



NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, Nnamdi Azikwe Express Way, Jabi, Abuja
Faculty of Agricultural Sciences

June/July 2017 Examination

Programme: Agricultural Extension and Management

Course Code: AEM 304

Course Title: Communication and Audio-Visual Techniques

Total Score: 100 Marks

Credit Unit: 2

Instruction: Answer any four (4) Questions, All Questions carry equal Marks
Time Allowed: 2 Hours

1. Describe fully your understanding of the three types of dyadic communication models identified by Obinne and Okwu (1999). **(25 Marks)**
2. List out three different designs of agricultural messages you know. Explain your understanding of message treatment in sending agricultural information to farmers. **(25 Marks)**
3.
 - a) Describe the four basic elements of communication
 - b) Explain your role as extension agent in communicating with your clients
 - c) Mention the constraints to effective communication to farmers you know. **(25 Marks)**
4.
 - a) Explain your understanding of message treatment in sending Agricultural Information to farmers
 - b) List out and describe the three different designs of agricultural messages you know. **(25 Marks)**
5.
 - a) State the nature and characteristics of the farmer as the receiver of Agricultural Extension messages
 - b) Describe the way the farmer learns as an adult. **(25 Marks)**

6. a) What do you understand by the term “Cyber Extension”?
 b) List the benefits of using ICTs for agricultural Extension
 c) Briefly explain your understanding of using Web-Based Portal to
 Optimize the Linkage System in agricultural extension
(25 Marks)