

Program	BS Media & Development Communication	Course Code	MDC 474	Credit Hours	3
Course Title	AGRICULTURAL COMMUNICATION (Major)				
Course Introduction					
This course examines the role of communication in the agricultural sector. Students will explore the principles and practices of agricultural communication, including strategies for disseminating information to farmers and rural communities.					
Learning Outcomes					
By the end of this course, students will be able to:					
1 Understand the principles and practices of agricultural communication.					
2 Develop strategies for effective communication with farmers and rural communities.					
3 Analyze the impact of agricultural communication on rural development.					
Course Content				Assignments/Readings	
Week 1	1	Introduction to Agricultural Communication			
Week 2	2	Introduction to the Geographical Location of Pakistan (Land, People, Culture, Resources)			
Week 3	3	Pakistan as an Agricultural Land			
Week 4	4	Agricultural Industry and Water Resources			
Week 5	5	Effects of Urbanization and Pollution on Agriculture Sector: Challenges & Prospects			
Week 6	6	Tools Used for Audience Awareness Regarding Agricultural Reporting in Pakistan			
Week 7	7	Agricultural Beat: Techniques and Style			
Week 8	8	Current Trends in Agricultural Industry			
Week 9	9	Future Trends in Agricultural Industry			
Week 10	10	Economics and Agriculture			
Week 11-14	11	Field Work 11.1 Preparation and Planning 11.2 Data Collection and Interaction with Farmers (Part 1) 11.3 Data Collection and Interaction with Farmers (Part 2) 11.4 Field Work Analysis and Reporting			
Week 15	12	Case Studies in Agricultural Communication			
Week 16	13	Course Review and Final Presentations			
Textbooks and Reading Material					
1 Goyal, M. R., & Eilu, E. (Eds.). (2019). <i>Digital Media and Wireless Communications in Developing Nations: Agriculture, Education, and the Economic Sector</i> . CRC Press.					
2 Shri, K.et.al.(1999). Local Radio. Making an impact. Agricultural Information Development Bulletin.					
3 Hasan, M. (1998). <i>Public Policy and the Rural Economy of Pakistan</i> . Vanguard Books (Pvt) Ltd.					
4 Gyllstrom, B. (1991). <i>State Administered Rural Change: Agricultural Cooperative in Rural Kenya</i> . Routledge.					

- 5 Javad, M. (1990). *Agriculture, Poverty and Reform in Iran*. Routledge.
- 6 Ward, Willam B. (1952). *Reporting Agriculture: Through Newspapers, Magazines, Radio Television*. Comstock Publishing Associates.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.