



NATIONAL OPEN UNIVERSITY OF NIGERIA

University Village, Nnamdi Azikiwe Expressway, Plot 91, Cadastral Zone, Jabi, Abuja

Dept. of Agricultural Economics and Extension, Faculty of Agricultural Sciences,

2024_2 EXAMINATION

Course Code: **ARD304**

Course Title: **Communication and audio-visual techniques**

Credit Unit: **2**

Time Allowed: **2 hours.**

Instruction: **Answer question 1 (30 marks) and any other 2 questions (20 marks each).**

- 1a. What do you understand by “message treatment”? **(4 marks)**
- 1b. List and explain 3 types of communication relevant in extension work **(6 marks)**
- 1c. Discuss 6 factors that could be considered in selecting and developing visual aids in extension work **(12 marks)**
- 1d. State 4 differences between mass media and interpersonal communication **(8 marks)**

- 2a. What is communication channel? **(4 marks)**
- 2b. Briefly explain any 4 functions of media communication in rural development **(8 marks)**
- 2c. List and discuss 4 potential sources of noise during communication **(8 marks)**

- 3a. Mention 4 examples of individual contact method that extension personnel could adopt for communicating new technologies to the farmers **(4 marks)**
- 3b. Discuss any 4 forms of feedback in communication between extension agents and farmers **(8 marks)**
- 3c. Discuss 4 importance of pictures in communication and training in extension work **(8 marks)**

- 4a. Outline 4 uses of radio in extension work **(4 marks)**
- 4b. Discuss any 4 benefits of information and communication technology (ICT) in extension work **(8 marks)**
- 4c. Explain the “two-step flow model of communication” and highlight any 2 disadvantages **(8 marks)**