

Means of communication and channels used

Means of communication	Channels used
Verbal or oral	Speeches, Dialogues, songs, poems etc
Gestures	Body Movements
Audio Visual	Televisions, Videos, Cinemas
Written	Newspapers, brochures, letters, reports, posters, Braille.
Mass media	print and electronic, newspapers, E-mail, fax
Silence	Signs



COMMUNICATION AND COMMUNICATION SKILLS IN APICULTURE VALUE CHAIN



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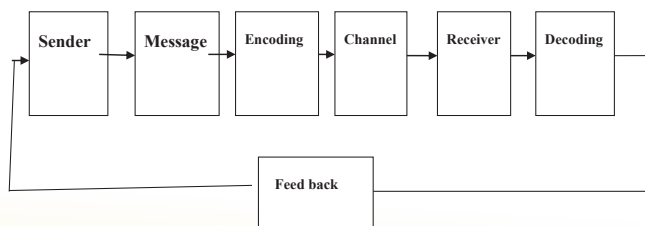
Communication skills

Communication skills play a great role in the Farmer Field Business School (FFBS) methodology for exchange of ideas.

Communication is the process of passing a message from a source to a receiver through a media and getting a feedback.

The process has specific elements and channels required for its effectiveness.

The channel of effective communication is as shown



Sender

The sender has the source of the information to be communicated.

Message

This is the information that needs to be communicated.

Encoding

Encoding involves putting the information in forms that can be understood by the receiver to cause change on the recipient.

Channel

This is the means through which the communication is delivered.

Receiver

This is the recipient of the communication process who was expected to be changed

Feed back

Feedback is used to measure the effectiveness of the communication by verifying what effect the information had on the recipient

Communication in FFBS approach

The FFBS approach uses group dynamics lectures and field days as a means of communication. These group dynamics could either be songs, drama or skits to illustrate an idea to be shared. This is important as a visual means of communication

Group dynamics in FFBS



Song as a group dynamic

In the picture above the group is demonstrating in a song, how the community celebrates after a bumper harvest. This communicates the effect of an effective communication.

Lecture



Lecture is where facilitators give information verbally to participants as a means of communication.

Use of field day as a means of communication



Demonstration is a communication means showing how a practice is done.

