

1.3.1 Extra-personal communication

Communication that occurs between human beings and non-humans. For example we may communicate with pets (dog, cat, parrot, etc.) More than any other form, this form of communication requires perfect coordination and understanding between the sender and the receiver as at least one of them transmits information or responds in sign language only (Raman and Sharma, 2004).

1.3.2 Intra-personal communication

It is a type of communication in which you talk with yourself. It is also known as self communication. All of us consciously and unconsciously are involved in this type of communication. For example when we think about something, evaluate ourselves, persuade ourselves to do something, and rehearse a message before sending it to others, we are involved in intra-personal communication.

1.3.3 Interpersonal communication

It is a very common form of communication in which we interact with others, learn about others and reveal ourselves to them. It is through interpersonal communication that you establish, maintain, sometimes destroy-and- sometimes repair- your personal relationship (DeVito, 1997).

1.3.4 Dyadic communication

Dyadic communication involves only two people interacting with each other either in a face-to-face situation or through some means like telephone. Face-to-face communication is potentially the most dynamic of all methods of dyadic interaction as it involves both verbal and non-verbal interactions. However, the visual element is missing in a dyadic communication over the telephone. This form of dyadic

interaction may have its own advantages. Similarly, both audio and visual elements are missing in written communication. Again this form of dyadic communication may have its own advantages. For example some people find it much easier and comfortable to express themselves in writing. Likewise there are people who enjoy in reading. In either form dyadic communication provides maximum opportunity for information exchange, inter personal trust, mutual understanding, self-expression and persuasion.

1.3.5 Small group communication

It is a type of communication in which we communicate with others in small group sittings. A small group is relatively small collection of individuals who are related to each other by some common purpose and has some degree of organization among them. In small group setting, all members may communicate with relative ease as both senders and receivers. Small group allows less opportunity for individual participation than public or mass communication. Small group communication is dynamic, spontaneous, and transactional in nature. A small group consists of approximately 5 to 12 people (DeVito, 1997). According to Lucas (2001) a small group has a limited number of people. The minimum number is three (a group of two persons is called a dyad). However, there is difference of opinion about the maximum number that ranges from seven to twelve. The important point is that the group must be small enough to allow free discussion among all members. Members of a small group assemble for a specific purpose. They influence one another through communication. If a group is to work effectively, all members must commit themselves to the group goals and make sincere efforts to achieve them. All members must contribute and share their ideas which, of course, is easy in small group communication situation. Every member should respect the views of others and take responsibility for encouraging other members to participate and cooperate for the sake of collective gain. They should avoid inter personal conflicts. However, if there is disagreement, it should not be on personal basis.

1.3.6 Public communication

Public communication involves relatively large gatherings in which we communicate to persuade others to change attitude or opinion. In agricultural extension context, farmers' days and agricultural exhibitions represent common forums of public communication. In public communication the message concerns the public, and is, therefore of public interest or importance. Anyone who tends to opt for a profession like teaching, extension, politics, public relations or an executive position in any business organization, the knowledge and skill of public speaking is invaluable for him/her. Public speaking represents a formal communication situation. It is characterized by physical and psychological distance between the speaker and the audience. Sometimes the speaker is unable to doat to the individual difference among audience members. In this way he/she could hardly adjust his message to appeal simultaneously to every member of his/her audience. According to Narula (2006) in public communication, three major elements paly a significant role. These are Ethos, Logos, and Pathos. Ethos refers to the character of the speaker, Logos represents the power of reasoning and Pathos is emotions elicited in an audience.

1.3.7 Mass communication

It is a type of communication in which people are persuaded through media (both electronic and print). Mass audience may be viewers of television or readers of a newspaper. It is also known as impersonal communication because the communicator does not have direct face-to-face contact with the receivers. Bhattacharjee (2005) argues that the success of every mass communication effort, whether visual, written, or spoken rests upon the skill of communicator to stimulate the recipient's thinking, to stir emotions, and to persuade him or her to action.

1.4 Types of Communication According to Flow of Information

1.4.1 Downward communication

It represents information flow from top to bottom. For example when information is disseminated from extension organization to the farming community, it can be regarded as downward communication.

1.4.2 Upward communication

It is a type of communication in which the initiative is taken at the bottom and the information ultimately reaches the people at the top. For example the feedback from farmers to the extension workers can be termed as upward communication.

1.4.3 Horizontal communication

It is a type of communication in which the information moves totally in horizontal fashion. Farmer-to-farmer information flow or information exchange within the extension field staff are the examples of horizontal communication.