

Course Description Form

1. Course Name:	
Extension communication	
2. Course Code:	
COMM334	
3. Semester / Year:	
Autumn semester/ 2025-2024	
4. Description Preparation Date:	
1 / 9/ 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: amina zuher yunis	
8. Course Objectives	
Course Objectives Theoretical: 1- Introducing students to the importance of guidance communication methods 2- Introducing students to the elements of communication and their scheme 3- Enabling students to understand, know and apply the procedures used in the agricultural extension communication process 4- Introducing students to how to conduct the agricultural extension communication process.	Practical Enabling students to recognize the importance of counseling communication methods Empowering students with how to conduct verbal and non-verbal communication and the basic rules that support it
9. Teaching and Learning Strategies	
Strategy Lecture Group discussion Assigning the student to prepare a report	Lecture Group discussion Assigning the student to prepare a report Training the student to give examples and draw

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 Theoretical	My theory: The student gets to know the concept of communication, its forms and types a1 Practical: student gets to know the means of communication	Theoretical: Communication concept Its forms Its types Practical: wasayil alaitisal	My theory: lecture the blackboard Audio aids	Short exam Duties
2	2 Theoretical	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 Theoretical	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 of their impact on farmers a3 c1	My theory: Types of communication in general Practical: Types of communication means	My theory: lecture the blackboard	Short exam Duties

Course Description Form

		Practical: The student should distinguish between verbal and non-verbal communication			
4	2 Theoretical	<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 Theoretical	<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 Theoretical	<p>My theory: The student should be able to apply his method 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.</p> <p>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.</p> <p>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</p> <p>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</p> <p>My work: assignments With illustrations</p>	Short exam Duties

Course Description Form

		persuade others. a8 b5 Practical: The student must be able to prepare an office visit registration card	methods	Assigning tasks and reports	
10	2 Theoretical	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	Theoretical: Persuasive communication Practical: Group guidance method	My theory: lecture the blackboard Audio aids	Short exam Duties
11	2 Theoretical	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 the 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 Theoretical	My theory: The student understands extension communication, explain	Theoretical: Guidance communication	My theory: lecture the blackboard Audio aids	Short exam Duties

Course Description Form

		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. a11 c5 Practical: The student gets to know how to use the instructional exhibits	Practical: Public guidance routes		
13	2 Theoretical	My theory: The student should distinguish the factors influencing feedback and identify the most important factors influencing the success of the guidance communication process. A12 c6 Practical: The student should be able to prepare instructional posters	Theoretical: Guidance communication Practical: Public guidance routes	My theory: lecture the blackboard Audio aids	Short exam Duties
14	2 Theoretical	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. a13 b8 Practical: The student gets to know the characteristics of communication models	My theory: Communication barriers Practical: Model properties	My theory: lecture the blackboard Audio aids	Short exam Duties
15	2 Theoretical	Theoretical: The student acquires communication skills through the scientific	theoretical: Entrance to guidance	My theory: lecture Audio aids My work: report on	Short exam Duties

Course Description Form

		visit. d1 Practical: The student acquires communication methods through the scientific visit	services Practical: Scient visit	the visit	
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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

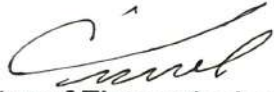
	Calendar methods	Calendar date (one week)	Class	Relative weight
1	Final theoretical report	My theory is week 15	7 theoretical + 6 practical	13%
2	Quiz (1)	Week (3)	4 theoretical + 2 practical	6%
3	Midterm Exam	Week (9)	10 theoretical + 5 practical	15%
4	Quiz (2)	Week (12)	4 theoretical + 2 practical	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
Recommended books and references (scientific journals, reports...)	----- Journalistic art technology Dr. Farid

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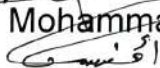
	Mustafa Principles of agricultural extension by Dr. Zaki Hassan tonight
Electronic References, Websites	Agricultural media and its role in developing rural society by Rasoul Abdul Ali Abbas

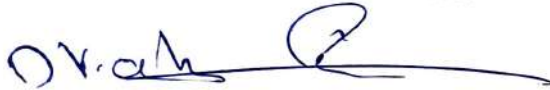

Instructor of Theoretical subject:

Duha Mostafa Abd


Instructor of Practical Subject:

Ali Mohammad Jasim


Amina zuher yunis


Chairperson of the Scientific Committee

Assist. Prof. Dr. ahmed awad talb


Head of Department

Assist. Prof. Dr. Talal Saeed Hameed

