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| Course: | **Extension and changes in agriculture and rural areas – sociological approach** |
| Course id:2МRR1I17 |
| Number of ECTS:5 |
| Teacher: | Ph.D. Dejan JankovićMarica Petrović, Marina Novakov |
| Course status | Elective |
| Number of active teaching classes (weekly) |
| Lectures:30 | Tutorials:30 | Other teaching types: | Study research work: | Other classes: |
| Precondition courses | None |
| 1. Educational goal

During the module, students will learn about the sociological approaches to problems of agricultural extension as a factor of agricultural and rural development. Students will learn about social changes and agricultural modernization as well as diffusion of knowledge and technologies as a condition for social and technological development of agriculture and rural areas. The aim is to indicate the specific interaction between traditional knowledge and work culture and new technologies and process of social development in rural areas and agriculture. |
| 1. Educational outcomes

Upon the completion of the teaching process, students should understand specifics of sociological approach to listed issues as well as the complexity and interdisciplinarity of these issues. Students will know specifics of communication in rural areas, and different theoretical models for understanding communication, perception, learning and education. Students will be able to critically analyze extension process and factors that influence such a process.  |
| 1. Course content

*Theoretical Instruction*Rural and agricultural sociology: modernization of society and agriculture; Extension science: from multidisciplinary to interdisciplinary approach; Specifics of sociological approach; Agricultural extension as a factor of agricultural and rural development; Goals and functions of agricultural extension; Social determinism, interpersonal relationship networks and extension process; Extension and social, human, economic, ecological capital; Technology transfer and agricultural extension: innovation and diffusion of innovation, centralized and decentralized extension systems; Agricultural knowledge and information system; Knowledge and information – from local and traditional knowledge to contemporary knowledge and information systems: possibility of interactions; Different models of agricultural extension organizations and financing, transformation of extension systems; Institutions and actors in extension process; Specifics of communication, perception and defense mechanism in extension; Multiple realities and construction of knowledge; Communicational models and construction of meanings; Models of behavioural change; Communication for rural innovation, intervention and participation, social learning, negotiation; Extension and education, extension and scientific research; extension methods; Mass media and extension communication; Ethical issues in extension; Planning, monitoring and evaluation in extension. |
| 1. Teaching methods

Interactive lectures, written reports, discussions, workshops, work in groups  |
| Knowledge evaluation (maximum 100 points) |
| Pre-examination obligations | Mandatory | Points | Final exam  | Mandatory | Points |
| Lecture attendance | Yes/No | 10 | *Oral exam* | Yes | 30 |
| Activity | Yes/No | 10 |  |
| Tutorials attendance | Yes/No | 10 |
| Written report | Yes/No | 40 |
| Literature  |
| Ord. | Author | Title | Publisher | Year |
|  | Rogers, E. M. | Diffusion of Innovations | Free Press, Fifth Edition, New York | 2003 |
|  | Swanson, B.; Bentz, R.; Sofranko, A. | Improving Agricultural Extension - A Reference Manual | FAO, Rome | 1998 |
|  | Leeuwis C, van den Ban, A. | Communication for rural innovation: Rethinking agricultural extension |  | 2005 |
|  | Hoffman, V | Extension and Communication | University of Hohenheim | 2003 |
|  | World Bank | Beneficiary Assessment for Agricultural Extension | The World Bank,(SDV) | 2000 |
|  | Petrović, Ž. | Sistem informacija u poljoprivrednom savetodavstvu Vojvodine | Novi Sad: Poljoprivredni fakultet | 2007 |
|  | Petrović, Ž., D. Janković | Poljoprivredno savetodavstvo Srbije | Novi Sad: Poljoprivredni fakultet | 2010 |
|  | Selected articles in relevant scientific journals |  |  |  |