

is the essence of good extension. Adoption and diffusion of innovations among people, the prime objective of all extension education efforts, is closely and directly associated with communication. In this context Brown (1981) argues that the basic tenet of the diffusion strategy is that individuals may be persuaded to adopt through communication.

In a much wider perspective communication may include media and means such as electronics, roads, railways, vehicles, telephone, telegraph, etc (Khan, 1969). In this perspective it is closely linked with social progress and rural development. Perhaps that is why McQuail (1987) argues that expansion of all kinds of communication is more likely to cause social progress. Its significance becomes even greater in the developing world which still has a long way to go towards progress.

Communication can serve as an effective instrument for enabling people to understand and to come closer to each other. Gerbner (cited in McQuail and Windahl, 1981) considers it as an effective means of social interaction. Communication always implies relationships among each other. Mutual understanding through information sharing is considered as a crucial purpose of communication (Rogers and Kincaid, 1981). According to Vanikar and Palia (2005) communication encompasses all forms of expression which serve the purpose of mutual understanding.

1.2 Forms of Communication

Communication involves words, styles, voice, tones and non-verbal clues. It may take different forms. This section deals with some common forms of communication, which are:

1.2.1 Verbal communication

Verbal communication is communicating through spoken words (vocal communication) and written words (non-vocal communication). Vocal communication involves telephonic,

face-to-face dyadic, small group, public and mass communication situation except print media. While non-vocal communication covers written message, which is a very common and important form of information exchange. The use of print media as compared to other media is more advantageous because reliable and scientific information in a simple language on specific topic and generally illustrated with pictures can reach large number of users, quickly and simultaneously (Kokate, 2006). However, it involves no face-to-face contact between source and receiver thereby provides no immediate feedback to the source. Written message cannot be reinforced with the non-verbal expressions. Despite these limitations it has advantages too. Written message is generally considered as more authentic. It minimizes the dependence on memory and a written record maintained can be referred to as and when required.

1.2.2 Non-verbal communication

Non-verbal communication is a very common form in which we usually communicate our message through gestures and facial expressions. It includes oral and non-oral messages expressed by other than linguistic means. This rules out not only sign languages but also written words, but it includes messages transmitted by vocal means that don't involve language (Adler and Rodman, 2003). Non-verbal messages are those you send when you smile, sneer, raise an eyebrow shrug your shoulders, nod in agreement or disagreement, cross your arms, or grit your teeth. Even more subtle actions such as body posture, failing to offer a hand shake, or arriving late for meetings, communicates to others (Fruehling and Lacombe, 2006). Non-verbal communication serves a number of purposes. It is used to reaffirm or emphasize, to contradict, to substitute, to complement, and to control (Ricks et al, 1995). It may be used in conjunction with verbal communication or alone. According to Burgoon (1974) non-verbal behaviour seems to serve six functions. It may repeat, highlight, replace, regulate, complement or contradict the verbal message.

Sometimes it is difficult to understand non-verbal expressions because they have different meanings for different people.

Non-verbal expressions may serve to emphasize a particular point. For example, a nod of head by the receiver may signify the importance of a point being discussed and his/her agreement to the point, the seating arrangement may indicate the nature and significance of the meeting, the type of clothing may reaffirm the importance of a particular event, and a smile on face may convey your feelings of goodwill for others.

Sometimes non-verbal expressions may contradict verbal communication. A person may communicate entirely a different message through non-verbal expressions from that communicated verbally. Such a situation may be a barrier to communication. However, when a verbal message contradicts non-verbal expressions, people tend to believe the non-verbal message.

Non-verbal expressions may serve as a substitute for a verbal message. For example, if someone seeks your permission to come in, your nod of head may show your agreement. A waving hand means hello or good by. A person who yawns in the meeting may be perceived as tired or disinterested. One of the main problems with non-verbal expressions as verbal substitutes is that they do not always have shared meanings.

Quite often non-verbal expressions are used to complement and reinforce the verbal message. These expressions are consciously or unconsciously used by people communicating with each other. A skillful communicator gives a careful consideration for the selection and use of the most appropriate non-verbal expressions which are best suited to the verbal message.

Non-verbal cues can also be used to control the behaviour of others. For example, putting a finger on your lips may convey a message to the audience to be quiet. Thus, as a communicator, we must realize that non-verbal expressions

are extremely important in communication. Our actions or body language must speak as loudly and clearly as our words.

Non-verbal communication may be classified along the following modes of expression:

Kinesics: Kinesics is the study of communication through body movements and facial expressions (Hodgetts, 1987). These movements and expressions are used to convey certain messages to others. Some common forms of such expressions are:

Gestures: A deliberate body movement used to convey a message is known as gesture. In ordinary course of life people use different gestures like nod of head, wave of hand etc. your handshake with others and greeting style shows your closeness to others. The most important thing is to make gestures natural, varied, meaningful, and visible.

Facial expressions: Face can express a great range of emotions. The entire face is expressive, especially the eyes. We can communicate a lot through facial expressions like a smile, laugh, sorrow etc. your face is probably the most expressive part of your body and one of the most important focal points for non-verbal communication (Stewart and Logan, 2002). Most of the times people are unaware of how much they rely on face to give and get information.

Proxemics: Proxemics is the study of how people see physical space to communicate something to others. For example, space and distance among the interactants in a meeting express their position and the nature of discussion i.e. formal or informal. A well furnished office indicates the status of the officer sitting there. It reflects his/her authority and power. One may easily identify the chief guest of a programme simply by having a look at the seating arrangement. The physical space between two individuals may indicate their status and the nature of their relationships with each other. We often stand closer to our peers than to persons with lower or

higher status. Stewart and Logan (2002) have indicated four categories of physical distance i.e. intimate distance (contact to 18 inches) personal distance (1.5 to 4 feet), social distance (4 to 12 feet), and public distance (12 to 25 feet). The space, location and construction of a house may communicate many things about its residents.

Chronemics: Chronemics or our use of time is often overlooked dimension of non-verbal communication. Suppose a doctor gives an extra ordinary time to check a patient, this may signify the importance given by the doctor to the patient. A phone call received during odd time (say late night) may imply that there is something unusual, whereas a call received during normal timings would be of no surprise. An emergent meeting arranged at a very short notice would convey a message that there is something urgent and of serious nature to be discussed in the meeting.

Haptics: Haptics involve the use of touch in communication. One may get a message that something is hot or cool, hard or soft and so on. A doctor may diagnose through the sense of touch that the patient is suffering from fever. A soil scientist may identify the soil type simply through touch. One may assess the quality of a cloth through touching.

Silence: Apparently silence means no response, but no response is also a response. Silence is considered to be a very powerful communication tool. It communicates just as intensely as anything you verbalize (Joworcki, 1993 cited in DeVito, 1997). It can have both positive and negative meanings. It can show your pleasure or displeasure. Silence may indicate the importance of the matter under discussion. It may signify the credibility and competence of the speaker or it may mean that the listeners are listening carefully and attentively.

Personal appearance: Personal appearance and the dress may convey the message about the nature and importance of the occasion. The way we dress is perceived by others as an

indicator of certain personality traits. The presence of jewellery and its style may indicate the age, wealth, status and thoughts of a woman.

1.3 Levels of Communication

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