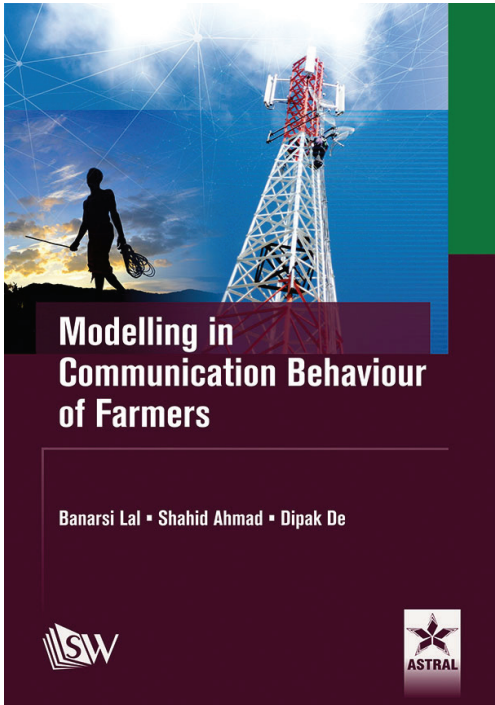




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Modelling in Communication Behaviour of Farmers

Ahamad, Shahid et al

Communication is the oldest continued activity of human beings. It is the basic need of human beings and a web of society which makes the survival, growth, progress and development possible and holds the society intact and progressive. Communication is the most powerful input which brings substantial development in socio-economic status of an individual. Communication is the vital aspect to change the behaviour of an individual. Television as a mass medium has made dissemination of news, information and entertainment possible. It is one of the most versatile audio-visual aids ever developed. This book deals with the model building in communication behavior of the farmers. The present book has been designed to meet out the problems of the students, extension administrators, farmers, planners etc. as it provides immense knowledge of communication process. The mathematical communication model built by the authors will assist the researchers for further studies. This will help to enrich the discipline of extension education.

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