

Social Leadership

Area 3 – Social and Economic Aspects

Lesson 10 – Policy and Management

Sequence ID – 41

AUTH





DISCLAIMER

A3.L10.T10 Social Leadership: Community management online/offline, Dissemination of the manager concept, Rules for pitching and public speaking how to approach farmers

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Communication theories

- Communication means the exchange of information, knowledge, skills, emotions, ideas and more, between people.
- The process of transferring any information from one person to another is termed as communication.

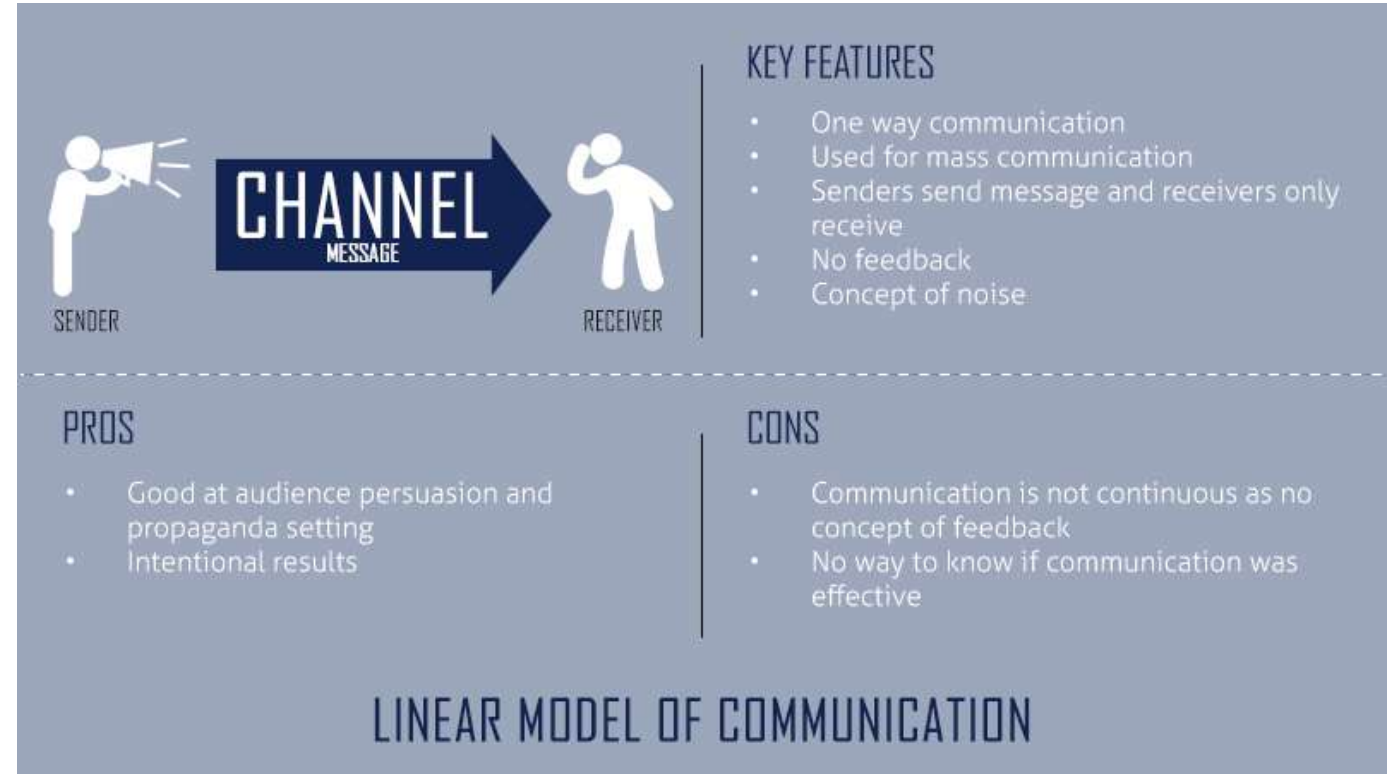


Communication models (1/3)

A communication model makes the understanding of any concept easy and clear. There are three general types of communication models in which all other models are mostly categorized.

1. Linear Model

- Aristotle's Model
- Lasswell's Model
- Shannon-Weaver Model
- Berlo's S-M-C-R Model

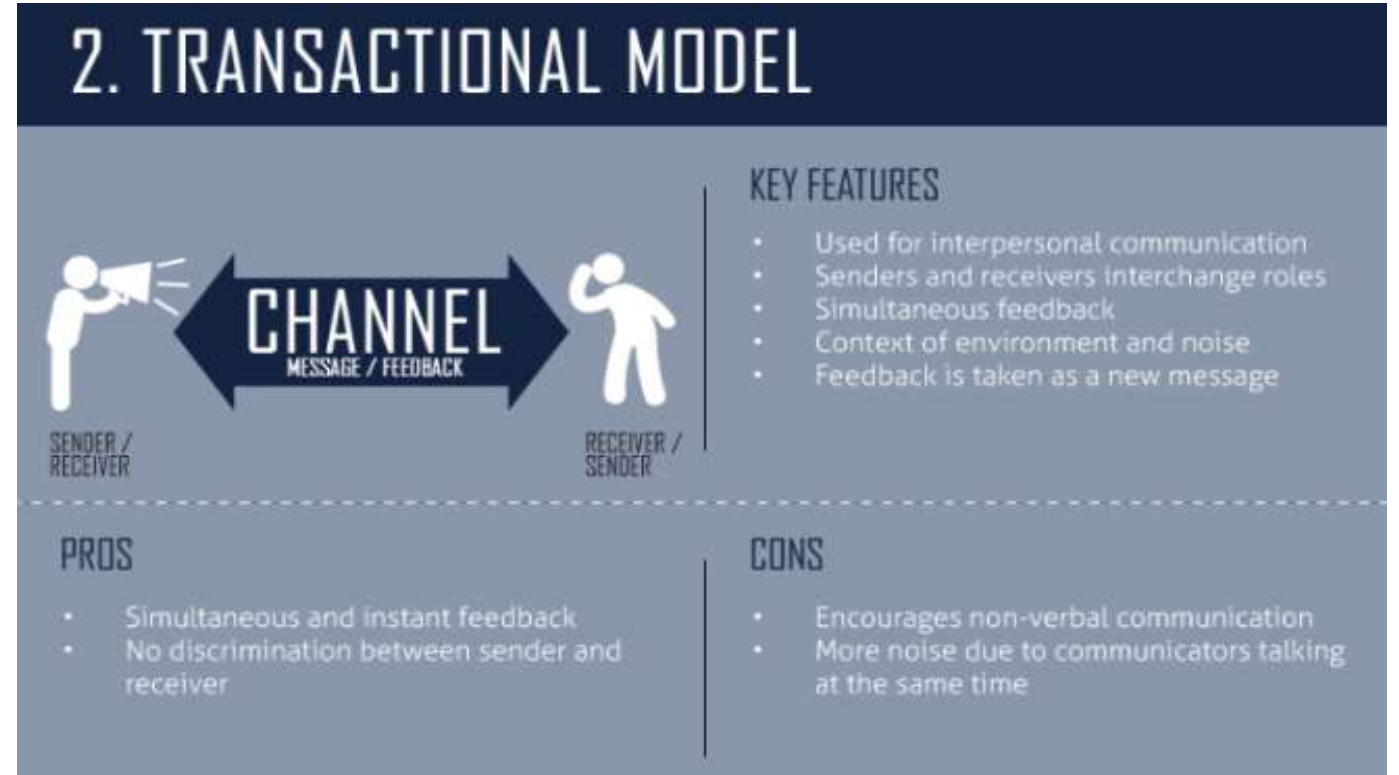


Communication models (2/3)



2. Transactional Model

- Barnlund's Model
- Helical Model
- Becker's Mosaic Model

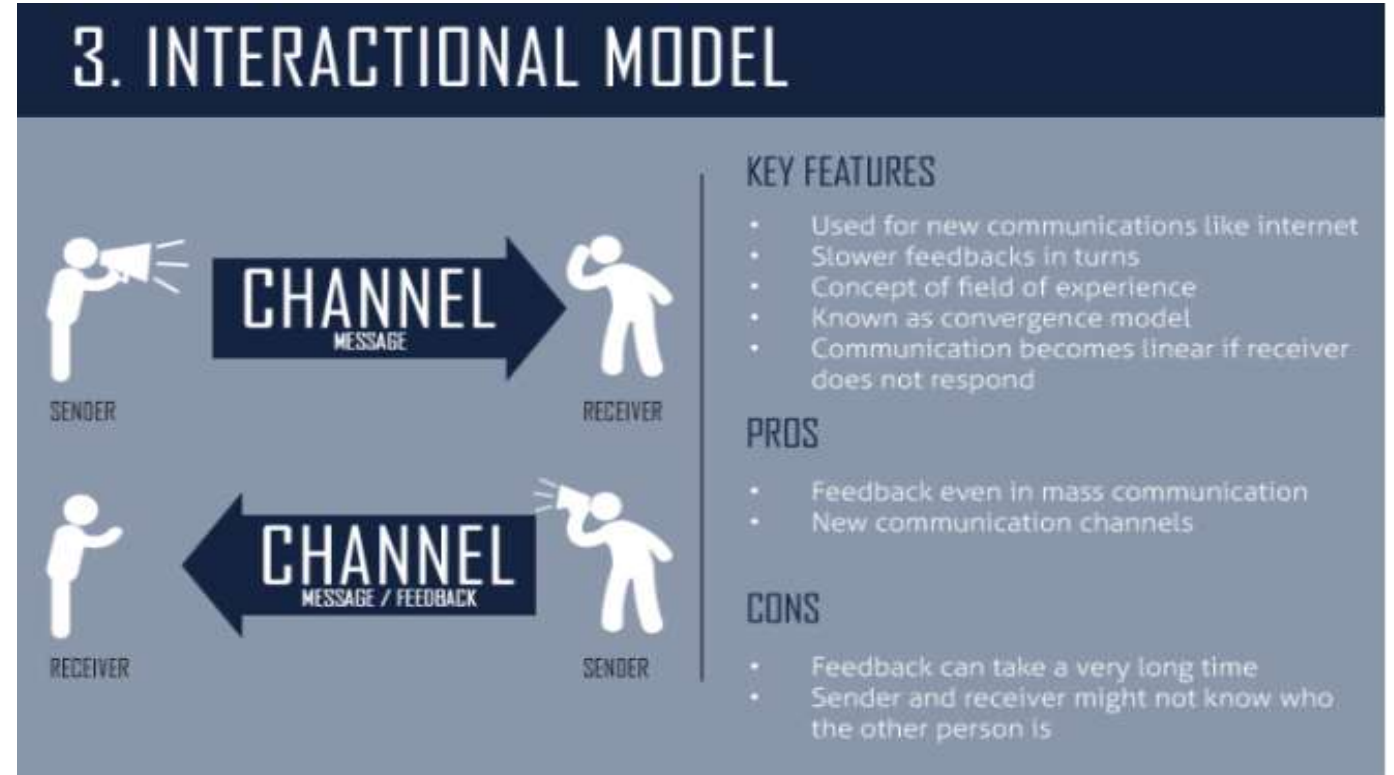


Communication models (3/3)



3. Interactional Model

- Schramm's Model



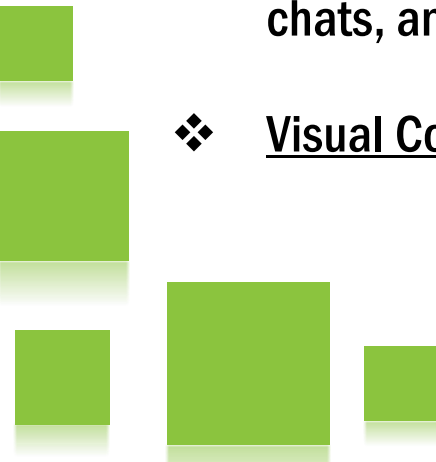
Reference: <https://www.businessstopia.net/communication>



Communication categories

There are different ways in which we communicate and more than one may be occurring at any given time.

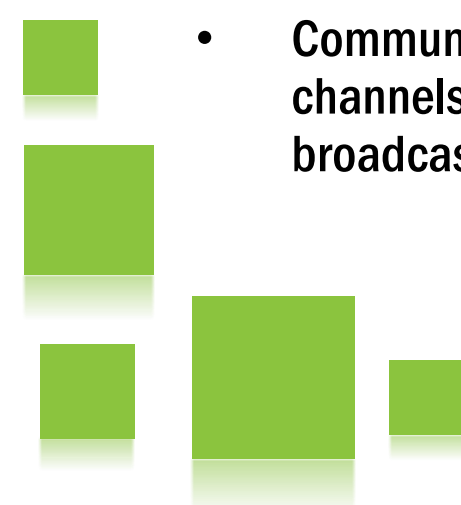
- ❖ Verbal Communication, is the use of words to share information and can be either spoken or written (e.g. face-to-face, telephone, radio, or other).
- ❖ Non-Verbal Communication, covering body language, gestures, how we dress or act, where we stand, and even our scent.
- ❖ Written Communication, is the act of writing, typing or printing symbols (e.g. books, blogs, letters, memos, email, chats, and more). Actually, it is helpful because it provides a record of information for reference.
- ❖ Visual Communication, is using photographs, art, drawings, sketches, charts and graphs to convey information.





Communication channels (1/2)

- A message is sent by the sender, through a communication channel, to one or multiple receiver(s).
- Communication channels affect how efficient or inefficient the flow of information is.
- Choosing an appropriate communication channel is vital for effective communication and important because it affects the message's meaning.
- All channels are not equally useful in attaining the same purpose and depend on the source, the receiver, and the message.
- Communication channels can be divided into two types: interpersonal and mass media. Interpersonal channels are referred to as face-to-face communication, while mass media channels (written, electronic, broadcast) can expose a large number of people to the same information at the same time.





Communication channels (2/2)

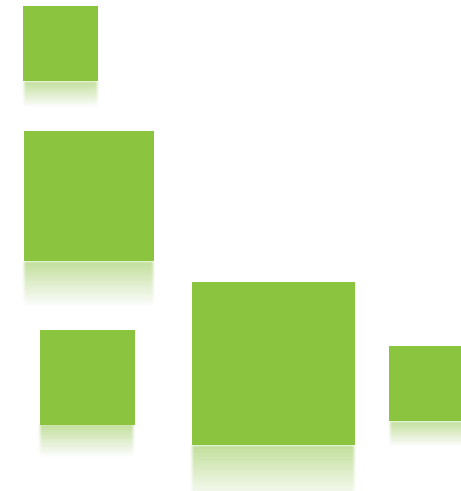
Agricultural extension officers, who are the intermediaries between research and farmers, should use various communication channels when transmitting agricultural messages.

Interpersonal Channels

- Extension agents
- Contact farmers
- Farm visit
- Opinion leaders
- Relatives/Friends/Neighbours

Mass Media Channels

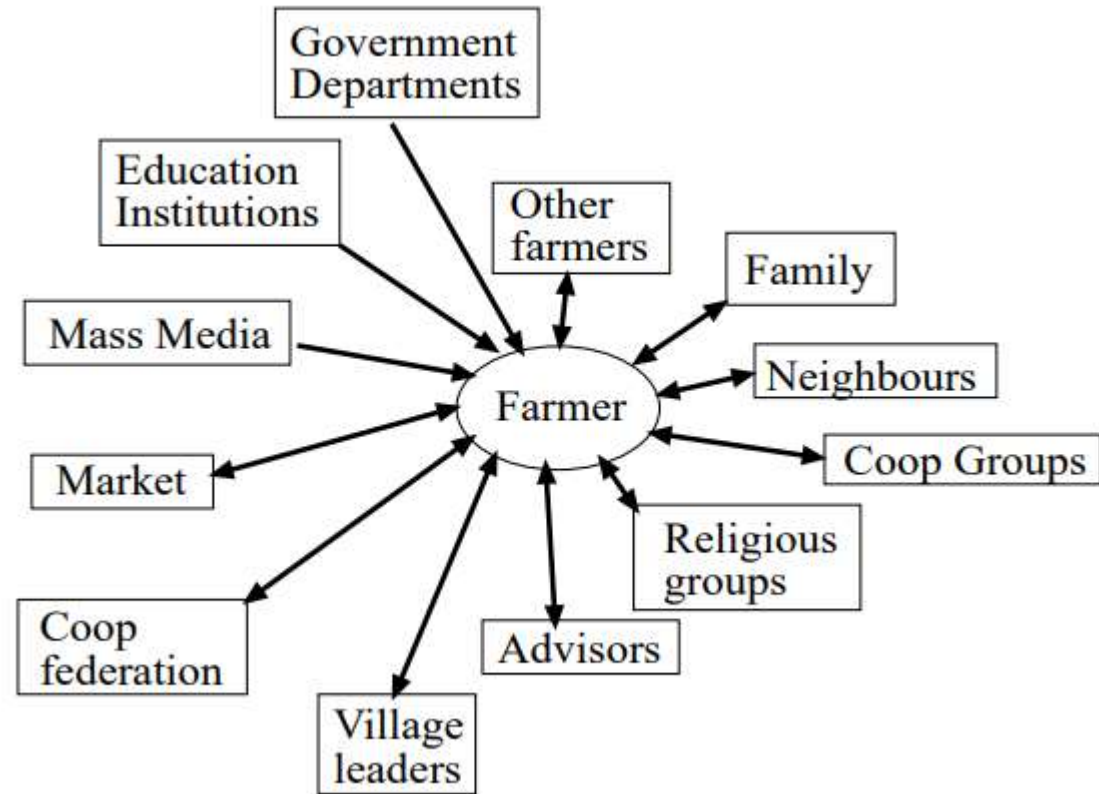
- Radio
- Television
- Newspapers
- Newsletters
- Posters
- Internet



Example of a communication network



Everyone communicates and is influenced by a whole network of people, the distance the cards are apart, represents the level of influence of contact with them.



Reference:

http://www.fao.org/3/a-x0475e.pdf?fbclid=IwAR2Nv46or7fmGMysRIsRLqzYZMTIhv1CmNnnvNTxyDaPj_m12NIZfxSa35w

Opinion leaders

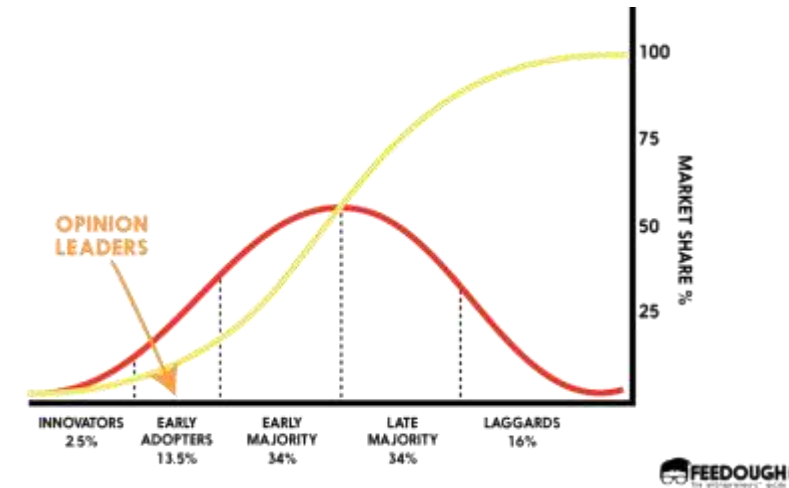
- Apart from extension agents, opinion leaders are responsible to transfer technologies among other farmers.
- They are generally more interactive, sociable, and/or companionable, and have great influence within their community. They tend to be better equipped than their followers, in terms of knowledge as well as judgement in the practical use of the innovations. They are respected and trusted. Moreover, they explain the media messages and put them into context for the wider population.





Why is an opinion leader important?

- There will always be a group of farmers, among the rural community, who will doubt the practical experience of extension agents, won't trust them, and be opposed to them. In that case, opinion leaders are the ones to help those farmers.
- Opinion leaders play a significant role in the agricultural extension while they can help with the more effective and quicker diffusion of an innovation.
- Opinion leaders usually belong to the “early adopters” portion of the innovation diffusion theory. In other words, they try and test the product before the other 84% of the users and have a huge influence over the majority of people who are yet to try the product.



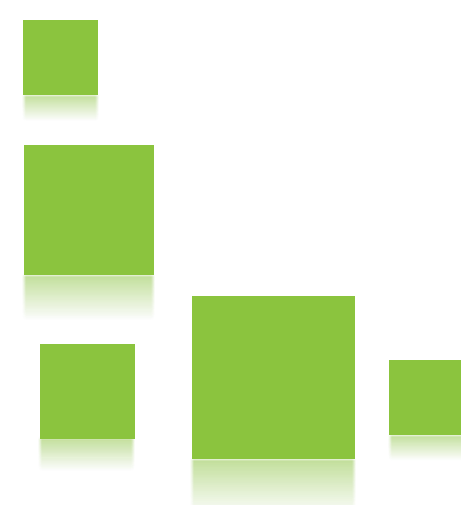
Reference:

<https://www.feedough.com/who-are-opinion-leaders-why-are-they-important/>



Agricultural cooperation units

- Cooperatives are based on values of self-help, self-responsibility, democracy, equality, equity and solidarity.
- Their primary role is to increase member's production and incomes by helping to improve the link with finance, and agricultural input and output markets.
- The purpose of their contribution is to support farmers to increase their yields and income.

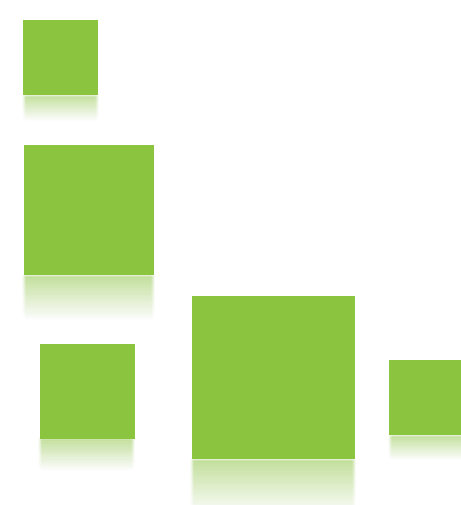




Importance of agricultural cooperatives

Some important roles of an agricultural cooperation for farmers are:

- ✓ Production and marketing of farm products
- ✓ Tools to create jobs
- ✓ Improvement in farmers' productivity
- ✓ Granting credit facilities to members
- ✓ Mobilizing and distributing credit to farmers





Lead an agricultural cooperation

- The future and succession of every agricultural cooperation depends on the leader and the quality/style of the leadership.
- A case study was conducted among farmers in Ilorin West Local Government Area of Kwara State, Nigeria, in order to examine agricultural cooperative's leadership style. The findings showed that democratic leaders are the most successful because they empowered their followers. Also, qualities mostly needed for selection include intelligence, self-confidence, and high educational status.

