

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, news, E-mail, social media channels
Silence	Signs,
Social media	x, facebook, instagram, twitter, tiktok, you tube, etc



COMMUNICATION SKILLS IN INDIGENOUS CHICKEN VALUE CHAIN

Compiled by: Otieno, M. Alaru P., Nyambati, E.,
Changwony, K.

Editors: Nyabundi, K.W., Mukundi, K.T., Maina, P.,
Wanyama, H.N., Mugata, R.K. and Kibunyi, N.

For further information, contact:

Director Non-Ruminant Research Institute
(KALRO)-P.O. Box 169-50100 Kakamega
Kalro.Kakamega@kalro.org;
kalropoultrykakamega@kalro.org
kalropoultry@kalro.org

Design and layout by Emma. Nyaola

**KALRO/NAVCDP/ IC/
BROCHURE No.016./2024**



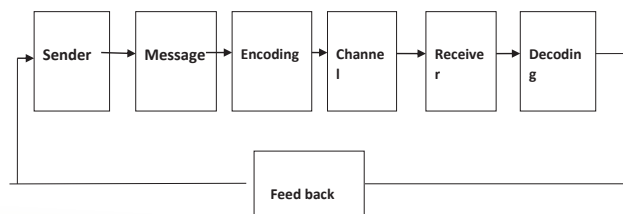
Communication skills

Communication skills play a great role in the FFBS methodology for exchange of ideas.

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

The process has specific elements and channels required for its effectiveness

The channels of effective communication is as shown



Sender

The sender is 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 format that can be understood by the receiver to cause change on the recipient.

Channel

Is the means through which the communication is delivered.

Receiver

This is the recipient of the communication and who is expected to be influenced.

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 aid to communication.

Group dynamics in FFBS



Song demonstration in a group dynamics

In a group dynamic song, the group illustrates through a song demonstrating how the community celebrate after a bumper harvest. This communicates the effect of an effective communication.

Lecture



In a lecture, the facilitators give information to participants verbally, as a means of communication

Use of demonstration as a means of communication in Indigenous chicken



Demonstration is a communication means through action, showing how the practice is performed.