

Course Description Form

1. Course Name:	
Guidance communication	
2. Course Code:	
COMM334	
3. Semester / Year:	
Autumn semester/ 2023-2024	
4. Description Preparation Date:	
1 / 2 / 2024	
5. Available Attendance Forms:	
My presence	
6. Number of Credit Hours (Total) / Number of Units (Total)	
2 theoretical + 3 practical / 3.5 units	
7. Course administrator's name (mention all, if more than one name)	
Name: Dhuha Mostafa abd al-faraje Email: Dhuha_76@uomosul.edu.iq millimeter. Ali Muhammad Jassim Email:	
8. Course Objectives	
<p>Course Objectives</p> <p>Theoretical:</p> <p>1- Introducing students to the importance of guidance communication methods</p> <p>2- Introducing students to the elements of communication and their scheme</p> <p>3- Enabling students to understand, know and apply the procedures used in the agricultural extension communication process</p> <p>4- Introducing students to how to conduct the agricultural extension communication process.</p>	<p>Practical</p> <p>Enabling students to recognize the importance of counseling communication methods</p> <p>Empowering students with how to conduct verbal and non-verbal communication and the basic rules that support it</p>
9. Teaching and Learning Strategies	
<p>Strategy</p> <p>Lecture</p> <p>Group discussion</p> <p>Assigning the student to prepare a report</p>	<p>Lecture</p> <p>Group discussion</p> <p>Assigning the student to prepare a report</p> <p>Training the student to give examples and draw</p>

Course Description Form

Brainstorming method ask the question	diagrams				
10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2 Theoret	My theory: The student gets to know the concept of communication, its forms and types a1 Practical: student gets know the means communication	Theoretical: Communication concept Its forms Its types Practical: wasayil alaitisal	My theory: lecture the blackboard Audio aids	Short exam Duties
2	2 Theoret	The student should be able to plan the elements of the communication process. The student should recognize the rates by which a person receives information according to the senses A2 B1 Practical: The student understands components of communication process	My theory: Communication elements Practical: Components of communication process	My theory: lecture the blackboard Audio aids	Short exam Duties
3	2 Theoret	My theory: The student should be able to distinguish between formal communication and informal communication and be able to employ forms of communication and explain the extent their impact on farmer a3 c1	My theory: Types of communication in general Practical: Types communication means	My theory: lecture the blackboard	Short exam Duties

Course Description Form

		<p>Practical: The student should distinguish between verbal and non-verbal communication</p>			
4	2 Theoret	<p>My theory: The student should be able to explore the feelings coming from the guide, which is a cover for another type of feeling. He should be able to classify the means of listening and understand the conditions of listening. a4 b2</p> <p>Practical: The student should distinguish between communication models</p>	<p>My theory: Listening and listening</p> <p>Practical: Contact forms</p>	<p>My theory: lecture the blackboard Audio aids</p> <p>My work: assignments With</p>	Short exam Duties
5	2 Theoret	<p>The student should be able to identify the forms of verbal messages and the forms of feelings and sensations, differentiate between listening and listening, and apply the conditions of good listening to his current reality. a5 c2</p> <p>Practical: The student should be able to apply diagrams and drawings to contact forms</p>	<p>My theory: Verbal communication</p> <p>Practical: Benefits of using models</p>	<p>My theory: lecture the blackboard Audio aids</p> <p>My work: assignments With illustrations And practical reports</p>	Short exam Duties
6	2 Theoret	<p>My theory: The student should be able to apply his methods in dealing with non-verbal expressions with the mentor, understand non-verbal communication and response, and give a brief</p>	<p>My theory: Non-verbal communication</p> <p>Practical: Elements of successful communication situations</p>	<p>My theory: lecture the blackboard Audio aids</p>	Short exam Duties

Course Description Form

		<p>overview of verbal and non-verbal responses. A6 b3</p> <p>Practical: The student understands considerations of both source and the recipient</p>			
7	2 Theoretical	<p>My theory: The student must identify the relationship between verbal behavior and non-verbal behavior, and the student must be able to give an example of each method in which non-verbal behavior supports those verbal messages. B4 c3</p> <p>Practical: For the student to become familiar with individual guidance methods</p>	<p>My theory: The relationship between verbal and non-verbal behavior</p> <p>Practical: Individual guidance methods</p>	<p>My theory: lecture the blackboard Audio aids My work: assignments With</p>	Short exam Duties
8	2 Theoretical	<p>My theory: The student should understand the importance of effective communication and its conditions and be able to classify the stages and conditions of effective communication. a7</p> <p>Practical: The student should distinguish between the office visit method and the personal letter method</p>	<p>Theoretical: Effective Communication</p> <p>Practical: Individual guidance methods</p>	<p>My theory: lecture the blackboard Audio aids</p>	Short exam Duties
9	2 Theoretical	<p>My theory: For the student to classify the rules that help to persuade others and to explain the conditions that must be observed</p>	<p>Theoretical: Persuasive communication</p> <p>Group guidance</p>	<p>My theory: lecture the blackboard Audio aids My work: assignments With illustrations</p>	Short exam Duties

Course Description Form

		persuade others. a8 b1 Practical: The student must be able to prepare an office visit registration card	methods	Assigning tasks and reports	
10	2 Theoret	My theory: The student should be able to draw a Maslow diagram in the list of five needs, which represent the characteristics that help the sender persuade the receiver, and the student should recognize the characteristics of the receiver that affect the persuasion of the sender message. a9 b6 Practical: The student gets to know the field of	Theoretical: Persuasive communication Practical: Group guidance method	My theory: lecture the blackboard Audio aids	Short exam Duties
11	2 Theoret	My theory: The student should determine what distinguished the most developed villages, recognize the concept of empathy, and be able to explain the reason for failure of dissemination campaigns that lead to unexpected results. a10 b7 c4 Practical: The student should distinguish between the methods of presentation on radio and television	Theoretical: Communication qualities of agricultural extension workers Practical: Public guidance routes	My theory: lecture the blackboard Audio aids My work: assignments Preparing posters Tasks and reports	Short exam Duties
12	2 Theoret	My theory: The student understand extension communication, explain	Theoretical: Guidance communication	My theory: lecture the blackboard Audio aids	Short exam Duties

Course Description Form

		<p>the basic skills that an agricultural extension worker must possess, and tests his interests as an agricultural extension worker to be able to prepare a good message.</p> <p>a11 c5</p> <p>Practical: The student gets to know how to use the instructional exhibits.</p>	<p>Practical: Public guidance routes</p>		
13	2 Theoretical	<p>My theory: The student should distinguish the factors influencing feedback and identify the most important factors influencing the success of the guidance communication process.</p> <p>A12 c6</p> <p>Practical: The student should be able to prepare instructional posters.</p>	<p>Theoretical: Guidance communication</p> <p>Practical: Public guidance routes</p>	<p>My theory: lecture the blackboard Audio aids</p>	<p>Short exam Duties</p>
14	2 Theoretical	<p>My theory: The student should classify the obstacles to communication and explain the reason for the ineffectiveness of the means of communication used to convey the message.</p> <p>a13 b8</p> <p>Practical: The student gets to know the characteristics of communication models.</p>	<p>My theory: Communication barriers</p> <p>Practical: Model properties</p>	<p>My theory: lecture the blackboard Audio aids</p>	<p>Short exam Duties</p>
15	2 Theoretical	<p>Theoretical: The</p>	<p>theoretical:</p>	<p>My theory:</p>	<p>Short exam</p>

Course Description Form

	student acquires communication skills through the scientific visit. d1 Practical: The student acquires communication methods through the scientific visit	Entrance to guidance services Practical: Scientific visit	lecture Audio aids My work: report on the visit	Duties
--	---	--	---	--------

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

	Calendar methods	Calendar date (one week)	Class	Relative weight
1	Final theoretical report	My theory is week 15	7 theoretical + 6 practica	13%
2	Quiz (1)	Week (3)	4 theoretical + 2 practical	6%
3	Midterm Exam	Week (9)	10 theoretical + 5 practical	15%
4	Quiz (2)	Week (12)	4 theoretical + 2 practical	6%
5	Final practical test	Practical exams week	20	20%
6	Final theoretical test	week of theoretical exams	40	40%
	Total		100	100

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	The book (Agricultural Communication and Media) by Dr. Najm al-Din Abdullah Salim
Main references (sources)	Lectures on guiding communication methods by Dr. Ali Ahmed Ghadeeb

Course Description Form

Recommended books and references (scientific journals, reports...)	----- Journalistic art technology Dr. Farid Mustafa Principles of agricultural extension by Dr. Zaki Hassan tonight
Electronic References, Websites	Agricultural media and its role in developing rural society by Rasoul Abdul Ali Abbas

مدرس المادة النظري

م. ضحى مصطفى عبد

رئيس قسم المحاصيل الحقلية

أ.م. د ميسر عزيز

رئيس اللجنة العلمية

أ.م. د