Poster Abstracts

Sending the message: Using the Teaching Model to Communicate in International Agricultural and Extension Education

Samantha Alvis, Graduate Teaching Assistant, University of Arizona
Jack Elliot, Professor, University of Arizona
Edward Franklin, Assistant Professor, University of Arizona

Introduction and Purpose
In the field of Agricultural and Extension Education we are constantly improving our ability to communicate effectively. Using the teaching model introduced by Newcomb, McCracken, Warmbroid, and Whittington (2004), factors that influence decisions about the information that we want to be distributed, how it will be distributed, and to whom it will be distributed become more controlled. The concept is to identify all the factors that may have an influence on the information you want to bring before your audiences in order to further their knowledge.

Major Points
Much like teaching, an effective communicator has three criteria that are at the heart of the communication process: planning, delivering, and evaluating. An effective communicator/presenter must identify his/her organization, the subject matter, and why it is important to the audience. This poster will illustrate how to use the teaching model to:

- Determine your audience
- Get your message across
- Determine how the audience participates in the communication process
- Determine what is the audience supposed to achieve (the changing of knowledge, attitudes, perceptions and/or behaviors)
- Determine what you, as the presenter, are trying to achieve

All of these items are directly linked to the planning, delivering, and evaluating steps of the model.

Educational Importance
The teaching model has been used over the past twelve years at the University of Arizona in a course entitled; “Communicating Knowledge in Agriculture and Life Sciences.” The class has a typical enrollment of 150 students, with over 25 different majors ranging from Animal Science, Microbiology and Agricultural Education to Nursing and Family Studies. The course includes numerous channels for communication and the end product is a complete communications campaign proposal on a topic of the student’s choosing. Students use the “Factors Influencing Decisions about Presentations,” planning sheet, which evolved from the “Factors Influencing Decisions about Teaching,” to develop their strategy on how they will deliver their campaign information using the various channels of communication.

Conclusions
Using this technique has proven to be beneficial for our students. It can now become beneficial to educators and extension personnel in the international agricultural community. It is a straightforward approach to items that should be considered when it comes to effectively getting your message and information to your audience. The teaching model illustrates the connection between the presenter, the material, and the audience. The model shows the relevant flow of the communication process. The teaching model, with modifications to each person’s specific situation, is an extremely effective communication model.

References Cited: