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| Course: | Concepts and Methods of Agricultural Extension |
| Course id: 9МPS1О02  |
| Number of ECTS: 6 |
| Teacher: | Assistant Professor Dejan R. Janković, PhD |
| Assistant: | Marica D. Petrović, MSc; Marina D. Novakov, MSc |
| Course status | Elective |
| Number of active teaching classes (weekly) |
| Lectures: 2 | Tutorials: 2 | Other teaching types: | Study research work: | Other classes: |
| Precondition courses | Management of Fruit and Viticultural Production, Management of Crop Production  |
| 1.Educational goalsDuring the course, students will be introduced to the distinctive features of extension process, the interdisciplinary approach of extension science, and the organisational issues in agricultural extension in different countries. The goal of the course is to familiarise students with various concepts and approaches in agricultural extension and basic theoretical frameworks within which such processes are observed. A special emphasis will be placed on the issue of communication in extension service within different methods of extension service. Students should comprehend the theoretical basics and concepts of extension, learn different methods, and gain communication skills in extension service.  |
| 2.Educational outcomesUpon completion of the course, students will comprehend the complexity and interdisciplinarity of extension issues. They will know about distinctive features of communication in rural areas, different theoretical models for understanding communication, perception, learning and educating farmers. Students will be able to critically analyse the extension process and its factors, and use different extension methods adequate for the farmers’ problems and needs.  |
| 3.Course content*Theoretical instruction:* **Block Lectures A – CONCEPTS AND APPROACHES IN EXTENSION SERVICE**Extension science: from multidisciplinary to interdisciplinary concept; Agricultural extension as a factor of agricultural and rural development; Agricultural extension through history; Various models of agricultural extension organisation and financing; Extension service transformation; Institutions and participants of the extension process; Experiences in agricultural extension in different countries; Definition of agricultural extension; Goals and functions of agricultural extension; Social determinism, networks of interpersonal relationship and the extension process. Characteristics of communication, perception and defence mechanisms in extension service; Communication models and the construction of meaning; Models of behavioural change; Communication for rural innovation, intervention and participation, social learning, and negotiating; Extension and education; Extension and scientific research; Technology transfer and agricultural extension; Importance of innovations and the theory of innovation diffusion, centralised and decentralised extension systems; Knowledge and information systems in agriculture; Knowledge and information – from the local and traditional knowledge to the contemporary knowledge and information systems: possibilities of interaction; Agricultural extension in Serbia – basic characteristics. Farm population in Serbia and distinctive features of the socio-economic context of the extension service in Serbia.**Block Lectures A – METHODS OF EXTENSION SERVICE**Basic features and competencies of extension agents; Methods of extension work; Individual extension (communication) methods; distinctive features of individual extension communication and techniques of extension conversation; Non-directive extension communication; Group extension (communication) methods; Characteristics of groups and group extension work; Group discussions, extension groups/circles, demonstrations, excursions, mass (extension) communication methods; Distinctive features of mass media and the possibilities of information transfer; Distinctive features of communication via mass media in extension; Field days, informative campaigns, radio/TV/publications, agricultural fairs, exhibitions and shows; Participation approaches – the importance and possibilities of application in extension; Features and use of different techniques in participation extension work; Extension – from agricultural to rural extension  |
| 4.Teaching methodsLectures, seminar papers, group work, discussions, workshops, role plays.  |
| Knowledge evaluation (maximum 100 points) |
| Pre-examination obligations | Mandatory | Points | Final exam  | Mandatory | Points |
| Lecture attendance | Yes/No | **10** | Written exam  | Yes/No | **-** |
| Tutorial activity | Yes/No | **10** | Oral exam | Yes/No | **30** |
| Tutorial attendance | Yes/No | **10** |  |  |  |
| Seminar paper | Yes/No | **40** |  |  |  |
| Other | Yes/No | - |  |  |  |
| Literature  |
| Ord. | Author | Title | Publisher | Year |
| 1. | Leeuwis, C. and van den Ban, A. W. | Communication for rural innovation: Rethinking agricultural extension. | Blackwell Publishing | 2005 |
| 2. | Van den Ban, A.W & H. S. Hawkins | Agricultural Extension. Second Edition | Blackwell Sceince | 1996 |
| 3. | Petrović, Ž. i D. Janković | Poljoprivredno savetodavstvo Srbije – stanje, problemi i mogućnosti reformi | Poljoprivredni fakultet Novi Sad. Str. 1-201. ISBN 978-86-7520-186-1. | 2010 |
| 4. | Petrović, Ž. (ur.) | Sistem informacija u poljoprivrednom savetodavstvu Vojvodine | Poljoprivredni fakultet, Novi Sad. | 2007 |
| 5. | Janković D. | Teorija difuzije inovacija i njen doprinos razumevanju inovativnog potencijala sela | Zbornik Matice srpske za društvene nauke. Br. 118-119, str. 225-256, Novi Sad. ISSN 0352-5732 UDK: 316.334.55. | 2005 |
| 6. | Hoffmann, V., Gerster-Bentaya, M. Christink, A. and M. Lema (Ed.) | Rural Extension. Basic concepts and issues. VOL: 1 | MARGRAF PUBLISHERS | 2009 |
| 7. | Swanson, B.; Bentz, R.; Sofranko, A. (Ed.) | Improving Agricultural Extension – A Reference Manual | FAO. Rome. | 1998 |
| 8. | Rölling, N. | Extension Science – Information systems in agricultural development | Cambrige University Press. Cambrige. | 1988 |
| 9. | Rogers, E. M. | Diffusion of Innovations | Free Press, Fifth Edition. New York.  | 2003 |
| 10. | Chambers, R. | Whose reality counts, - putting the first last | IT Publications | 1997 |
| 11. | Selected articles from the journals The Journal of Agricultural Extension and Education, Sociologia Ruralis |