

## Communication Skills in Agriculture: Need and Importance

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### SUMMARY

In today's information society, information and communication technology (ICT) plays a crucial role in societal systems, driving the expansion of agricultural knowledge. To prepare students for the profession, agricultural communication programs must focus on developing communication skills. Communication skills include oral communication, listening and writing abilities, grammar and writing proficiency, and a general understanding of technology and business. Poor communication skills can negatively impact students' performance in various fields, such as class, work-field, and placements. Improving communication abilities is essential for students to communicate effectively, improve their understanding of concepts, develop relationships with others, improve results, and be helpful in various areas, such as placements.

### INTRODUCTION

In this era of the information society, information and communication technology (ICT) provides an essential role in societal systems. ICT, or information and communication technology, is one of the new factors driving the expansion of agricultural base knowledge. These chances for the dissemination of agricultural technologies to the farming community can be seized by skilled extension employees (Kale *et al.*, 2016). As a field of study, agricultural communications are always improving. Initially known as agricultural journalism, the field that centered on disseminating information on farming methods and practices has evolved into agriculture communications, which also includes public opinion research and the transmission of reliable, scientific data (Irani and Doerfert, 2013). Agriculture in India is evolving to become a more scientific and knowledge-intensive industry. It calls for a continuous flow of knowledge from agriculture specialists to the farming community. To accommodate the present information demand, the Indian public extension network has become more time-consuming, expensive, and inefficient (Mruthunjaya and Adhiguru, 2005). The goal of agricultural communication programs is to prepare students to enter the profession and to handle the issues of their field. For advice on the precise skills to include in the curriculum, the education institutes consult with professionals and recent agricultural employers with communication graduates (Corder and Irlbeck, 2018). The abilities that companies look for in new hires and graduates of agricultural communications have been the subject of numerous studies by scholars in the field of curriculum and program development. There is also research on the subjects covered by agricultural communications degree programs at colleges and universities (Cannon *et al.*, 2016).

### Need and importance of communication skills in agriculture

In order to tackle the difficulties of the twenty-first century, agricultural learning and communication programs must train students to meet the changing needs of agricultural employers (Andelt *et al.*, 1997). Communication abilities are demonstrating novel methods for information sharing and communication. The knowledge and abilities of people are improved by employing such technologies. The terms "communication skills" can refer to a wide range of platforms, including voice information systems, television, video, and fax machines (Warren, M. F., 2002). A wide range of communication skills were included in the communication-area competences, with oral communication being deemed to be the most crucial. Listening and writing abilities were also crucial. Grammar and writing proficiency were sought in the general education core subject, coupled with a general understanding of technology and business (Easterly *et al.*, 2017).

Writing and essential communication skills, relevant agricultural knowledge, the capacity for creating a story, speaking in public, and general employability abilities emerged from conversations with agricultural communications graduates (Morgan, A.C., 2010). Graduates in agricultural communications also acknowledged the crucial influence internships had in their undergraduate career preparation for the workforce (Morgan, A.C., 2012).

Poor communication skills are one of the main causes of many students' problems. Their performance various fields like in class, in work-field, or in placements is affected, as is their capacity to comprehend what their

instructor is stating. Therefore, it is must to improve communication abilities as a student because (Downing J. E., 2005; Khan *et al.*, 2017):-

- It will enable to talk to teachers about concepts you are having trouble comprehending..
- It will facilitate the development of ties with other students.
- Improvement in results.
- Helpful in many areas like, for placements.

## CONCLUSION

It calls for a continuous flow of knowledge from agriculture specialists to the farming community. The goal of agricultural communication programs is to prepare students to enter the profession and to handle the issues of their field. The knowledge and abilities of people are improved by employing such skills. The terms "communication skills" can refer to a wide range of platforms, including voice information systems, television, video, and fax machines etc., which may help to improve various things in students as well as farmers.

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