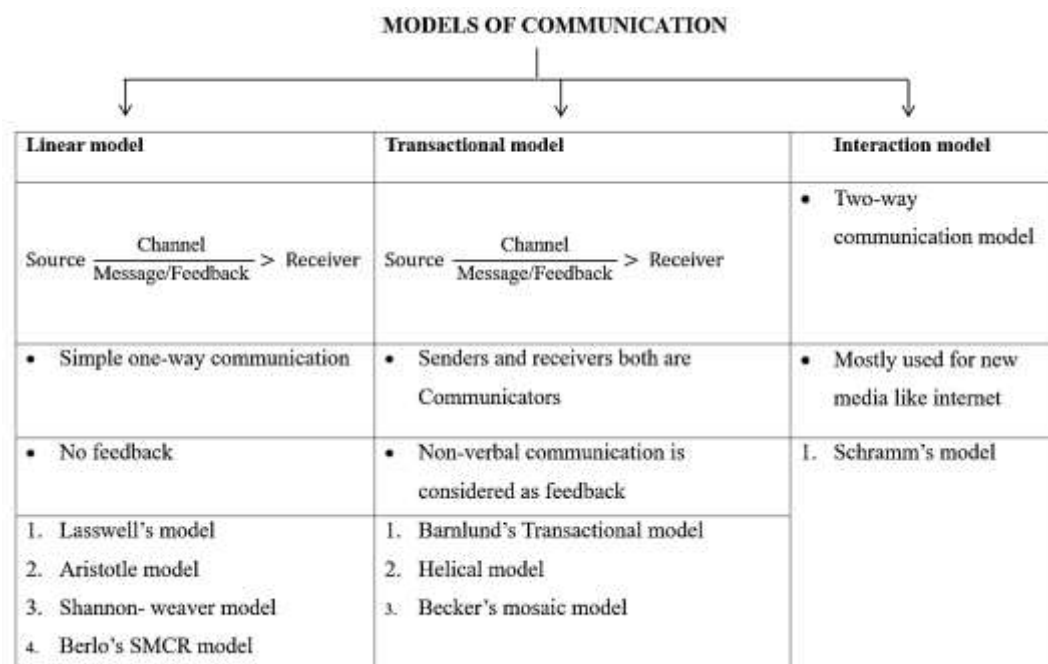
The term 'communication' comes from a Latin word 'Communis' meaning Common. According to **Rogers and Shoemaker** (1971), communication is the process by which messages are transferred from a source to receiver.

According to **Van den Ban and Hawkins (1988)**, communication is the process of sending and receiving messages through channels which establishes common meanings between a source and a receiver. According to **Leagans (1961)**, communication as the process by which two or more people exchange their ideas, facts, feelings, or impressions in ways that each gains a common understanding of the meaning, intent and use of messages.

AUTHORS	PURPOSE OF COMMUNICATION
Aristotle	Persuasion
Berlo	Influence
Schramm	Immediate and delayed reward
Festinger	Consummatory and instrumental

9.2 Functions of Communication:

- Information function:** The process of getting or giving information either directly or indirectly relies the information function.
- Command or instructive function:** The command and instructions function of communication are more observable in formal organizations than in informal organizations.
- Influence or persuasive function:** It is a persuasive function of communication *i.e.*, to induce people in changing their behaviour which is extremely important for extension direction.
- Integrative function:** This function helps to maintain individual, societal or organizational stability and identity.



A. Aristotle Model (300 BC):

Greek philosopher Aristotle was the first to take the initiative and develop the communication paradigm. His communication model was a spoken or spoken communication-based linear model.

3 Ingredients:

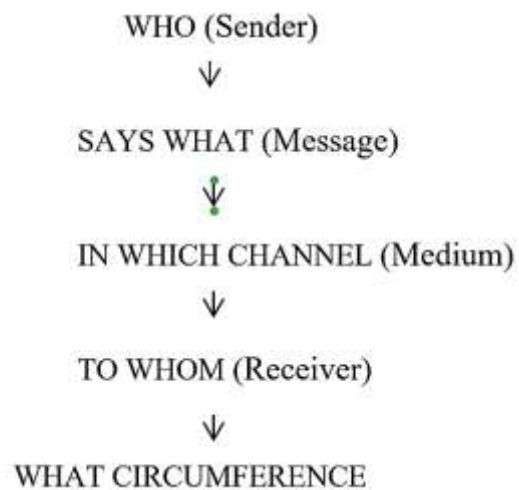
- a. Speaker – The person who speaks.
- b. Speech – The speech that the individual produces.
- c. Audience – The person who listens.

5 Elements

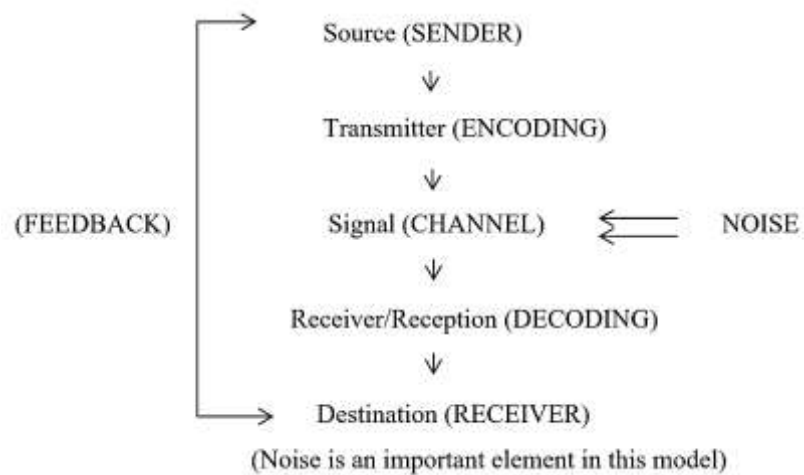
- a. Speaker
- b. Speech
- c. Occasion
- d. Audience effect

B. Laswell model (1948):

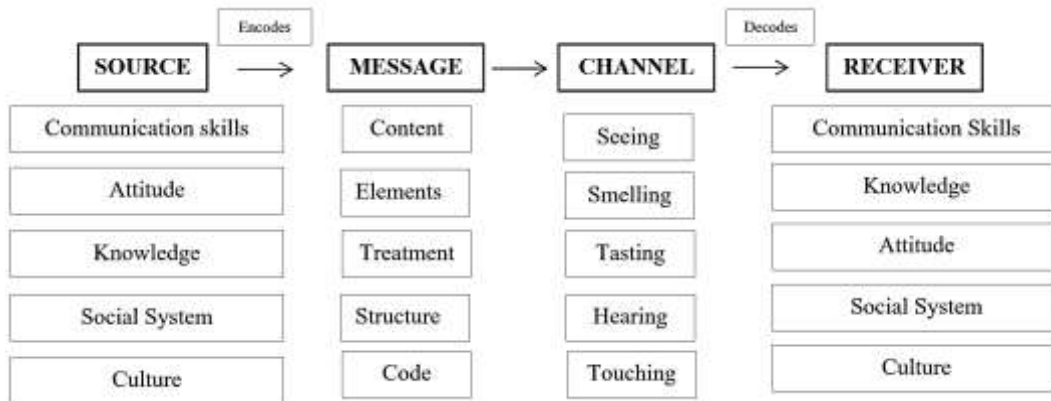
Six elements



C. Shannon – Weaver model (STSRD) (1949):



D. Berlo’s S-M-C-R model (1960):

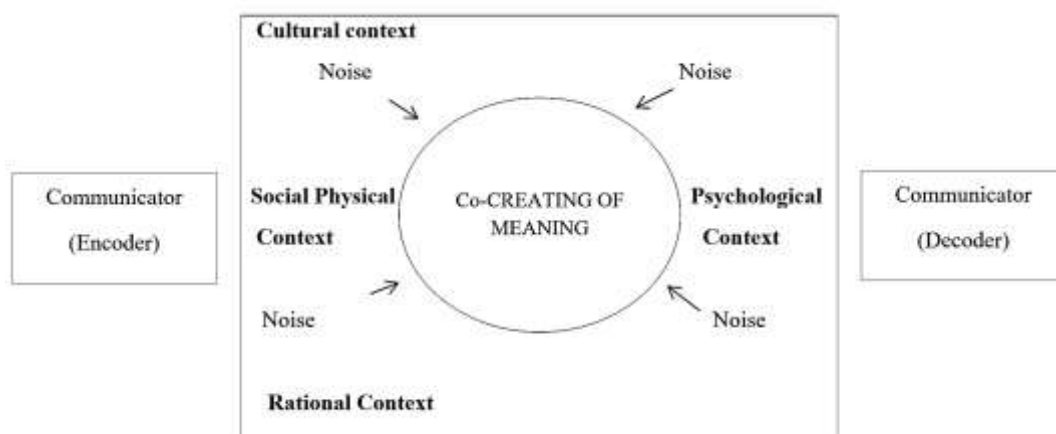


F. Rudimentary model of communication:

To study the political communication propaganda.

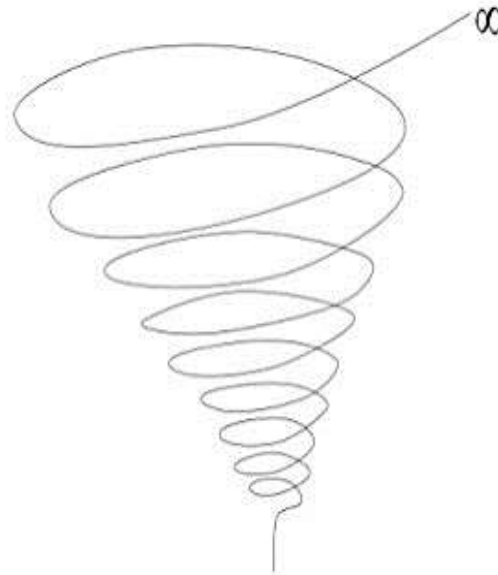
G. Barylund’s transactional model (1970):

- Multilayer feedback system.
- Two-way communication channel.
- Never ending cycle between sender and receiver where their roles switches.
- Components used are public uses, private uses, behavioral uses where these can be verbal as well as non-verbal and speech act, filters and noise are used.



H. Helical model – By Frank Dance (1967):

- Simple helix which grows bigger and bigger as it moves.
- Communication is viewed as cylindrical, continuous and non-repetitive and accumulative.



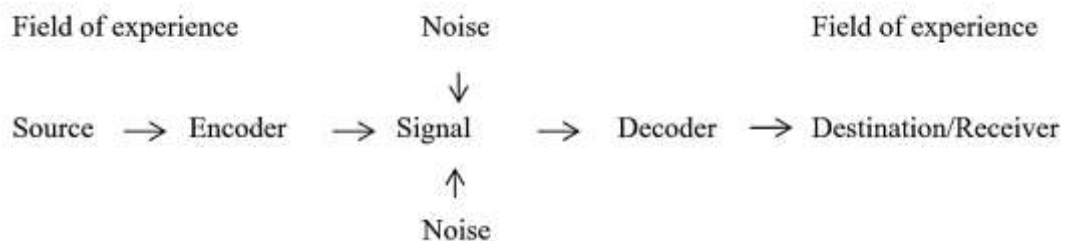
I. Becker’s mosaic model (1968):

- Dynamic process.
- Explains the complexity of human communication.
- Receivers go through the cells in loops every time.
- Mosaic is made-up of network of bit.

Components:

- Empty cells – Unavailable messages or sources.
- Vertical cells – Set of similar messages.
- Cells – Messages and sources.

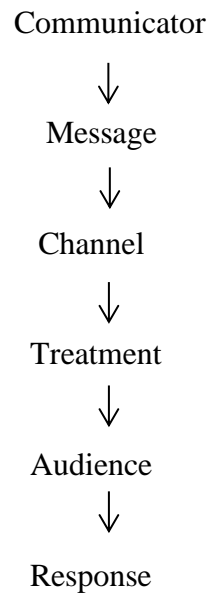
J. Schramm’s model (1961) – SESDR:



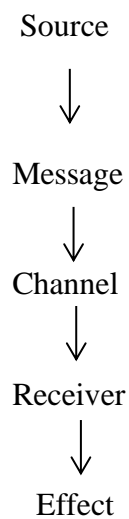
K. Leagan’s model (1963) (CMCTAR):

- Book —> Communication process in Rural Development. – Leagans

- Most common for extension education



L. Rogers and Shoemaker's model (1971) (SMCRE):



M. Stimulus Response model (SR model):

By New comb.

N. Gerbner's model:

Human Communication system or open system.

O. Hovland percevation model:

Receiver – learner oriented.

P. Westley and Mclean Mass Media model:

9.3 Role of Communication:

- Upward communication
- Downward communication
- Horizontal communication

9.3.1 Key Elements of Communication:

4 Elements:

- A. Communicator.
- B. Message.
- C. Channel.
- D. Receiver.

A. Communicator:

- The initiator of communication, often known as the source, originator, or sender of messages is known as the communicator.
- A communicator could be a person, a team, or a whole social system.
- Forcommunication to be successful, both the communicator and the organization they represent must be credible.
- Messages Encoding and Decoding.

B. Message:

- An alteration or disturbance of the physical environment that can be noticed and distinguished from the rest of the physical environment is what is referred to as a message.
- The subject matter of the technology to becommunicated and the messages are not exactly the same. Itis a fact, feelings, impressions, attitude or information that a communicator wants his audience to hear, comprehend, accept and act upon. They are more of a generalized sense of what the subject matter signifies.

Dimensions of message:

a. Message Code:

- Any collection of symbols that can be organised in a way that has meaning for a particular person is considered to be a code.
- Anything that has a set of instructions for meaningfully mixing a group of items (a vocabulary) and a set of processes for doing so (a structure) is a code.
- We must choose the code to use, its components, and the ways in which these components will be organized.

b. Message Content:

- The information in the communication that the source chose to convey his message to audience. Like code, content has elements and a structure.

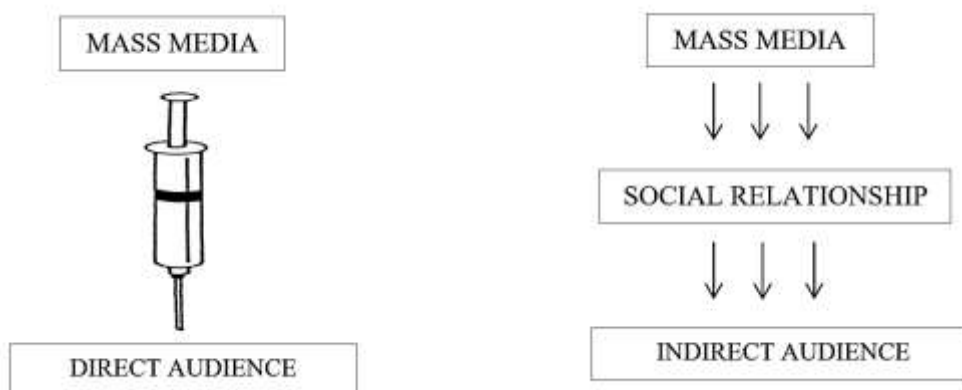
c. Message Treatment:

- We may define the treatment of a message as the decisions which the communication source makes in selecting and arranging both code and content in order to achieve comprehension on the part of receiver.
- It refers to the decisions the source makes as to how should deliver his message.

Message flow models:

a. Hypodermic needle model – Lasswell:

- Based on the Source- Receiver principle, this model hypothesis that the information flows direct the masses waiting to receive it, with nothing intervening.

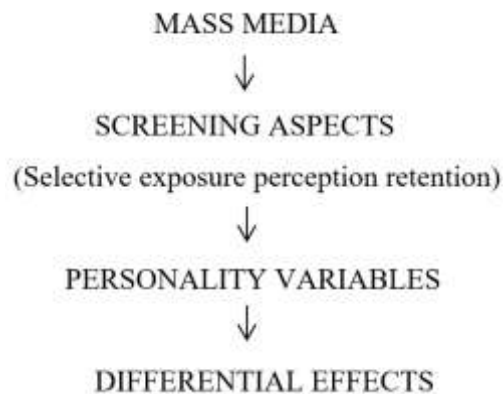


b. Two- step flow model – Kartz and Lazarfeld:

- In the presidential election of 1940 in the USA, it was discovered that ideas flow from radio and print to some active members of a social system called key communicators and from then to lies active members of the audience.
- It is further concluded that in the first step, form source to key communicators, mostly information flows, while in the second step, from key communicators to other members, there is also a flow of influence.



c. One – Step flow model:



Multi- step flow model:

- Message received from various locations, The steps may vary depending on the following factors i) intention of the source, ii) accessibility of mass media, iii) nature of message and iv) relevance of the message to the audience.

Selective exposure:

- It is a tendency where people have a propensity to expose themselves more to messages that support their opinions, values, etc...

Selective Perception:

- Regardless of communication exposure, an individual’s underlying beliefs, attitudes, wants, needs, or other factors may affect how they see a particular event, problem, person, or location. As a result, two people who are exposed to the same communication may have very different opinions of it.

Selective Retention:

- People’s social categories, personal traits, and interpersonal connections all have a significant impact on how they learn about and use knowledge.

Message distortion – Kirk (1953):

- The phenomenon with communication where the entire message does not reach the receiver or the intent of the message is changed.

a. Systematic distortion/ Stretch distortion: In systemic distortion no information or data is lost. Instead, it is altered or recorded in an orderly or systematic way.

b. Fog distortion: In fog distortion information is lost, masked or ‘fogged’ over, due to the communicator’s inability to encrypt and/or the receiver’s inability to accurately decode the message with complete fidelity.

c. Mirage distortion: In mirage distortion, rather than hiding information from us, we perceive something that isn’t there. Mirage distortion provides us with extra unnecessary information.

C. Channel:

- According to Rogers and Shoemaker (1971) communication channels are the means by which messages travel from a source to a receiver.
- Channels may be interpersonal channels, mass media channels, localite and cosmopolite channels.

Interpersonal channel	Mass media channel
Face to face communication is there	No face-to-face communication
It effects in creating or changing attitude	For creating awareness or change in knowledge
Feedback received is high	Feedback received is low
Relatively reaches slowly to the audience	Rapidly fast in reaching the audience
Ability to overcome is high	Ability to overcome is low

Localite Channel	Cosmopolite Channel
Within the social system	Outside the social system
Personal	<ul style="list-style-type: none"> • Personal – Extension agent Impersonal – Mass media

NOTE: Medium is the message -- Mc Luhan

Media Forum:

- Combination of the both interpersonal channel and mass media channel. It originated in Canada.

Country	Media Forum
India	Charcca Mandals
Latin America	Radiophonics
Brazil	Cruzada ABC
Italy	Telecuosa

Noise:

- The obstructions that interfere in the channel.

Source of cause of noise:

- The audience for the channel wasn't reached.
- A failure to manage channels effectively as a part of communication.
- Not using channels appropriately for the audience's abilities.
- Failure to avoid physical distraction.
- Lack of attentively listening from the audience.
- Not using enough channels in parallels.
- Making excessive use of channels in a series.

D. Treatment and Presentation:

- Treatment refers to the manner in which a message is processed so that the information receives across to the audience, The necessity of treatment is to make communications clear, understandable and realistic to the audience.
- Presentation refers to the method used to convey the message before the audience.
- Treatment and presentation of the message are influenced greatly to the extent on choice of the channel and the nature of audience.

a. Audience:

- The audience or receiver of message is the target of communication function.
- Intended recipient on consumer of message.

b. Audience Response:

- Response of the audience is the ultimate objective of any communication function.
- 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.

Feedback:

- Feedback is the act of bringing significant responses of the audience back to the communication, The extension agent should be aware of the audience's reactions after the message has been delivered.

Characteristics of Feedback:

- Feedback is source oriented.
- It varies in different communication situations.
- It affects the source or communicator.
- It affects communication fidelity.
- It exerts control over future messages.
- It maintains the stability and equilibrium of a communication system.

Advantages of Communication Models:

- The simplicity and clarity of their models are both blatant advantages of model
- The many forms of communication are organized by models, which make it easier for complex variables to be controlled by a single framework.
- Models give a straightforward, comprehensive view of a complex organization.
- Models make a variety of processes easier to describe and assist explain how information flows through a society and how innovations are accepted or rejected by the general populace.
- It helps to explain when experiments are impossible or possible.

Disadvantages of Communication Models:

- These are situations when a communication model lacks specific information.
- Communication models are constantly stiff therefore, communication cannot always be in a rigid model.
- A model could simplify things too much.

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